



MODULE 9

MARKETING ON A SHOESTRING



USING OUR COURSE- IT COVERING 9 KEY MODULES



MODULE 1

Your creativity, where do business ideas come from ?

MODULE 2

Personal Development: what are your goals?

MODULE 3

Qualifying your business idea - the importance and tools of research

MODULE 4

New ways to be in business – introduction to private, social and community enterprise

MODULE 5

Entrepreneurship on a shoestring

MODULE 6

Let's get practical, managing and raising project finance, legalities for starting a business

MODULE 7

The HOW and WHERE of being In business, making product and service

MODULE 8

Sales are the engine of your business

MODULE 9

Marketing on a shoestring





THIS MODULE
WILL HELP YOU WITH -
**MARKETING ON
A SHOESTRING**





MODULE 9 CONTENT:

- Relationship between marketing and sales
- Your brand story is so important
- Coming up with your brand name...
- 3 ways to build your brand's trust, credibility & reputation
- What are you selling?
- Your marketing toolbox...
- Launching your business – using social media





RELATIONSHIP BETWEEN MARKETING AND SALES

Many people wonder about the difference between and sales and marketing. Let's be clear ...while marketing and sales are related in business, they are not the same thing





RELATIONSHIP BETWEEN MARKETING AND SALES

MARKETING

- Long term
- Aim is to build relationships
- While sales is really the 'push' to buy the product once the customer is in place, marketing is the 'pull' that gets the customer to you in the first place.

SALES

- Short term
- Aim is to 'close a sale' (that is get someone to buy your product)
- Sales strategy is based on the individual buyer and what needs to be done for them to give you their cash or click on the buy button





MARKETING IS ABOUT STANDING OUT!

Marketing is everything you do to place your product or service in the hands of potential customers. It is a process to create interest amongst potential customers in your products and/or services. Good marketing makes it easier to sell your product/service.

Think of marketing as this goldfish !

It helps you to stand out in a crowded marketplace.



MARKETING IS ABOUT STANDING OUT!

Marketing is any contact between you and someone who may buy from you. It is everything you do to place your product or service in the hands of potential customers. It is important to view marketing as a process, not an event. It is not a function; it is a way of doing business. It's a mindset.

Marketing never stops. Like the laundry, it is never done! It is about standing out and trying harder, every day (not just when you feel you should or you need to). Marketing is about relationships. You are your most important marketing tool.





GREAT MARKETING STARTS WITH YOUR BRAND



Your brand is more than your name and logo (although these are very important). Your brand is your **promise** to your customers – a promise of quality, of consistency, of usability, of durability – all the things that help make your product or service special in the minds of your customers.

The key strength of branding is it should make an **emotional connection** with the consumer and stay in their memory.



THE KEYS TO BUILDING A STRONG BRAND ARE:

1

IDENTIFY YOUR BRAND'S PERSONALITY

Think of your brand as a person, what is it's personality ?

Then ensure it comes through clearly in all your marketing message

2

KNOW YOUR CORE VALUES

These should form the basis of all decisions you make with regard to your brand. By sharing what you stand for as a brand, you will attract customers who share your beliefs.

3

BE UNIQUE

Take a look at what the competition is doing, identify the gap and fill it with your brand – great brands challenge their competitors



THE KEYS TO BUILDING A STRONG BRAND ARE:

4

BE CONSISTENT

Make sure you present your brand to the marketplace in exactly the same way no matter what the medium – you are creating one brand ... not 10!

5

DO THINGS PROPERLY

if this means doing less, then do less – avoid cheap, shoddy anything: printing, design, packaging or photography; every communication that goes out to your customers is an opportunity to reinforce your brand.



IT MAKES FINANCIAL SENSE TO BUILD A GREAT BRAND

Brand loyal customers:

- Are less price sensitive
- Have more of an emotional connection to your business
- Become Brand advocates – Get your customers talking about you to others.
- Are less costly to service – it's a lot less expensive to keep a current customer than to acquire a new one.



WHAT IS
YOUR
STORY

YOUR BRAND STORY IS SO IMPORTANT

A Brand Story is a blend of how you came to be, what you're passionate about (e.g. healthy food), your business culture (e.g. the ethics behind your business – environmental etc), how your product make people's lives better and why your product is worth noticing.






YOUR BRAND STORY IS SO IMPORTANT

Good brands often have human traits that your targets might identify with. They have a strong emotional context. You want your customer targets to think ‘he/she is like me’ or ‘that’s how I think’.


Your brand story is a complete picture made up of facts, feelings and interpretations:

- everything you do,
- each element of your product, business or brand, from the ingredients you use,
- the way you prepare and present your product,
- your packaging and
- your distribution



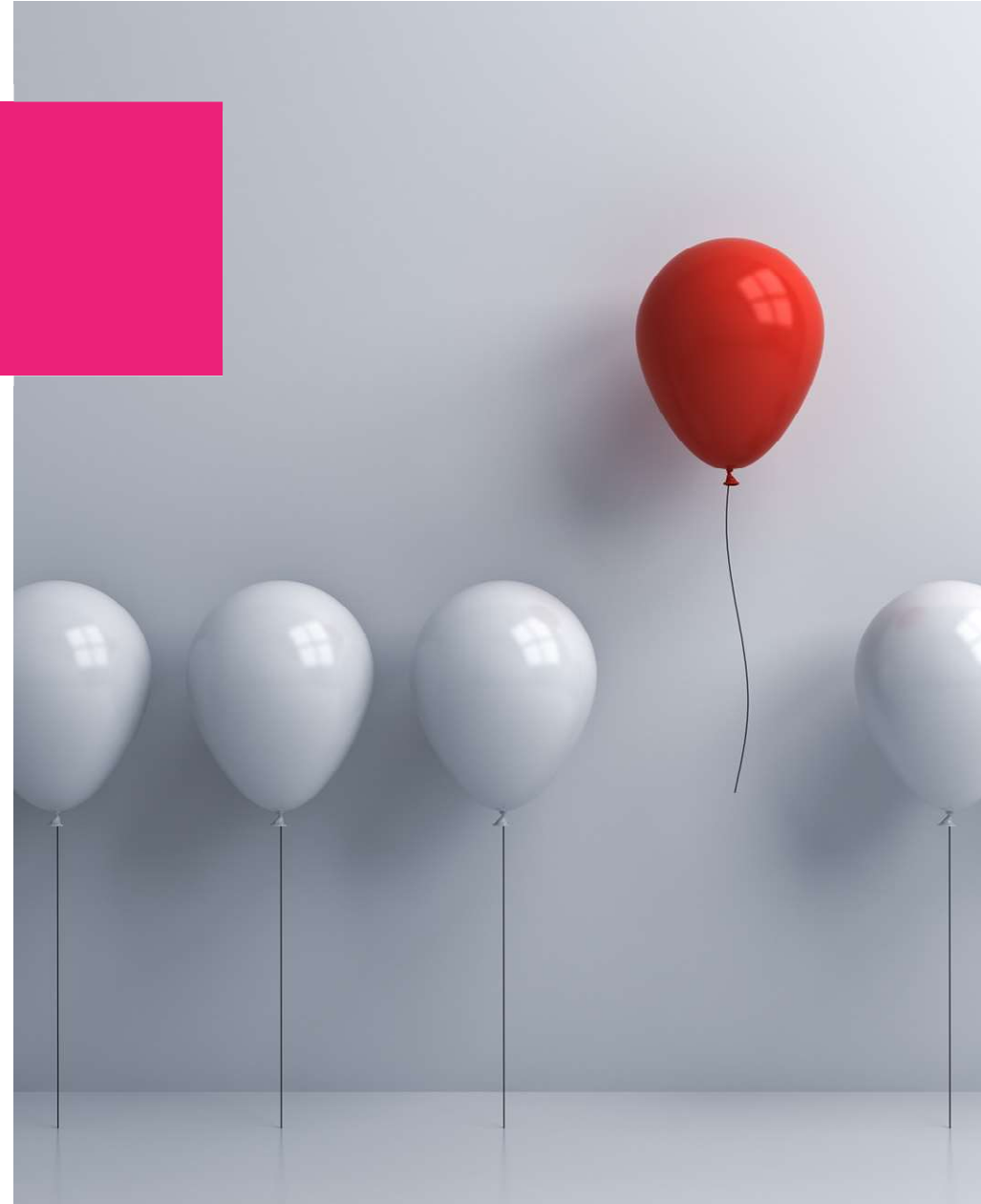


*Every element of you
should reflect the
truth about
your brand.*



IT'S IMPORTANT TO SET YOUR BRAND APART!

