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Promoting your business

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Marketing first, promotion second

- A process of ***identifying, anticipating and satisfying*** user and customer needs within the context of your ***mission and values***
- Keeping focus on responding to your customers' needs and avoid the risk of 'losing our way' by starting to offer things that people don't need/want

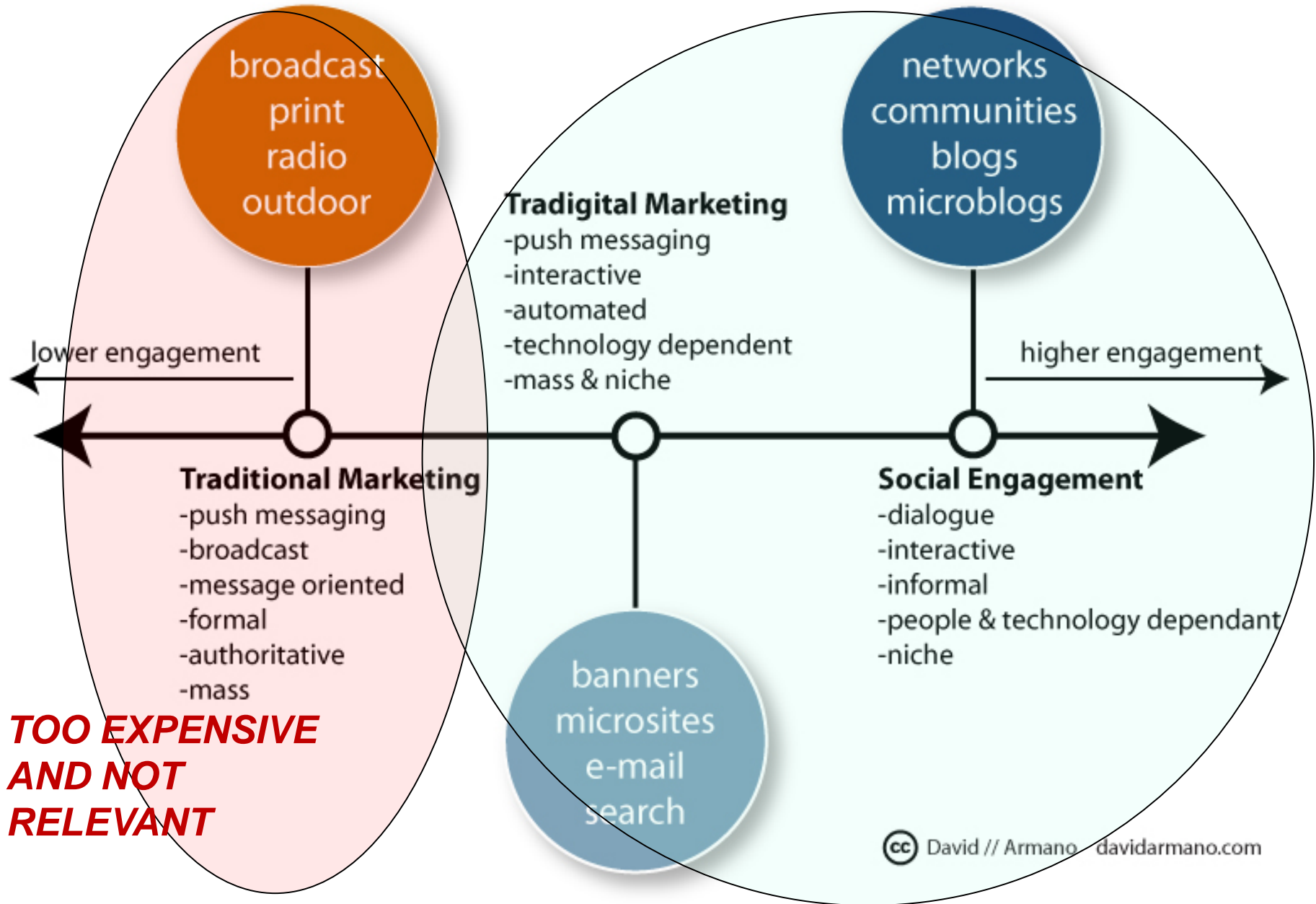
Marketing tools

- SWOT
- 'Marketing Mix' (Product, Price, Promotion, Place)
- *(...and lots of other impressive sounding theories and charts)*

Digital

- Search Engine Optimisation – *but remember search engine algorithms keep changing...*
- Email marketing – *but don't forget about data protection rules...*
- Online advertising - *but remember how it feels when you get pop-ups ads on sites you're visiting...*

- Social media...

