



# MARKETING 101

DeuSComp Lesson #7

# Index

- What is MARKETING?
- Marketing Strategy
- Content Marketing
- Direct Email Marketing
- Public Relations
- Influencer Marketing

# What is **MARKETING**?

Marketing is the act of driving profitable customer action.

It includes the full scope of strategies and tactics organisations use to position products and services in the marketplace.

# The core of Marketing

## The core of marketing revolves around 4 Ps:

**Product** is what the company sells: a physical good or a service like consulting, a subscription, etc. It is determined by: different variations or lines available, its package or presentation, other features as warranties, handling returns, and so forth.

**Price** is not just "how much stuff costs". If marketing is about driving profitable actions, prices need to be set at a level the market will support. You need to know the market rate per unit of your product/service if there are generally applied and timed discounts and if customers need options for payments.

**Promotion** is fundamental. If a product launches but no one cares, does it even exist? You need to choose your offline and online channels of promotions, the message that you need to communicate (brand value proposition and unique Selling Proposition).

**Place** is essential: the right product in the right place means people could find it and buy it. Specific location distribution for your product must be studied and prepared.

# Marketing Strategy (1)



Marketing can be boiled down to the following:

- Who are you trying to reach?
- What do you want them to do?
- How will you encourage them to take that action?

Think of marketing like taking a trip. You could just hop in the car and take off with no sense of direction. But you'll probably just waste time, burn gas, and never end up anywhere meaningful.

When you start determining actions you want your audience to take, it's useful to understand how the marketing funnel works.

# Marketing Strategy (2)



Funnels help illustrate where customers are at in the buying process, from being unaware of a product (or having a problem), to researching different options, down to making an actual purchase. The typical customer phases are the following:

- **Top of Funnel (TOFU)**: the customer is unaware of a product or company.
- **Middle of the Funnel (MOFU)**: the customer is actively researching products.
- **Bottom of the Funnel (BOFU)**: the customer is ready to buy.

# Marketing Strategy (3)

Part of an effective strategy is narrowing which tactics you'll implement to achieve your goals.

In 2021, marketing can be resumed in 4 principal types of action:

**Content diffusion**

**DEM**

**PR**

**Influencers**

# Content Marketing (1)



"Content is King" and with good reason. People want to be helped and informed more than they want to be sold to and interrupted.

The main idea behind content marketing is creating content that helps inform your audience and solve their problems. This achieves a few crucial goals:

- building an audience
- giving brand awareness
- driving sales

The "content" part of content marketing spans broadly. It includes blogging and website content, but it can also include email, social media, video, podcast, or any other type of digital content used for marketing. It can also have print collateral, like brochures or magazines.

# Content Marketing (2)



Research your audience. Publish new content. Track the results. Repeat. But you must not do this on autopilot.

Creating a content marketing strategy is vital to the success of your overall content marketing. A good content strategy means you can spread content bound to get the best traction with your audience. There's no more questioning what your audience wants when you've got a plan in place.

# Content Marketing (3)



First of all, you need an analytics platform. This type of tool makes it easy to gather data and measure performance for your content and social media marketing efforts, but also it allows you to reach the right target for your content, and you need to know that content is only as good as the leads and audience it attracts.

[Google Analytics](#) is one obvious option, but you can also consider [Adobe Analytics](#) or [Open Web Analytics](#), an open-source alternative with extra tools like heatmaps.

# Content Marketing (4)

Identifying who your content should be targeting will help your strategists to determine what types of topics, ideas, and keywords you should cover.

What characteristics should you identify about your audience? This is a basic scheme:

**Demographics:** age, gender, location, job title, etc.;

**Psychographics:** hobbies, interests, beliefs, habits;

**Needs they face:** what are they dealing with that would cause them to begin to search for your product or service?

**Where:** if your audience is searching for a solution to their problems, where are they turning for information?

**What:** What content format does your audience prefer to get their information from?

**How:** how can the content you create help give your target audience the information they need?

# Content Marketing (5)

You can start creating your **business user persona**, a semi-fictional character based on your current (or ideal) customer.

User personas are extremely useful to grow and improve a business or a project: they help uncover the different ways people search for, buy, and use products and services, so you can focus your efforts on improving the experience for real people and use cases.

You can find a ton of easy templates online, just google it!

# Content Marketing (6)

You should have some idea of the channels you should be using in your content strategy from the user personas you created earlier. Specifically, the "what type of content do they enjoy reading?" question. That might include:

- blog post
- email newsletter
- videos
- social media content
- print materials
- podcast
- ebooks and white papers
- research reports
- case studies
- infographics

For example, if your target audience uses social media, short videos and visual content would be your best bet. If they like reading, maybe ebooks or long-form blog posts would be a good idea.

# Content Marketing (7)

When you have defined the best content for your audience, you can start creating your editorial calendar.

Calendars are essential for planning ahead, managing deadlines, and giving your team complete visibility on all the content you're publishing. Each piece of content you want to publish should be on your calendar and include:

- The date it publishes
- The topic it covers
- The core content pillar falls under
- The content format you'll create
- The channels you'll use to distribute your content

After publishing your content, you can go ahead with your marketing strategy.

# Direct Email Marketing (1)

On the surface, email marketing is just what it sounds like - marketing conducted via email.

But there's more to it than that. Successful email marketing is about building relationships.

There are many different formats and opportunities to use email marketing. Here are a few tactics:

# Direct Email Marketing (2)

## **Greet new subscribers with welcome emails.**

It's typically the first email (or series of emails) that a new subscriber receives, making it a prime opportunity to set expectations with your new subscribers. Welcome emails are among the top-performing campaigns, as they often achieve the highest open rates for businesses.