Your challenge is to rise above others and try to uncover how your business is superior from the others in your industry.



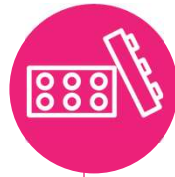


IT'S IMPORTANT TO SET YOUR BRAND APART!

Why do you deserve to get the customer over a similar business?

It simply isn't enough to compete on product or price. Today, consumers are after something more. They look for substance and often buy with emotion. This means that you need to create a memorable MESSAGE (brand story) that stands above what you're actually selling.



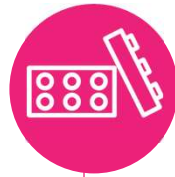


LEGO

“The LEGO brand is more than simply our familiar logo. It is the expectations that people have of the company towards its products and services, and the accountability that the LEGO Group feels towards the world around it. The brand acts as a guarantee of quality and originality.”

BRAND PROMISE
EXAMPLE..



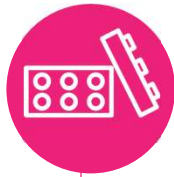


LEGO

| | | |
|-------------------|--|---|
| Mission | Inspire and develop the builders of tomorrow | |
| Aspiration | Globalize and innovate the LEGO System in Play | |
| Promises | Play Promise Joy of building. Pride of creation | Partner Promise Mutual value creation |
| | Planet Promise Positive impact | People Promise Succeed together |
| Spirit | Only the best is good enough | |
| Values | Imagination - Creativity - Fun - Learning - Caring - Quality | |

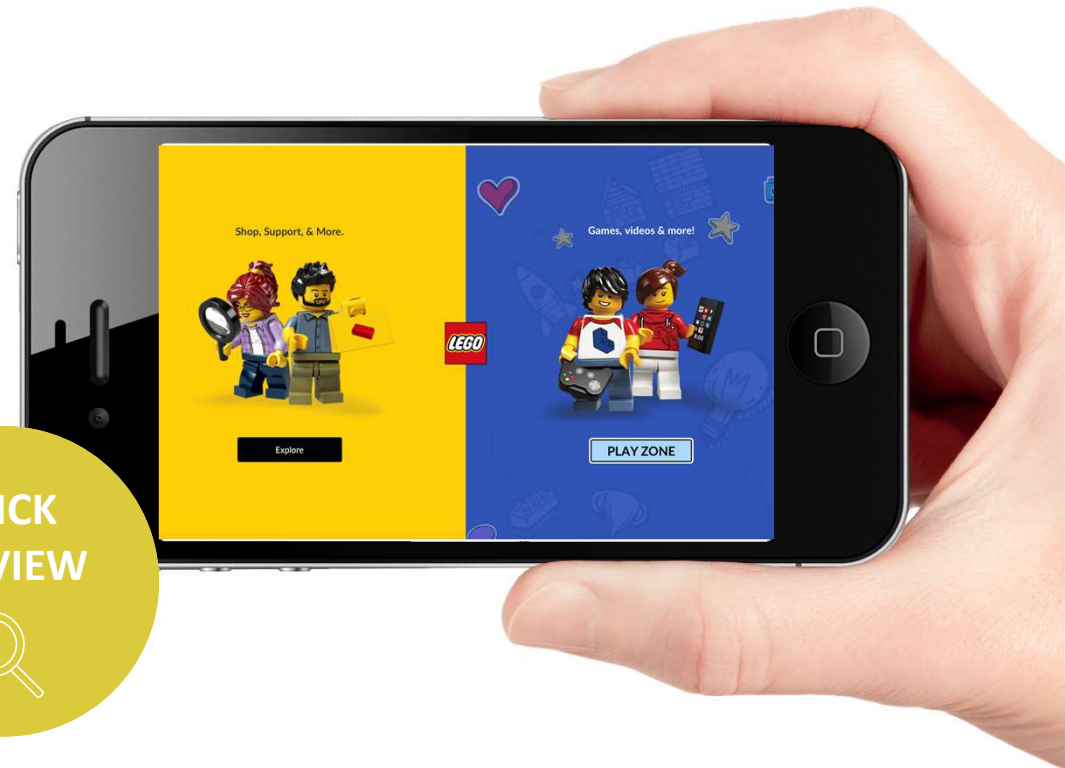
BRAND PROMISE
EXAMPLE..





LEGO

LEGO explain each of their values on their website and it makes for interesting reading...



BRAND PROMISE EXAMPLE..

THE ELEMENTS TO CREATE OR CAPTURE YOUR BRAND STORY...

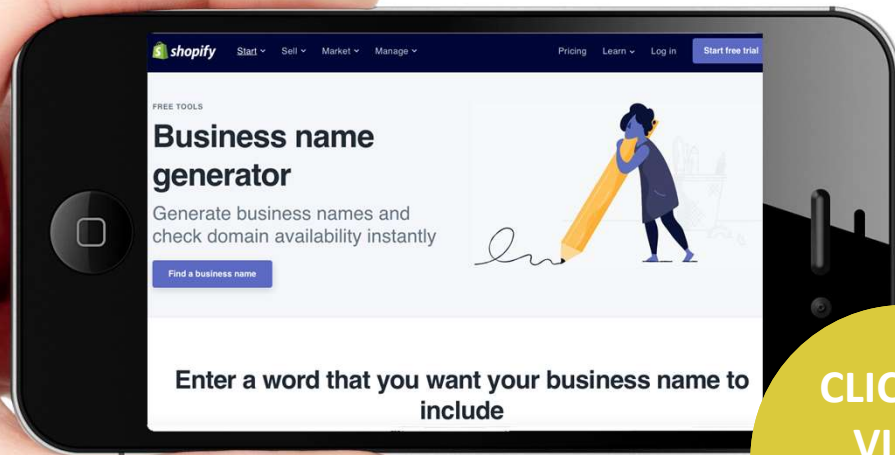
- Start with your Personal Story: Your history, how you got started, the choices you made, were other characters involved?
- Your Passion Story: What you love and why you love what you do.
- The Personality Story: How people might experience your brand, the customer experience or your approach to the work.
- The Customer Story: What do you customers say about you?





COMING UP WITH YOUR BRAND NAME...

Naming your business is a three-pronged approach. You have to come up with a good name, a creative tagline, and a corresponding website domain name.



CLICK TO
VIEW



Shopify have an automatic Business Name Generator! Lots of others sell names and domains – at a cost!

Let's look at some approaches you can consider...





WAYS TO COME UP WITH YOUR BRAND NAME...

