

Marketing and Digital Content

Andrea Love

Alovecreative.net

andrealovecreative@gmail.com

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a.Love

— CREATIVE —

WRITER AND MARKETING CONSULTANT

Hi, I'm Andrea

- 25 years in Marketing
- Former agency owner
- Now a consultant
- StoryBrand certified guide
- Problem solver/helper
- Two kids, dog, cat, bird and two fish
- Enneagram 7 (but my sister disagrees)

Your turn!

- Name
- Business/what you do
- How long in business
- Biggest marketing challenge
- Anything else? Ennagram? Kids? Pets?

Marketing – the good

- You are in control of your brand and message
- Done right, you can always grow/change direction
- There are infinite resources – look and ask
- Iowa is a GREAT place to network

Marketing – the bad

- You are in control of your brand and message
- You HAVE to do marketing at some point – the sooner, the better
- It really never stops if you want to stay relevant
- Iowa can be really, really small right when you don't want it to be

Marketing – the ugly

- Marketing *can* cost a lot (but it doesn't have to)
- When you half-a## it, it shows (but you can avoid it...or fix it)
- You can say/do something that turns your efforts upside down (but let's just not!)

Marketing – the good

You will probably experience some bad, but you CAN avoid the ugly!

What we'll cover today

- Market Research
- Messaging
- Websites
- Advertising
- Social Media
- Putting it all together
- Questions

Market Research

ALL marketing decisions come down to....

AUDIENCE

Why?

Where should I be marketing?

- Who's target your audience? Where are they?

What should I be saying to them?

- Who's your target audience? Why should they care?

What should my products/service cost?

- Who's your target audience? What makes sense for them (and you)?

What you need to know

Target audience:

- Age range
- Is there a lean toward female or male?
- Where they live (state, city, zip codes)
- Income
- Interests
- As much as possible

How you find this information

- Look at who does business with you
- Online industry research – Salesforce.com, Simmons, industry trade publications, Nielsen, Hubspot, academic institutions, National Associations, State of Iowa Economic Development
- Hire someone - \$\$
- Tip: start with what you have (see first bullet)

TRUTH BOMB

Who your audience IS may be different than who you WANT your audience to be.

Marketing to Target Audiences

- Who they are
- What they need to know
- Where they get their information
- What they're interested in (and where they spend time)
- How you can get them to take action

Messaging

Base Messaging

- Who you are and what you do – very clearly
- Who you do it for
- What pain point you're helping with
 - What are they struggling with – externally, internally
- How you provide a solution different than competition
- Services
- What audiences should do next – Call-to-Action



Field trip!

www.alovecreative.net

Base messaging

- Logo positioning line
- Vision, mission, values (new: purpose)
- Brand script
- One-liner
- Calls-to-action – direct and indirect

Brand message consistency

All platforms

- Website
- Business card
- Social media
- Presentations
- Letters
- Collateral

Websites

Today's storefront

Need to be very clear

- People don't read websites, they scan them
- Could a 2nd grader understand what you do?
- Is there an easy process (three steps) for working with you?

Call-to-action above the fold

Integrate brand messaging

Testimonials

Lead generation documents to download

Great examples

[Breaking the Chain Consulting](#)

[NutriSource](#)