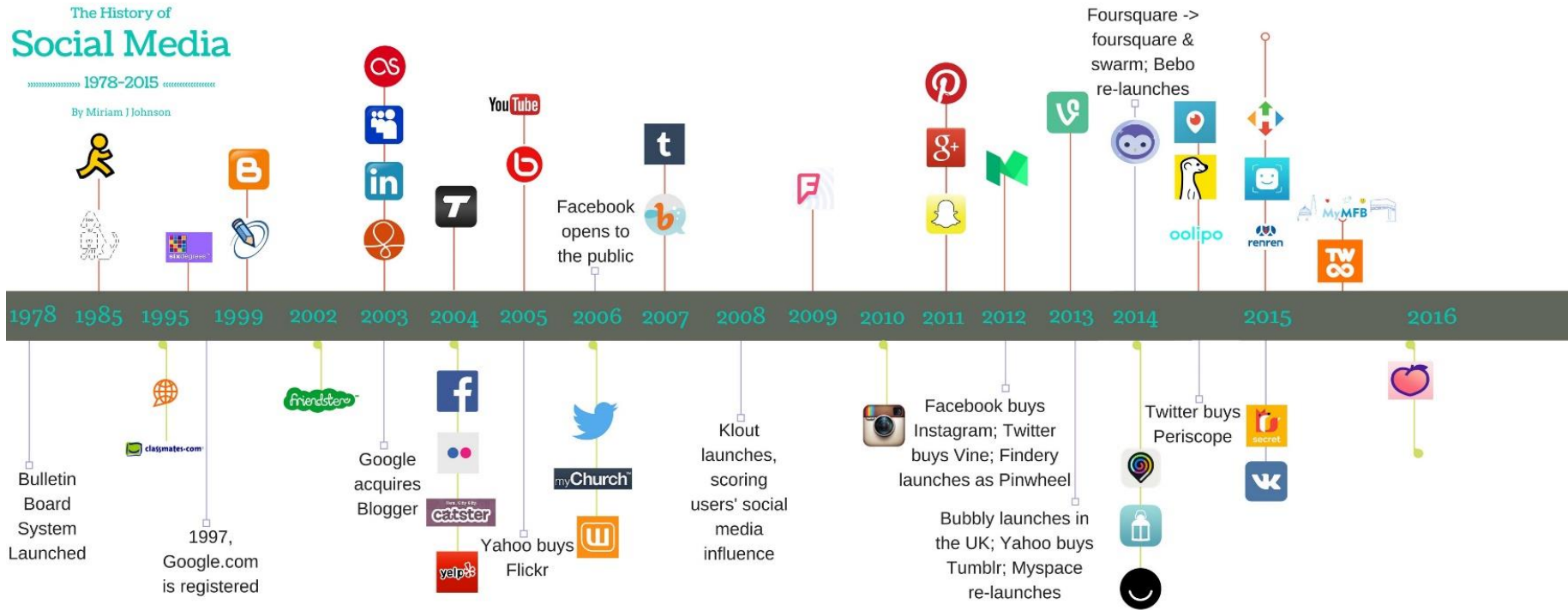


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The History of Social Media

1978-2015

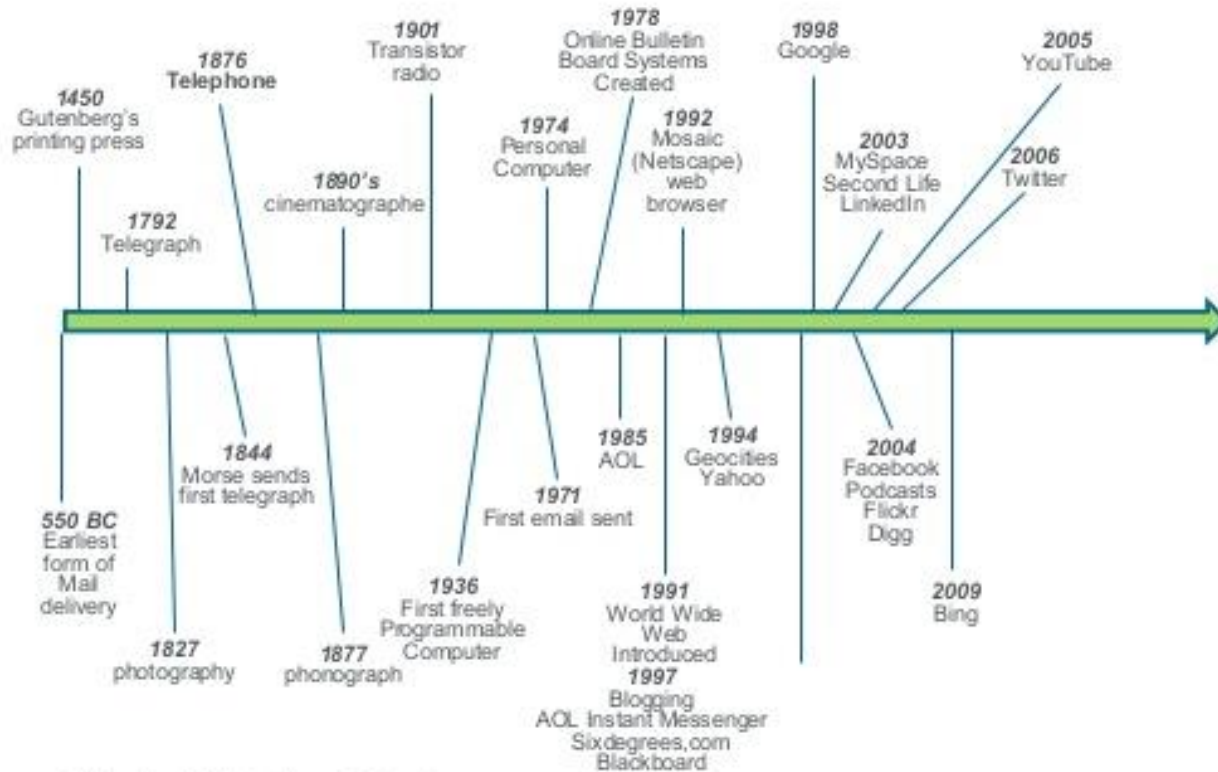
By Miriam J Johnson



Social Media Timeline



History of Social Communication (not to scale)



Source: *history.com*, University of North Carolina at Pembroke

Using social media as a start-up

- Get noticed
 - *Comment, profile, interrupt, offer, referrals ...*
- Build network connections
 - *You'll need them later!*
- Test market assumptions
 - *Don't believe everything you read on the internet*
- **'Gatecrash'!**

Tools and resources

- Video
- Other people's forums
- Virtual gifts
- Ads?
- Outsourcing to an agency

‘on balance...’

- Customers expect to see you in these spaces
- Free!
- Manage reputational risk
- Easier to target key decision makers
- Peer networking
- Reputational risk
 - needs ongoing attention
 - needs valuable content
- Wasted time?

SOCIAL MEOWDIA EXPLAINED



I LIKE MY CAT



I'M PLAYING WITH MY CAT



WATCH THIS VIDEO OF MY CAT



I'M VERY SKILLED AT TRAINING CATS



HERE'S A HIPSTER PICTURE OF MY CAT



HERE IS HOW TO TRAIN YOUR CAT TO DANCE



I FREAKIN' HATE THIS CAT FOOD



I WORK FOR GOOGLE AND I HAVE A CAT



I AM LISTENING TO THE SONG "SOFT KITTY"



THIS IS WHERE I GOT MY CAT HOODIE



 AVALAUNCH MEDIA



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 FutureFeet

 **ask** CAREERS AND ENTERPRISE

SOCIAL MEDIA

EXPLAINED With Coffee



I Like Coffee



I am drinking #Coffee



I am good at drinking Coffee



Watch me as I drink coffee.



I am 13 and I drink coffee when I'm not taking pictures of myself.



Here is a collection of pictures and recipes of coffee drinks.



What is the difference between a Latte and a Macchiato?