1

FOUNDERS' NAMES:

Using the names or nick names of real people

PROS

- Your stamp of ownership
- A legacy for your family
- Signal Nationality or not

CONS

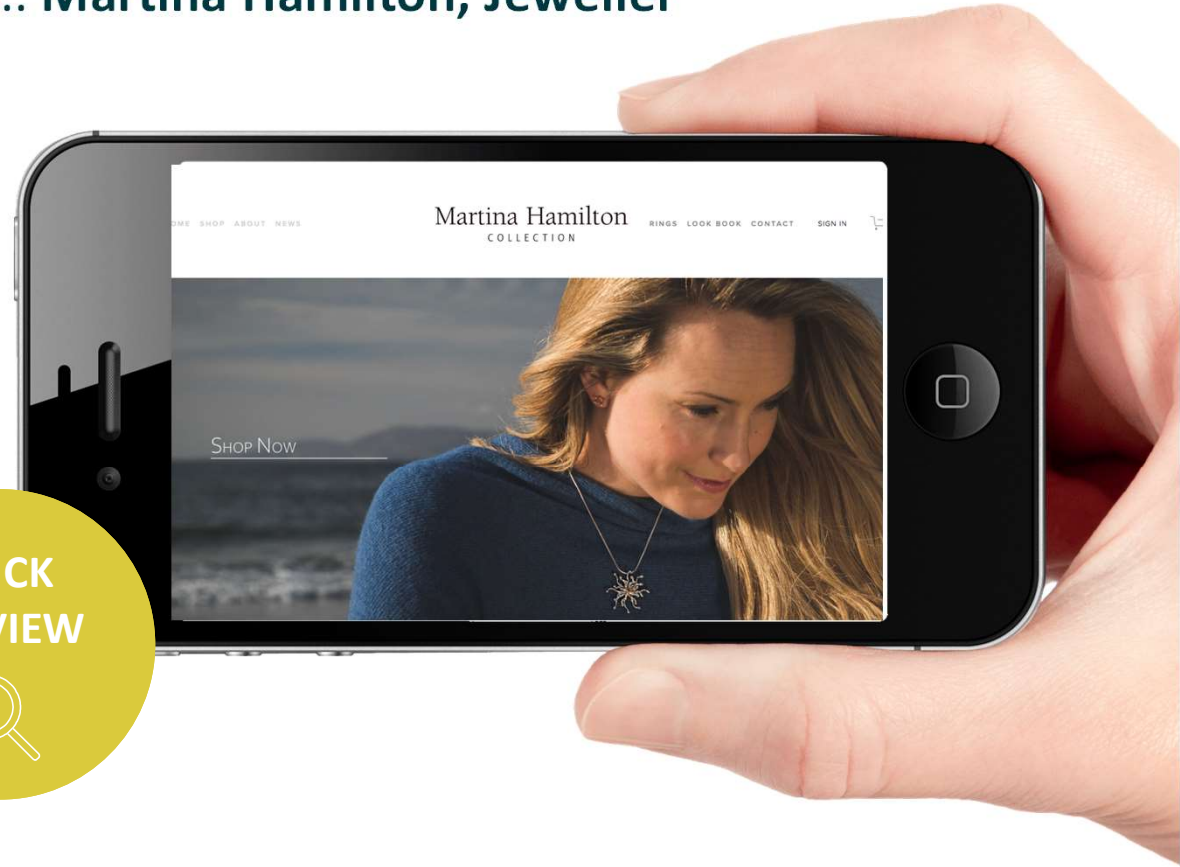
- May take longer to become established
- May need a further description



1

FOUNDERS' NAMES:

Example.. **Martina Hamilton, Jeweller**



CLICK TO VIEW



WAYS TO COME UP WITH YOUR BRAND NAME...



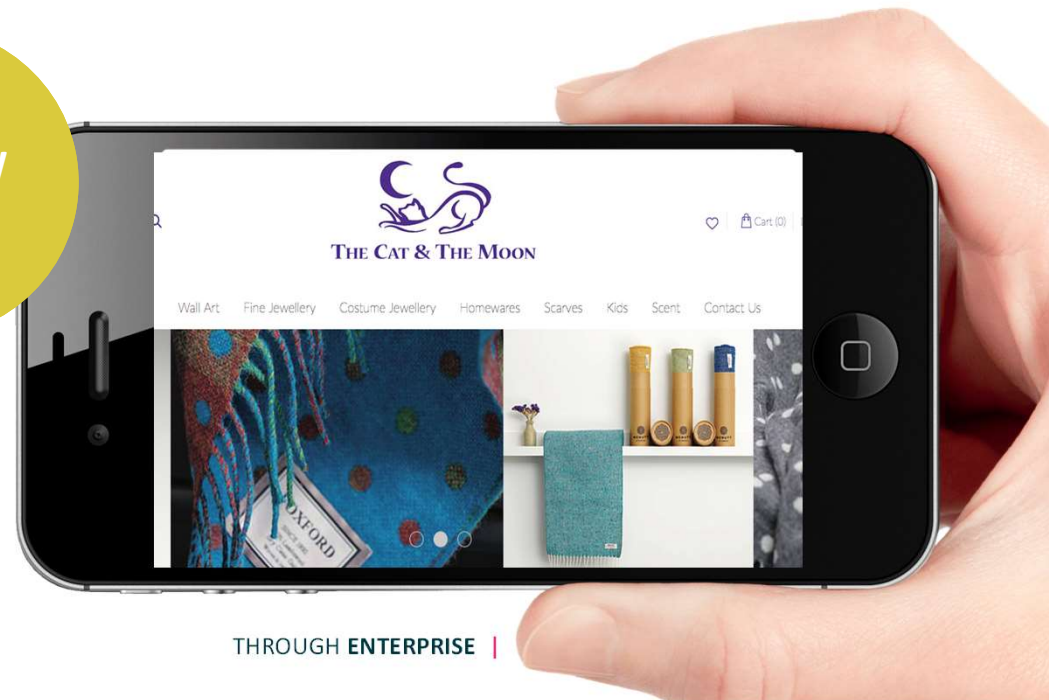
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PERSONIFICATION:

Brands that take their names from myth

The Cat and the Moon is named after a 1924 play and poem by W. B. Yeats synonymous with the area)

CLICK
TO VIEW



THROUGH ENTERPRISE |

WAYS TO COME
UP WITH YOUR
BRAND NAME...



WAYS TO COME UP WITH YOUR BRAND NAME...

2

PERSONIFICATION:

Brands that take their names from myth

strangeFRUIT

Greeting card business named after a 1946 poem



Nike - Name for the Greek Goddess of Victory.



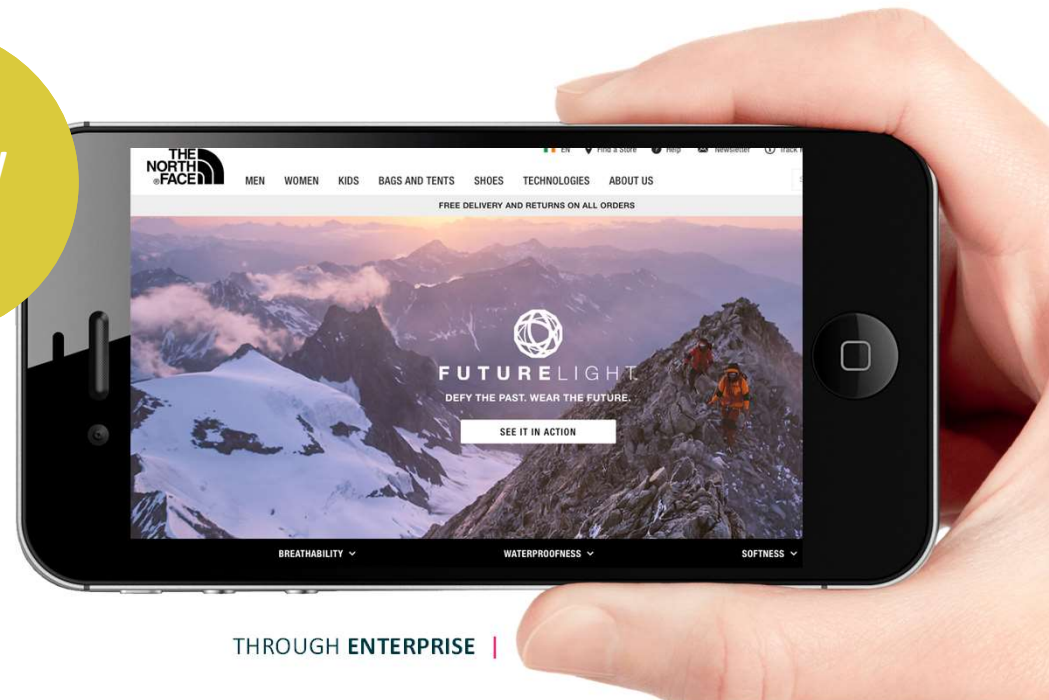
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GEOGRAPHY:

Brands named after place of origin

The North Face named from the coldest, most unforgiving side of a mountain.