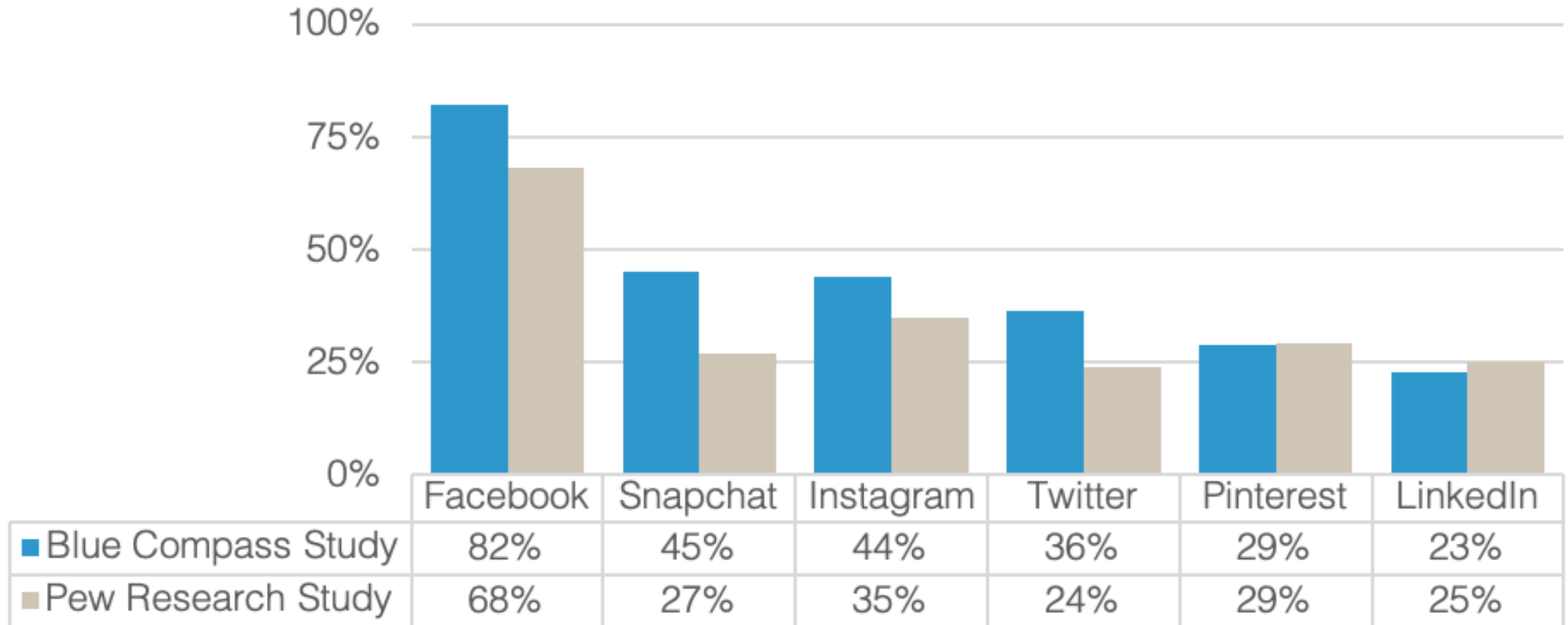
[Made to Impact](#)

Search Engine Marketing

- Effective
- Necessary
- 90% of users end their search on the first page of search engines
- Pay Per Click (PPC) – your company is listed higher
- SEO – optimizes your website to rank better, gets you “free” visitors

Social Media Marketing

Social Media – BlueCompass* Study



*BC study was conducted with Iowa adults 18-44 years

Social media

- “Which social media site do you like to spend the most time with?”
 - Facebook – 59%
 - Lowest among 18-24 year olds (36%)
 - FB “is still the best way to reach the majority of audiences”, but younger ages are branching off
 - After FB, Instagram is the next highest nationally, but in Iowa, Snapchat was second most used
 - Full report can be found on bluecompass.com/blog

Social media

- Revisit who your audience is – gender and age matters
- Where are most of them?
- What are their interests?
- If your time is limited – choose one to focus on first
- You MUST be consistent. You MUST engage. You MUST be responsive.
- Boosting/paid ads are effective, depending on your goals
- Pay attention to metrics

Advertising

Traditional

- All about reach and frequency
- Budget will include purchasing space AND production
- Advise to use a media buyer who understands your goals, audience and to identify best channels and negotiate
- Integrating channels is always best (e.g. TV+radio+digital, or radio+digital, etc.)

Earned media

- PR
 - Pitch interesting stories
 - Send news releases on new business launch, new products, partnerships, donations, sponsorships, etc.
 - Hold special events to raise awareness

Pulling It All Together

Marketing plans

- Help to figure out who you should be talking to, when and how
- Can prioritize goals and objectives
- Identify budget
- Determine what's practical/realistic
- Figure out your process
- DO IT

Marketing tips

- Only plan to do what you WILL do
- If hiring out, do your research – quality counts
- Take the time to understand your audiences – surveys are great!
- Gather testimonials for use on website, brochure, sales letters, references
- Schedule time for marketing

Questions?