Let's Get together (in person) and drink coffee together.



Here are a bunch of popular articles about coffee.



I am a Google employee who drinks coffee.



Here is where I drink coffee. I come here alot, I am the Mayor.



Here is a vintage picture of me drinking coffee. (more than likely also making the "duck" face)

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Credits: This is based on the White Board Picture with the Donut analogy. I do not know who created that originally!



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Who is your audience?

How can you reach them?

What are your goals?

CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

							
DEMOGRAPHICS	1.3+ Billion users Ages 25-54 60% Female	600 Million users Ages 18-28	70 Million users Ages 18-35 80% Female	1 Billion users All ages	600 Million users Ages 30-49	200 Million users Ages 18-29	200 Million users Ages 25-34 67% Male
PURPOSE	Building Relationships	News & Articles; Conversation	"Scrapbooking"	Search "How To"	News & Articles; Conversation	Building Relationships; Conversation	News & Articles
BEST FOR	Building Brand Loyalty	Public Relations	Lead Generation; Clothing, Art & Food Businesses	Brand Awareness; Service Industry	Business Development; B2B Businesses	Lead Generation; Retail, Art, Food, Entertainment, & Beauty Businesses	SEO; Tech/Design Businesses
DOWNSIDE	Limited Reach	140 characters or less	Images only; Very specific demographic	Resource intensive	Limited interactions	Images only	Not as widely used



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2019 *This Is What Happens In An* Internet Minute

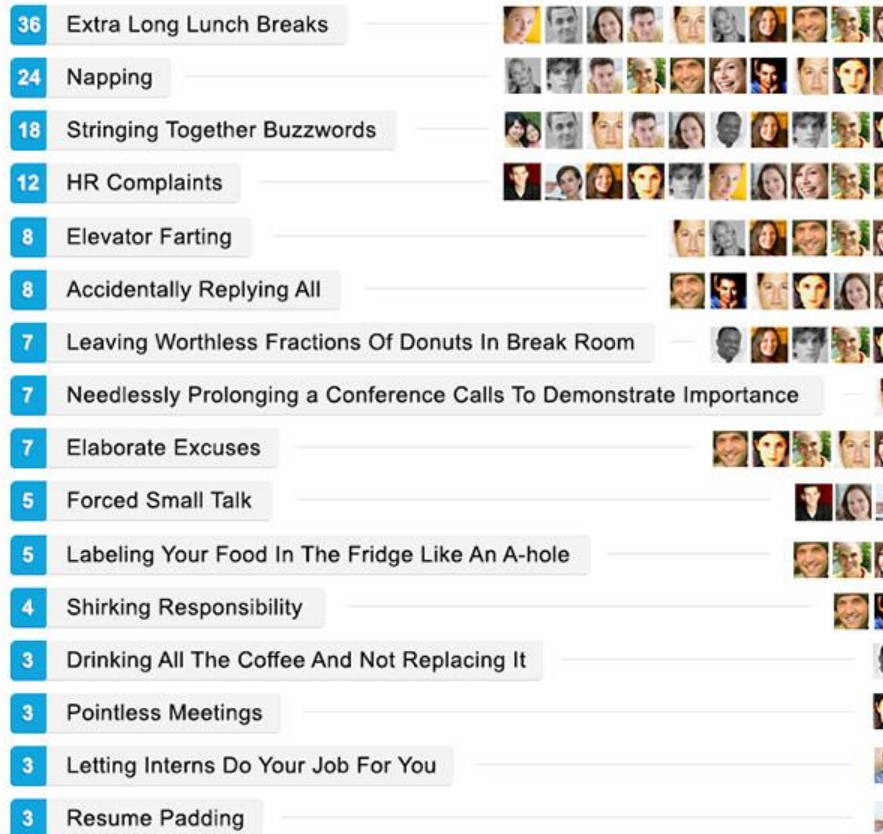


If LinkedIn Skill Endorsements Were Honest



SKILLS & EXPERTISE

Most endorsed for...



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SOCIAL NETWORKING ADDICTS AND ZOMBIES

www.googlygooyes.com, 2011.