CLICK
TO VIEW



WAYS TO COME
UP WITH YOUR
BRAND NAME...

THROUGH ENTERPRISE |



3

GEOGRAPHY:

Brands named after place of origin

What brands are called after where your are from ?

WAYS TO COME UP WITH YOUR BRAND NAME...

theleitrim
designhouse





4

HUMOUR

WAYS TO COME UP WITH YOUR BRAND NAME...





WAYS TO COME
UP WITH YOUR
BRAND NAME...

5

USE THE PRODUCT TO INSPIRE



Using 'negative space' the Bronx Zoo logo, where New York's iconic skyline of tall buildings can be found between the legs of the giraffes.



WAYS TO COME
UP WITH YOUR
BRAND NAME...

6

VALUES BASED

e.g. ethical credentials as a key selling message

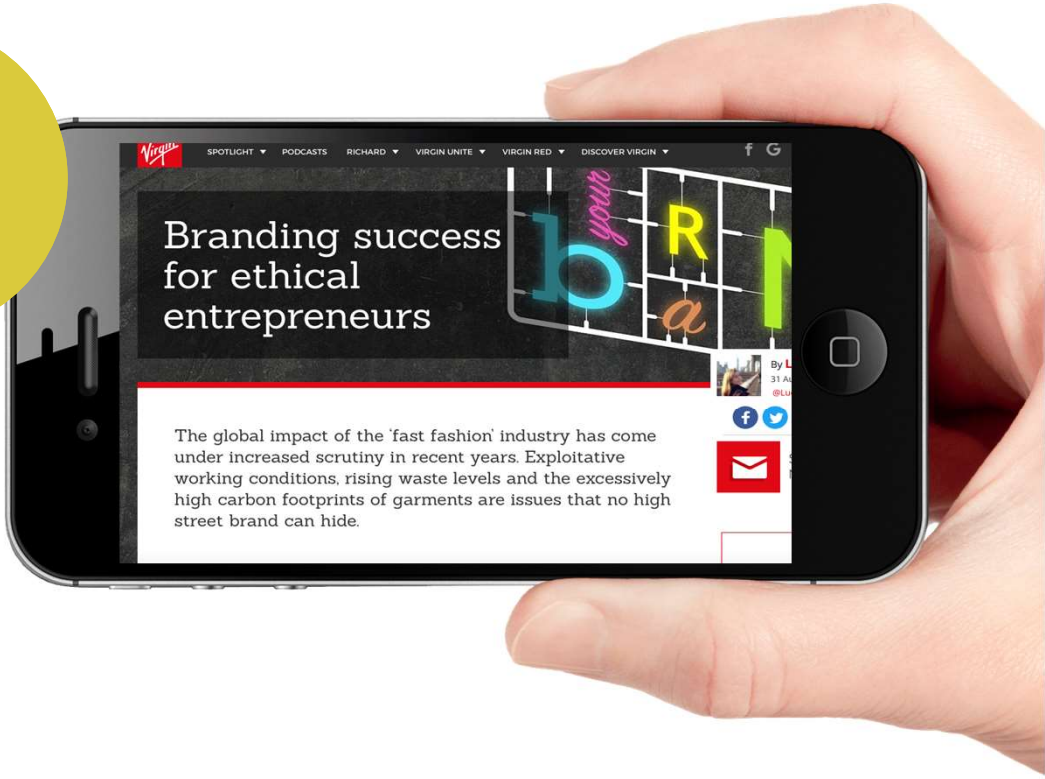




6

VALUES BASED

e.g. ethical credentials as a key selling message



WAYS TO COME UP WITH YOUR BRAND NAME...

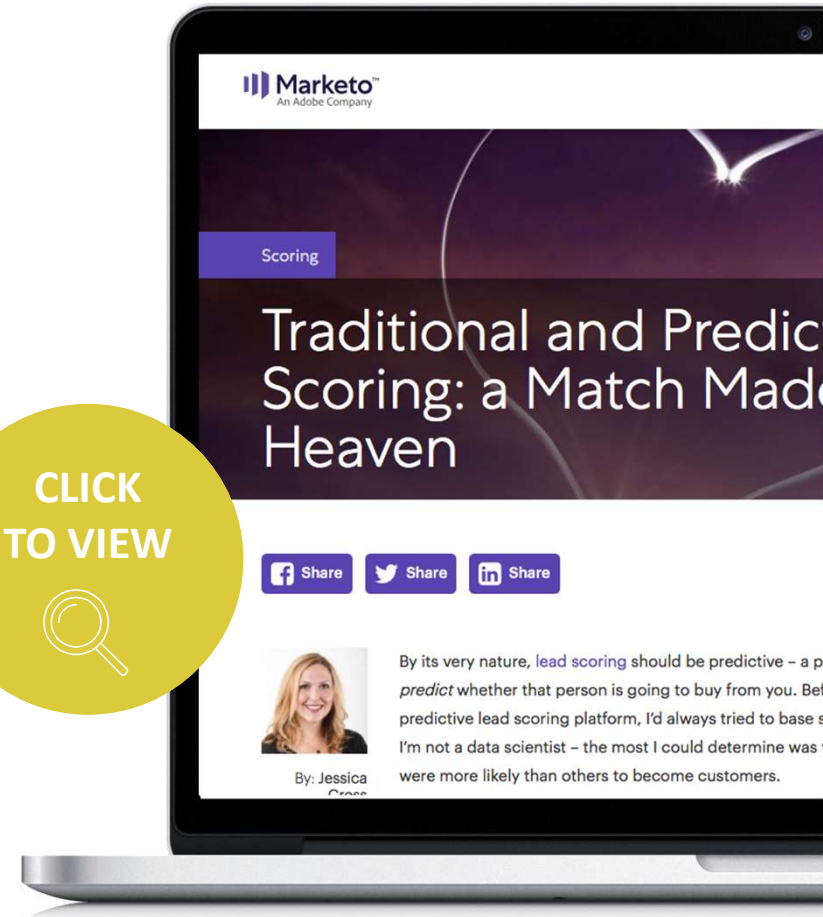
“NITTY GRITTY DETAIL” IS SO IMPORTANT

What colour is your brand? Choose carefully.

Did you know there is a science behind colour?

READ

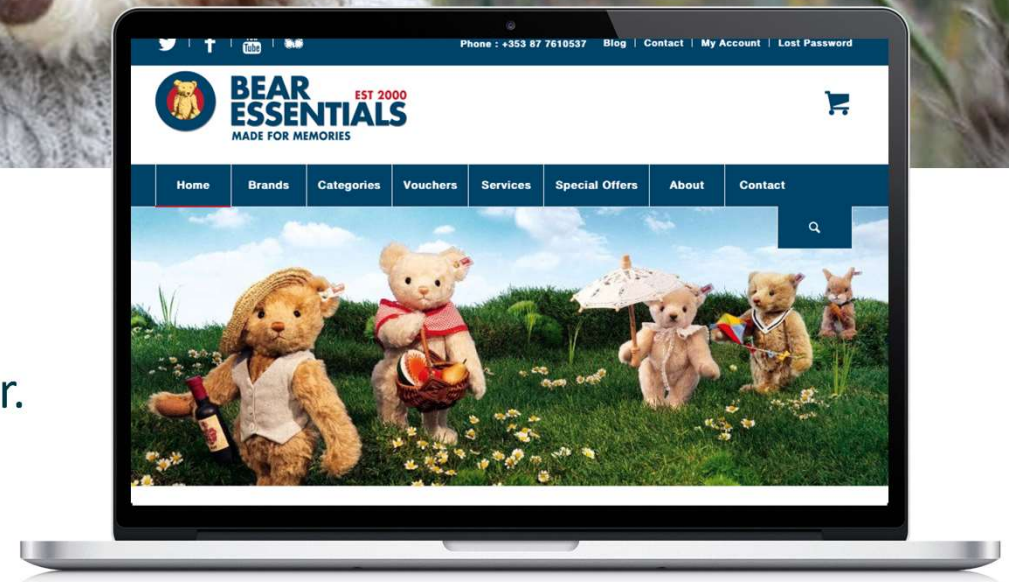
What your brand colours say about your business?



