

Marketing Strategies for Success

Instructor: Amber Hinds
Road Warrior Creative



Introductions



Amber Hinds

Creative Director & Owner of
[Road Warrior Creative](#)

Fort Collins Digital Marketing
Agency with Clients Nationwide

@roadwarriorwp



Introductions



- Your Name
- Your Business
- 30 Second Elevator Pitch
- What do you hope to learn today?

**The aim of marketing is
to know and
understand the
customer so well the
product or service fits
him and sells itself.**

Peter Drucker

What We'll Talk About

1. Four Different Types of Marketing
2. Branding and How to Create a Brand Identity for Your Business
3. Marketing Messages That Work
4. How to Create a Marketing Plan

Types of Marketing



Four Main Types of Marketing/Advertising:

- Traditional
- Online
- Guerilla
- Public Relations

Traditional Marketing



A.K.A. How we used to advertise:

- Print
- Radio
- Television
- Outdoor

Online Marketing

- Website
- Social Media
- Email Lists
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Paid Ads (display, sponsored posts, social media ads/"boosts")

Guerilla Marketing

Unique, creative advertising in public spaces.
Often low budget, sometimes high risk.



Public Relations

Marketing Communication Efforts:
Unpaid, Informational in Nature

- News/Media Interviews
- Podcast Participation
- Guest Blogging

What do These Businesses Have in Common?



Branding Is More Than A Logo

Your Brand Is Your...

- Name
- Logo
- Tagline
- Graphics
- Colors
- Messaging

...plus...

“A brand is nothing more than a story wrapped around a product or service...

the reason we consistently refer to a small handful of brands is because they’re the ones that have got their stories straight.”

Richard Cordiner, Leo Burnett

How To Turn Your Business Into A Brand

1. Develop your story
2. Know your customers
3. Establish logos, graphics, and styles
4. Create consistent marketing materials and messages

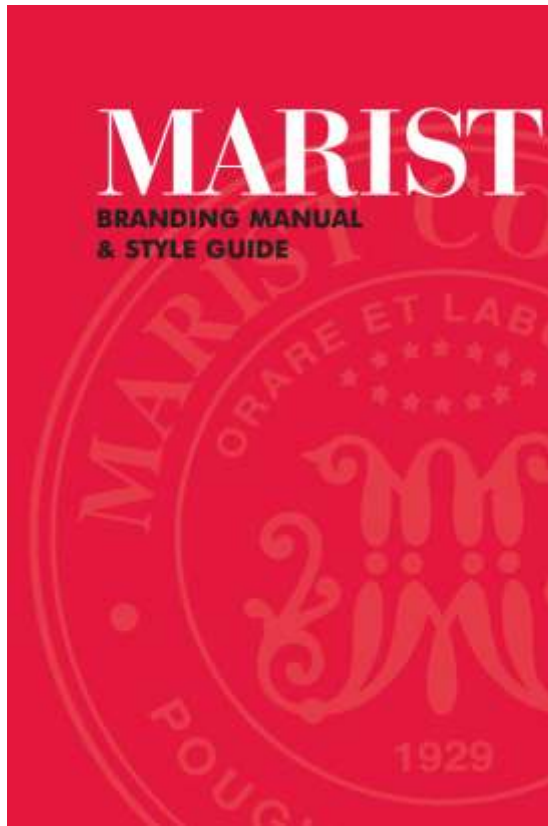
A Logo Should:

- Represent your story
- Speak to your customers
- Work in all mediums
- Look just as good in black & white
- Be memorable
- Be timeless
- Be simple and unique

Look Again



Brand Style Guides



STYLE GUIDE

CONTENTS

1. Introduction and Contents	
Introduction	1.1
Contents	1.2
2. Contacts	
Contacts	2.1
3. Logo, Seals, and Icons	
Marist Logo	3.1
Logo Options	3.2
College Seal	3.3
Branding Symbols	3.4
4. Stationery	
Introduction	4.1
Standard Marist Campus Letterhead	4.2
Standard Marist Campus Envelopes	4.3
Standard Marist Business Cards	4.4
Other Items: Name Badge	4.7
Other Items: Power Point	4.8
Promotional Materials	4.9
5. Typography and Color	
Campus Typography	5.1
Color Palette	5.2
6. Web Identity	
Web Guidelines	6.1
Template Details	6.2
Page Size	6.3
Maintenance of Sites	6.4
7. Glossary of College Terms	
Glossary	7.1
8. Facts and Figures	
Facts and Figures	8.1
Vision and Mission Statements	8.2

STYLE GUIDE

GLOSSARY OF TERMS

The term "program" should be used to refer to approved academic majors, minors, certificates, graduate fields of study, or degrees. It should not be capitalized unless used as an official part of a title.