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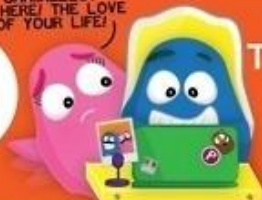


THEY NEVER SLEEP



2

UMM...HELLO?
I'M HERE! THE LOVE
OF YOUR LIFE!



THEY'RE FOCUSED
ON ONE THING
& IT'S HARD
TO DISTRACT
THEM

BRAINS...
BRAINS...



3



THEY COME
IN GROUPS!

OOH...NEW
FOLLOWERS &
FRIEND REQUESTS!



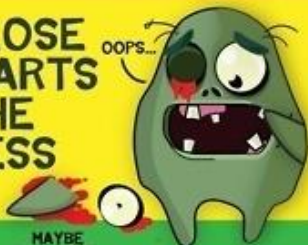
4



I'VE BEEN
SITTING DOWN
THE WHOLE
DAY. I CAN'T
FEEL MY
LEGS...

THEY LOSE
BODY PARTS
IN THE
PROCESS

OOPS...



5

AAAARRCHHH...BRAINS...
BRAINS...AAAARCHH...



HYGIENE
IS LAST
ON THE
LIST

MAYBE
I'LL JUST
BRUSH MY
TEETH. TAKE
A BATH & PEE
LATER



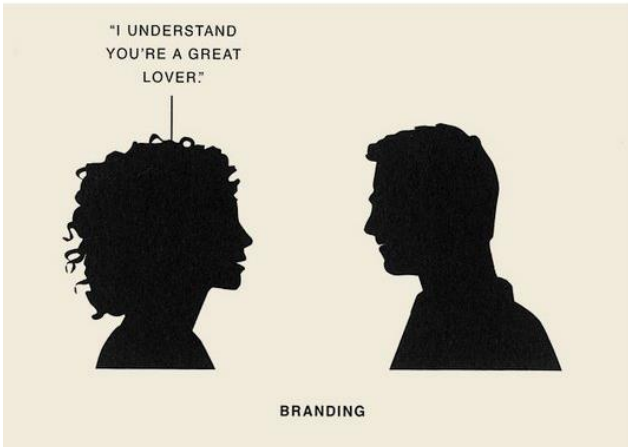
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Not everything has to (or should) be digital


















- Partnering with others' events and programmes
- Public Relationship (*includes stunts and celebrity endorsements*)
- customer surveys (*with incentives*)
- Leafleting
- Phone calls (*inclusive minutes?*)
- Sponsorship by other organisations (*they'll want to capitalise on opportunity to promote themselves*)
- Supplier support

...but it should all be consistent with your 'brand'



Why brand

- Impact of promotion diluted if brand mis-understood
 - Need for alignment of messages to multiple audiences
 - Multiple stakeholders with an interest in your enterprise: all of whom will be talking about it with each other and other people..
-
- Purpose of brand is to influence behaviours to build customer loyalty

Story 		Symbols 		Strategy 	
 Name	Your business or product's name	 Persona	 Typography	 Awareness	The channels, methods and materials you will use to help your target customer become aware of your brand
 Positioning Statement	<p>For (target customers) Who are dissatisfied with (current alternatives), Our product is a (new product category) That provides (key problem solving capability), Unlike (alternative) We have assembled (key whole product features).</p>	A descriptive summary of your target customer (expanded version of customer segment in Innovator's Canvas)	 Color Palette	 Sale	The channels, methods and materials in which your brand will present itself at time of sale
 Promise	The bumper sticker for your brand (2-5 words)	 Storyboard	 Logo	 Delivery	How your branding and brand promise will be incorporated at the time of delivery
 Personality	6 Words that describe your brand personality, voice and values	The heart and soul of your brand – the story of how your solution helps your target customer achieve their deepest held aspirations.	 Imagery	 Post-Delivery	The ways in which your customers will interact with and share your brand with others

But is it all worth the effort..?

- Everything takes time (especially if its free/cheap)
- Need for analytics to understand what's working and what isn't
- Don't be afraid to experiment (but carefully...)
- If your customers and others respond differently to what you'd anticipated – how do you best respond to that..?

...and making lots of noise isn't always the point

- Not everyone is your customer
- Not everyone cares
- Who are your target audience?
- What do they care about?
- Who else is trying to get their attention?
- How might you best “push their buttons...”?