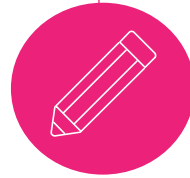
GREAT BRANDS ARE CONSISTENT – AND CREATIVE



Anke of Bear Essentials wears a bear necklace and is always photographed with her ‘friend’ who she introduces by name when we meet her.



COMPLETE OUR TELL YOUR STORY STORYBOARD



THIS EXERCISE WILL HELP YOU TO DEVELOP YOUR BRANDING STORY

WHAT'S YOUR STORY?

- Tell the story of your business through images
- Photos of yourself - your passions and skills
 - Photos of your product
- Snippets of behind the scenes work
- What motivates / inspires you ?





3 WAYS TO BUILD YOUR BRAND'S TRUST, CREDIBILITY & REPUTATION

1

ESTABLISH YOUR CREDIBILITY

There are a few different ways you can accomplish this.

- On your business card, social media and website include your brand and a good, professional picture of yourself.
- List of your credentials, state exactly how your credentials translate into a benefit for your clients - see more later in this module
- Make connections and establish yourself as a professional by joining networking sites like LinkedIn.
- Testimonials from clients are a great way to establish your credibility.





3 WAYS TO BUILD YOUR BRAND'S TRUST, CREDIBILITY & REPUTATION

2

BE VISIBLE AND ACCESSIBLE

Making it easy for prospective customers to contact you can be a simple and very effective way of building trust (especially true for online businesses).

- Include your contact details on your business card, social media etc.
- On your website - provide an online form, your e-mail address, phone number, physical mailing address and any other relevant information (like the best times to call you). And make sure this information is highly visible and easily accessible from every page of your site and also across your social media.





3 WAYS TO BUILD YOUR BRAND'S TRUST, CREDIBILITY & REPUTATION

3

REFERRALS

Once up and running, get as many customer referrals as you can. Don't be afraid to ask for referrals. If you've done a good job for someone, they'll likely be more than happy to refer their friends and business associates to you.

But if you don't ask, they'll rarely think to do it. Don't leave this to chance.

- Are they happy with your products?
- Are they happy with the job you did for them?
- Is there anything else you can do for them?



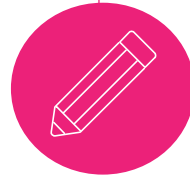
NOW YOU HAVE YOUR BRAND - IT'S TIME TO START MARKETING

Revolve around your target customer

- Today's consumer wants and needs more information than ever before.
- They want to know what your product or service **does**.
- They want to know **what's in it for them** how they will **benefit**.
- They want **reviews**.
- They want to ask **questions**.
- They want **testimonials**.
- They want to be **reassured**.



EXERCISE: DEFINE YOUR TARGET MARKET

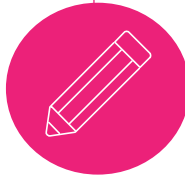


One of the easiest and most obvious ways to describe an audience is in terms of their demographic characteristics.

- How old are your typical target market?
- Are they mostly female, mostly male or an even mix?
- Are they married or single? Do they have children?
 - Where do they live? Where do they work?
 - What ethnic groups predominate?
- What is the typical occupation and level of income?



EXERCISE: CREATE A TARGET AUDIENCE INSPIRATION BOARD



This exercise will help you to create a visual picture of your target market - their lives, motivations.



Target customer
15 Pins



Customer
90 Pins



Versona target custo...
14 Pins



Target customer
61 Pins



Target Customer
23 Pins





WHAT ARE YOU SELLING?

Do you know that people don't just "buy" a product? They "buy" the concept of what that product will do for them, or help them do for themselves.



WHAT ARE YOU SELLING?

Be clear about your USP

Your Unique Selling Proposition. This is the factor or reason that one product or service is different from and better than that of the competition. If you cannot pinpoint, explain or highlight what makes your business or product unique from your competitors, you won't be able to target your marketing efforts successfully.





WHAT ARE YOU SELLING?

Do you know that people don't just "buy" a product? They "buy" the concept of what that product will do for them, or help them do for themselves. All your marketing needs to speak to the consumer in terms of features and benefits..

Product Features

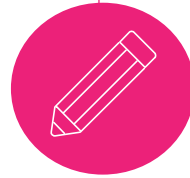
Features are descriptive, they describe what a product or service does.

Product Benefits

Benefits translate a feature into a solution that solves a customer problem. Solving consumer problems is one of the best ways of selling your products/service.



PRODUCT BENEFITS MATTER!



Examples

PRODUCT FEATURES

Indoor soft play area

Feature - Fully licensed centre

High-protein Greek yogurt

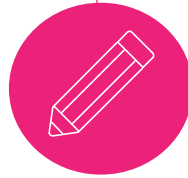
PRODUCT BENEFITS

Our play facilities are fully licensed, meaning you can rest assured that your child can play in a secure environment that meets all health and safety standards.

Enjoy a powerful, delicious yogurt that keeps you on the go throughout the day.



EXERCISE: BENEFITS VS FEATURES



Enter four features your product or company will provide:

1. _____
2. _____
3. _____
4. _____

Now ask yourself why these features are important to uncover your benefits!

Enter four benefits your product or company will provide:

1. _____
2. _____
3. _____
4. _____



THE **5** MOST PERSUASIVE WORDS IN MARKETING ARE....

1. **You** - we become more engaged and even more trusting of a message in which our name appears.
2. **Free** – powerful but only use free when it makes sense, and only in the right context.
3. **Because** - you have to remember that it all comes down to answering your customer's #1 question - What's in it for me?
4. **Instantly** - we want things yesterday
5. **New** - New fixes to old problems, new features and improvements, a fresh new design, or even new ways of getting your message, while staying true to your brand



IN THIS SECTION WE LOOK AT YOUR MARKETING TOOLBOX...

- Your web presence. Make it work for you
- Promotional/Marketing Materials - what you need most
- Email marketing is a powerful tool
- Launching your Business - using Social Media





YOUR WEB PRESENCE. MAKE IT WORK FOR YOU.

Think of your website as your hub serving as your always open shopfront. It's what people will see when they look for you. Make sure your first impression is a good one. Thought and effort into the design of the website will pay dividends.

- Define your goals for the website
- What information do you want to highlight on the website?
- How can you highlight your Unique Selling Points?
- How do you want the visitor to experience this? E.g. through video, image gallery, downloads etc.
- What layout is appropriate to your business?
- How can your website capture potential leads? E.g. Sign up to our newsletter
- Cost considerations – can a free site give the same functionality as a custom design?