## **Keep people in the loop with newsletters.**

These regular emails provide an opportunity to share your periodical news about your company, your product, or your industry. It's also a great format to highlight your latest updates with your audience.

# Direct Email Marketing (3)

## **Incentivize sales through promotions.**

When launching a special campaign, email marketing is a fast and effective way to communicate your latest offer.

## **Send updates about your brand.**

Perhaps a favorite item or service is changing in some way? Perhaps the brand, in general, is changing? Email is a brilliant way to keep your loyal subscribers informed.

# Direct Email Marketing (4)

## **Give reminders to inspire action.**

Abandoned cart email campaigns are a good example of reminders that work. When an online shopper adds an item to their cart but doesn't check out, these automated emails nudge them to return to your site and purchase what they left behind. Product retargeting emails work similarly.

## **Connect with subscribers on special occasions.**

Lots of brands now send their subscribers' emails to mark special occasions, like birthdays, anniversaries, and the like. This makes your customers and subscribers feel special when you tailor the content specifically to them.

# Direct Email Marketing (5)

Email can generate a lot of return for minimal investment, reach vast audiences, and help you retain customers. It's a very popular marketing channel for these reasons.

You need to understand that a lot of your success with email marketing depends entirely on the email marketing software you choose because they are responsible for making sure that your emails actually get delivered. A good email marketing service should enable you to create highly engaging email newsletters with an easy user interface (ideally drag-and-drop editor).

You should be able to easily send bulk emails that are actually personalized and targeted without a lot of work. This is also known as marketing automation.

# Direct Email Marketing (6)

Aside from that, your email marketing service must make it easy to manage your contact list, segment users into groups, and track the performance of your email marketing campaigns.

Most importantly, a good email service provider ensures that your email campaigns do not end up in the spam folder.

Having said that, let's take a look at some of the most popular email marketing service:

# Direct Email Marketing (7)

Aside from that, your email marketing service must make it easy to manage your contact list, segment users into groups, and track the performance of your email marketing campaigns.

Most importantly, a good email service provider ensures that your email campaigns do not end up in the spam folder.

Having said that, let's take a look at some of the most popular email marketing service:

# Direct Email Marketing (8)

Choose the most suitable tools for your purposes and get in touch with your audience.

- SendinBlue
- Mailchimp
- Omnisend
- SendPulse
- Mailerlite
- Benchmarkemail

# Public Relations (1)



Good old-fashioned relationship-building remains essential for effective marketing.

PR is all about managing perceptions and relationships, ensuring people think positively about your brand.

You need to focus on relationships with journalists, influencers, editors, and online-press contributors and with the audiences, you share with them.

You need trust, and you can earn that by delivering valuable content to media contacts who can use it to provide value to their public, the final destination of your message.

# Public Relations (2)

You have to choose, first of all, your brand positioning goals:

- How do you want your brand to be seen?
- What do you want to be known as an expert in?
- What feelings do you want your brand to inspire in your audience?

Look beyond your short-term goal (event registrants, demo sign-ups, etc.) and think about how you want to position yourself in front of your target audience.

In this way, you can better identify the outlets and the people that can help reinforce your brand image.

# Public Relations (3)



Start compiling a list of potential publications and contacts to pitch that align with your brand positioning goals and reach your audience.

When you contact your pitches, get specific: these people receive plenty of press releases, be sure that the reason to accept yours in front of others is clear.

Be friendly, personable, and patient in your communication, and offer to revise or refine any content if needed.

When an article is published, the work is NOT done. Consider the best way to distribute your press coverage.

# Public Relations (4)

These are just some suggestions.

You know your audience best, so use every avenue you have to deliver this content to them. The important thing is that you don't just sit on any content or press once it goes live. Sharing it with your audience helps you, as well as the contact who helped secure it.

- send an email to your team with a request for them to share it on social media;
- share the contents on your business social media accounts;
- put some paid promotion behind it;
- add it to your mail signature;
- include an "as seen on" badge on your site;
- include articles and other press media in your newsletter or dem campaigns.

# Influencer Marketing (1)

Why talk up your products yourself when you can have trusted folks promote them for you?

Make sure you find the right influencers for your message and your marketing goals; you can use tools or start your research from scratch.

Firstly, let's return to the three basic types of Influencers:

1. **celebrity influencers**
2. **macro-influencers**
3. **micro-influencers**

# Influencer Marketing (2)

The vast majority of small businesses should focus on micro-influencers and perhaps a few macro-influencers.

Most can forget about celebrities. If you're a food brand, you might think 'Jamie Oliver' first, but you need to get more realistic. Besides, there's plenty of evidence to suggest that aiming smaller is more effective.

The opinion of people a little closer to home are more trusted and believable.

The best Instagram influencers may be experts in their field; they are influencers because they've earned it and risen through their niche; but they're mainly people like you and me rather than big-name actresses, singers, or sports personalities.

# Influencer Marketing (3)

There are exceptions, but the general rule is to find influencers prominent in the specific niche you play in.

Their audience is the same as yours, so it helps you get really targeted and in front of the right people.

In most cases, target micro-influencers who already have a strong affinity with your niche and who, preferably, are experts in the field.

While lower follower numbers may limit your potential audience initially, it may help your case for building a solid influencer partnership.

# Influencer Marketing (4)

Once you choose your brand influencers, you can define the type of campaign you will run with them:

- sponsored posts
- contests
- branded contents
- reviews
- brand reputation programs
- influencer account takeovers
- branded hashtags

To retain your credibility and authenticity with your audience, maintain transparency and create intuitive influencer marketing campaigns that do not look like ads.

# Happy Marketing!

Do you want more?

You can connect with the DeuS community at [www.deuscci.eu](http://www.deuscci.eu)  
and get in touch with experts from all over Europe.