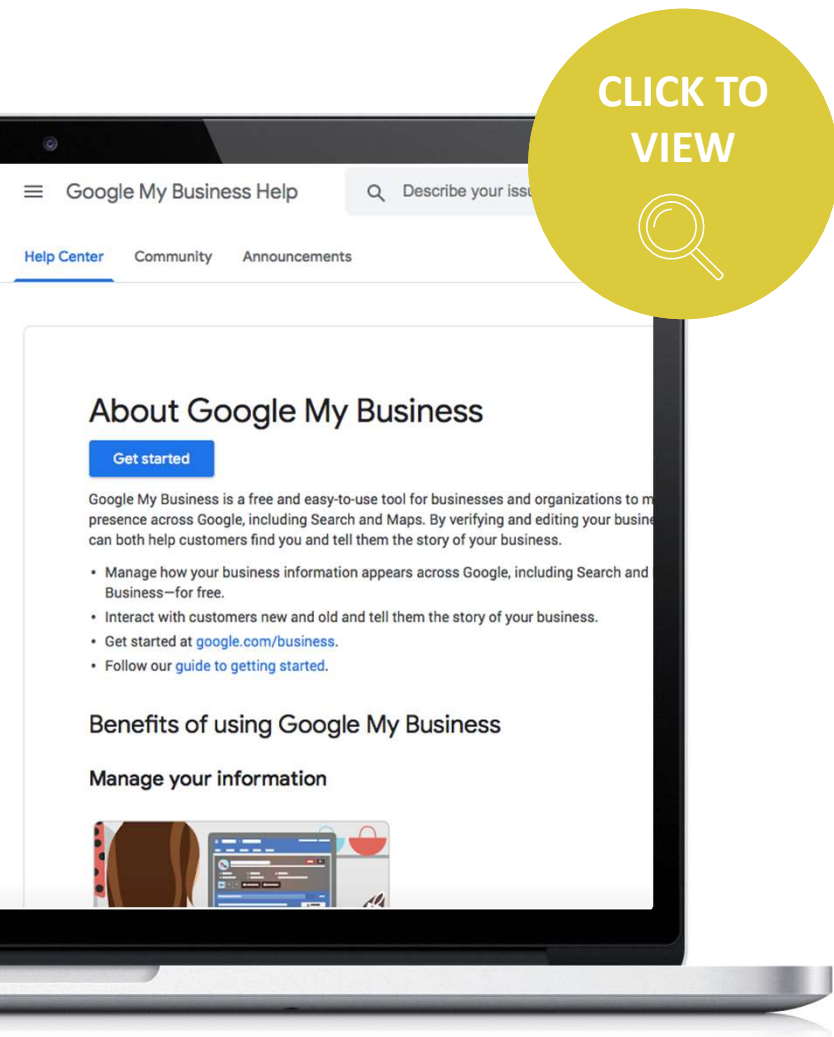


YOUR WEBSITE, THE ESSENTIALS



- The Structure** Your home page is the initial point of contact for visitors. It must answer 2 key questions for the visitor and give them a reason to stay on your site What do you do? Why should I trust you?
- The About Page** Reinforces that trust. Share your profile and give evidence of why you are special. Remember 78% of people trust a recommendation, only 14% trust advertisements.
- Contact Page** Make it easy for people to contact you on EVERY page – email and phone number clearly displayed. Include your address and a Google Map if appropriate.





CLICK TO
VIEW



GOOGLE MY BUSINESS

Use Google My Business to get a your business, online.

<https://support.google.com/business>

By creating a local page on Google My Business, your business information can show up in Google Search, Google Earth, and other Google properties





PROMOTIONAL/MARKETING MATERIALS – WHAT YOU NEED MOST

Business Cards

They may be old school but they are an important marketing tool to build your credibility as a business owner, network and make connections (You can get 500 business cards for less than €20)

Product Photography

Smart phone's now have excellent quality camera's. Experiment with yours and learn from others on Instagram about how to capture photos that incite engagement!

Press Release

For local newspapers – journalists and local news writers are always interested in local news stories. By now you know your USP, have the start of a brand story and maybe even have a business launch date – pull all these together into a press release and you are sure to get something printed



DID YOU KNOW EMAIL MARKETING IS A POWERFUL TOOL?

- High Impact marketing effort
- Easy to track number of recipients
- FREE packages e.g. <http://www.mailchimp.com>
- Online ezine & newsletter application
- Sign up – FREE Account
- Send 12,000 emails per month to 2,000 subscribers
- Create newsletter in 3 easy steps
 - Create list
 - Design Sign up form
 - Create & Send Campaigns
 - Others are www.constantcontact.com and www.aweber.com



LAUNCHING YOUR BUSINESS – USING SOCIAL MEDIA

Social Media is one of the best marketing tools for start up businesses and entrepreneurs. Why? It's free, you just need to put some time and effort into it. It can help you connect with customers locally, regionally, nationally even globally!

There is a social media platform for everyone and every type of business! You can 'small talk' with potential customers and create strong customer relationships. It is where you can show a more personal side to your business, the atmosphere is more 'laid back', and the etiquette more informal.





USING DIGITAL MARKETING AND SOCIAL MEDIA TO BUILD YOUR BRAND ONLINE

- Promoting your brand online helps to create widespread awareness of what your business stands for and has to offer.
- Building your online brand gives us instant opportunities to create likability and to foster the growth of a fan base.
- Building an online brand elevates our credibility, because we embrace being ‘out there’ for the world to find.
- Building an online brand allows us to gain trust – the most important part of the ‘sales process’ – leading to more prospects, more customers and more profits!



USING DIGITAL MARKETING AND SOCIAL MEDIA TO BUILD YOUR BRAND ONLINE

- All the ingredients for great content are around you!
- An impromptu video of your workshop/kitchen can be turned into a YouTube video.
- Prep work for a sales meeting/presentation can be transformed into a captivating industry insight
- Customer case studies can be turned into insightful blog posts



FACEBOOK

Facebook is still the most popular social media website. Most of us are using it personally to connect with friends and family the world over but it also a great space for businesses to create pages, share product photos, create videos and lots of interesting content around your new business.

It is a great resource in communicating with existing customers and targeting potential ones.

SPOTLIGHT ON **FACEBOOK** AS A MARKETING TOOL





HOW IT WORKS IN BUSINESS

Facebook defines engagement in one way and one way only: fingers clicking specific buttons. The more often your fans engage with you, the more often your posts will be pushed out into their News Feed. Four main ways fans engage –

like it

Click on a link

Share it with others

Leave a comment

SPOTLIGHT ON
FACEBOOK AS A
MARKETING TOOL





HOW IT WORKS IN BUSINESS

Every time someone engages with your page a story is created and shared with their network. Other ways of engagement are:

- RSVP to a pages event - The event-posting capabilities allow you to advertise upcoming events easily and efficiently.
- Mention the page in a post
- Check in at a place

SPOTLIGHT ON
FACEBOOK AS A
MARKETING TOOL

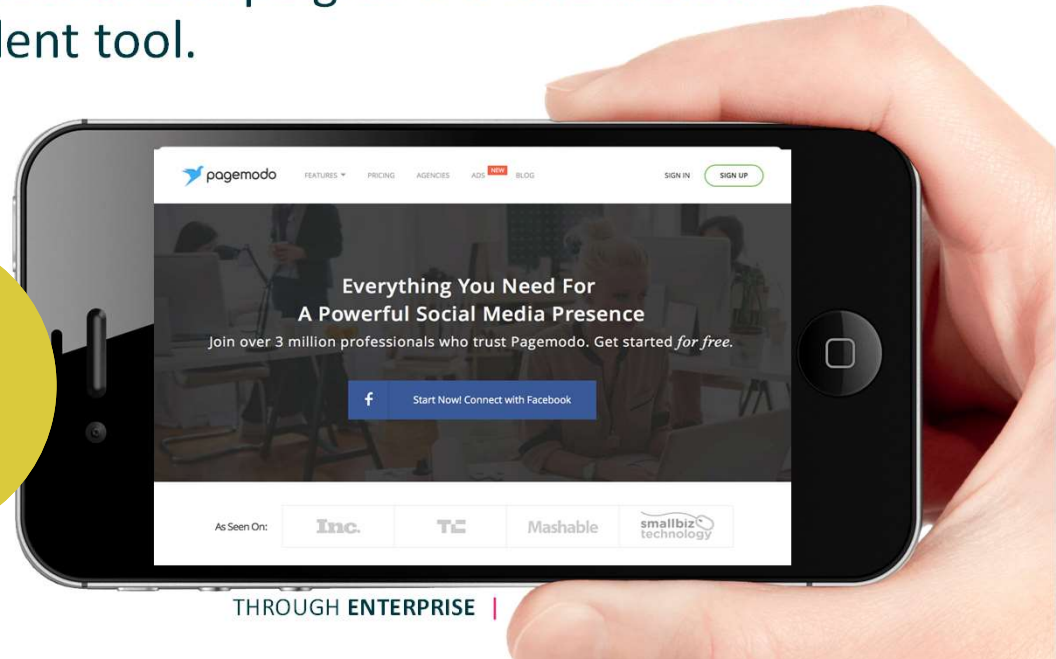




MAKE A GOOD IMPRESSION

Free Facebook Timeline Cover Maker Tool - www.pagemodo.com is a great FREE tool for creating interesting and engaging Facebook Cover images. Lots of templates to choose from, you insert your own images, text, call to actions etc. Update your cover regularly – seasonal campaigns. www.canva.com is another excellent tool.

SPOTLIGHT ON
FACEBOOK AS A
MARKETING TOOL



THROUGH ENTERPRISE |



BE SMART

- **Schedule Posts** - Try structure your posts like you are talking to a friend and you/your business will come across more open, welcoming and approachable!
- **Experiment With How Often You Post.** It very much depends on your business & audience.
- **Facebook Ads.** Many businesses find Facebook ads very successful. The good thing about Facebook ads compared to other advertising is that you can target people in all sorts of categories. Businesses on Facebook should budget money for:
 - Page Like Ads (at least \$1 per day)
 - Boosted Posts (great for getting quick engagement)
 - News Feed Ads (require more knowledge but can pay off big time)

SPOTLIGHT ON **FACEBOOK** AS A MARKETING TOOL





FACEBOOK LIVE – IT REALLY WORKS

Live video streaming is quickly becoming a popular method for businesses to reach out to their users.

Facebook Live is a tool for sharing live video straight from your smartphone. This ability allows your business to interact and connect with customers in real time.

There are no edits or cuts. It is a video feed happening at that exact moment, and this is what makes it so powerful. Live video streaming breaks down traditional barriers and creates a connection with your customer that extends beyond traditional marketing.

SPOTLIGHT ON
FACEBOOK AS A
MARKETING TOOL

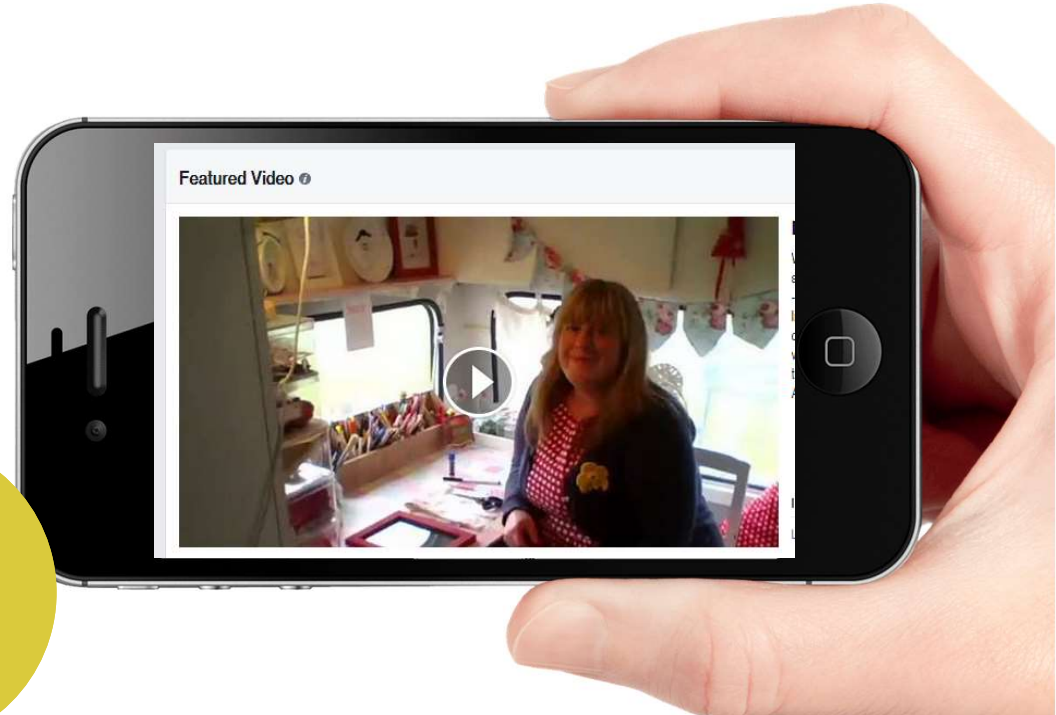




HOW TO VIDEOS REALLY WORK

Michellemadethis - DIY Wipeable to do list frame
<https://www.facebook.com/michellemadethis/videos>

SPOTLIGHT ON
FACEBOOK AS A
MARKETING TOOL





FREE VIDEO CREATION/EDITING TOOLS

Youtube video editor - www.youtube.com/editor
Combine multiple videos & images you've uploaded to create a new video

- Trim your clips to custom lengths
- Add music to your video from a library of approved and FREE tracks
- Customize videos and clips with special tools and effects



SPOTLIGHT ON
YOU TUBE AS A
MARKETING TOOL

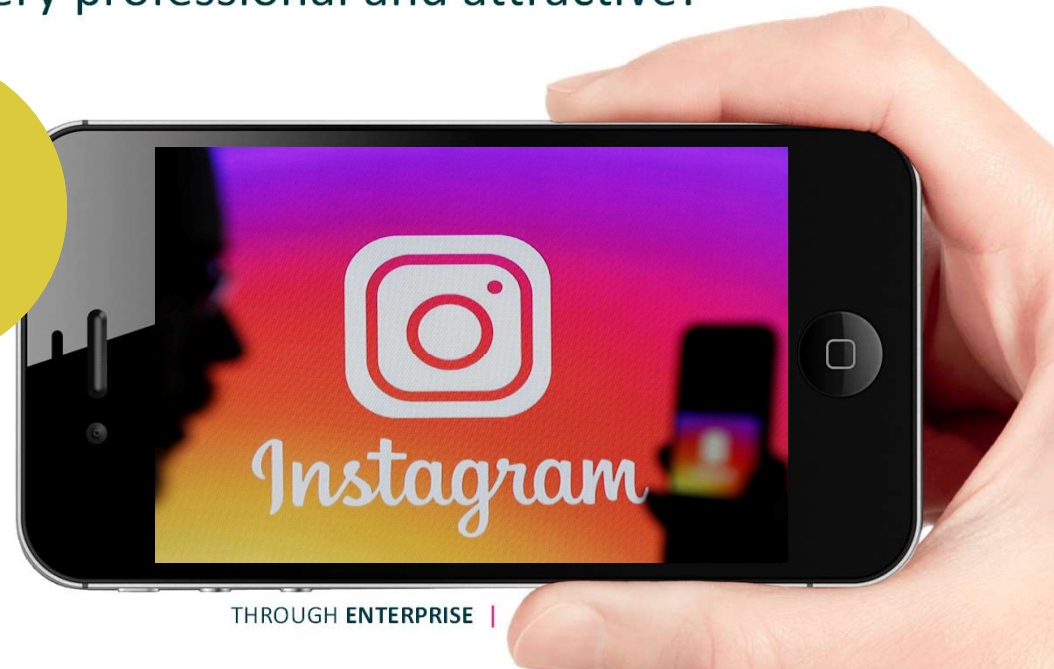




INSTAGRAM

Instagram is a powerful platform for creating visual content and engaging your potential customers. It is said to be 15 times more powerful than Facebook. A major bonus is that Instagram has some amazing easy to use photo editing tools and filters that make your photos look very professional and attractive!

CLICK
TO VIEW



THROUGH ENTERPRISE |

SPOTLIGHT ON
INSTAGRAM AS A
MARKETING TOOL



SOME KEY POINTS

Connect It to Your Other Social Channels- Connect Instagram to your Twitter and Facebook accounts so that any image you share on Instagram will automatically post to those profiles.

Post What People Want - Don't feel like all your images have to be polished, professional product shots. Your audience might prefer behind-the-scenes shots of you preparing for an event or highlighting your product. Your stream should deliver visual content that followers can't get anywhere else.

Power of Video - Instagram videos should be short and sweet

SPOTLIGHT ON **INSTAGRAM** AS A MARKETING TOOL





SOME KEY POINTS

Respond to Comments – engage with your followers. Follow people back, and then try to connect with them on other social sites.

Crowdsource Your Images

Your stream doesn't just have to be of photos you took; a great way to engage followers is to encourage them to upload photos to your stream as well. You can use this as a contest and reward the best image, or simply showcase your fans using your product.

Show you brand's personality - the visual impact from Instagram gives you the opportunity to do just that. Your stream needs to go beyond product photos to really tell your company's story.

SPOTLIGHT ON **INSTAGRAM** AS A MARKETING TOOL





SOME KEY POINTS

Measure Your Likes - If you look at which images people are clicking that little heart button on, you can better understand your audience. This can not only help you decide what kinds of images you want to post in the future, but it can also help you do a little market research for your products. For example, post two pictures of a product in two different colours. Ask which fans like. The one with more likes is the one you should produce.

Be Consistent - Just like with any social media site, consistency is key. Get into a regular routine of posting pictures so you stay in front of your audience

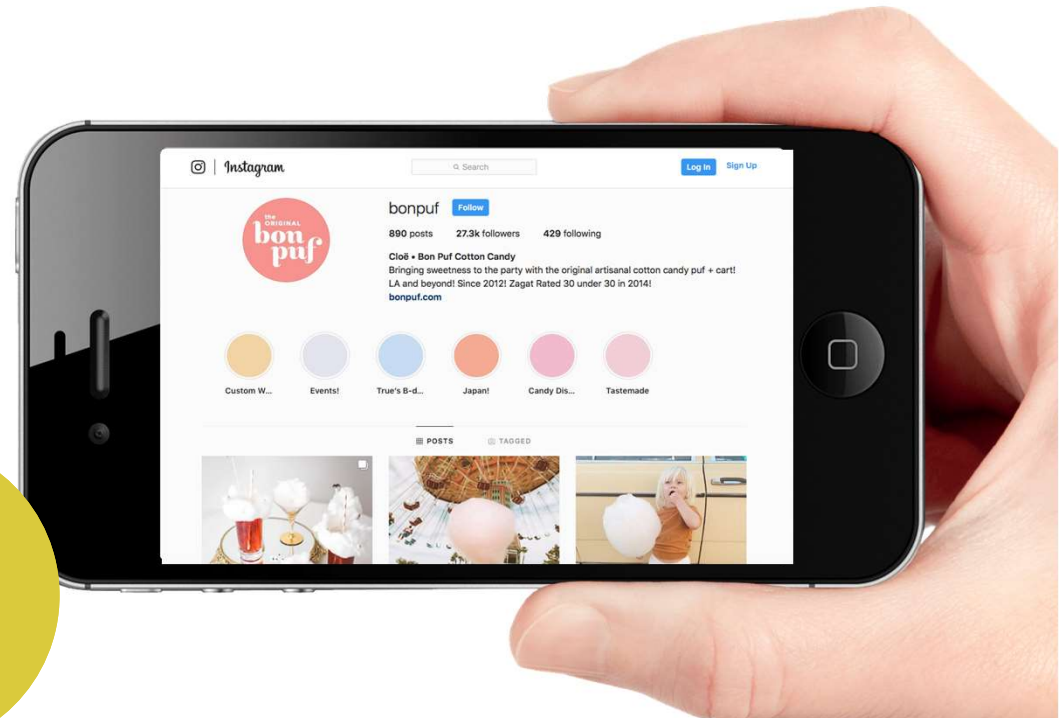
SPOTLIGHT ON **INSTAGRAM** AS A MARKETING TOOL





GREAT PAGES FROM BUSINESS WOMEN

Cloë • Bon Puf Cotton Candy
original artisanal cotton candy puff



SPOTLIGHT ON
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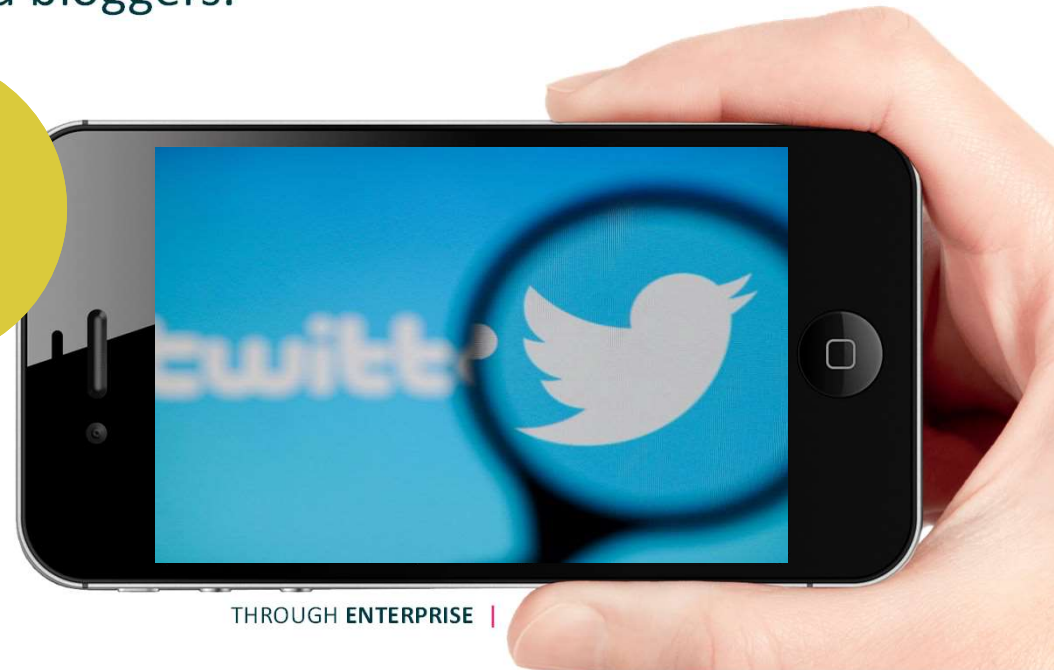




TWITTER

Twitter is a fantastic tool which gives you the potential to reach customers far outside your normal marketing methodologies. By communicating with other users you are adding credibility to your brand and it will be seen as a trusted source. Twitter is excellent to connect with journalists and bloggers.

CLICK
TO VIEW



THROUGH ENTERPRISE |

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WHAT IS A ## HASHTAG ## ?

As you learn more about social media for business, it's a good time to learn about Hashtags or #'s. Hashtags are used for the categorization of topics and conversations on social media and have the potential to be very valuable.

What began on Twitter has now spread across all social media platforms and everywhere in between. A hashtag will make your content more accessible and viewable by anyone in an interest in the topic.

Can you think of a good hashtag for your new business?

SPOTLIGHT ON
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MARKETING TOOL





**NOW – BRING IT
ALTOGETHER, ALL THE
INGREDIENTS YOU HAVE
ACQUIRED AS PART OF THIS
COURSE.**

**WE WISH YOU EVERY
POSSIBLE SUCCESS IN YOUR
JOURNEY..**

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