The Science program offers specialization in biotechnology.
The Honors Program was implemented in fall 2000.

academic subjects

Academic subjects are not capitalized unless they form part of a department name or an official course name, or are proper nouns.

He is studying English, French, and history.
She is majoring in comparative literature.

academic units

Do not capitalize the words "office," "schools," or "departments" when referring to more than one individual office, school, or department. Capitalize the official names of the academic units. Do not capitalize the name in informal reference.

The Office of Admissions
The Office of Admissions and Financial Aid
The School of Graduate and Continuing Education
The schools of Science and Management

acronyms

Job titles and names of organizations, centers, buildings, forms, tests, and other objects are generally spelled without periods.

CEO, TOEFL, SAT, GRE, I

Make acronyms plural without apostrophes (unless the last letter of the acronym is an s, in which case the apostrophe is needed).

CEOs, GREs, IDs, W-2s, SOS's

ACT

See American College Test.

addresses

In naming text, spell out addresses and state names. Use appropriate punctuation. Note: states following cities are parenthetical and require commas before and after. Do not use a comma in addresses listing floors. Spell out the names of numbered streets from first through ninth.

They visited Poughkeepsin, New York, on their last trip.
Students will meet in 200 Animal Science Building.

For mailing, follow U.S. postal standards. In general, the address should be typed in all caps and have no punctuation (with rare scanners in use, Post Office is becoming more stringent on all caps in bulk mail addresses). Use standardized abbreviations, including ST (Street), RD (Road), AVE (Avenue), N (North), S (South), etc.

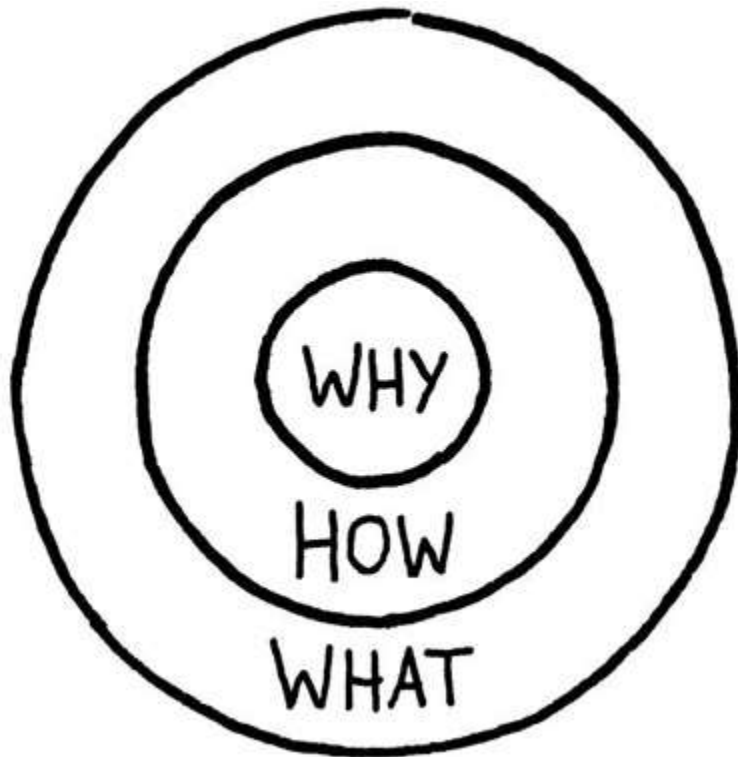
Above All, Consistency

- Set Colors
- Set Fonts
- Set Logo

Have one clear message
– your story –
that is conveyed in all you do.

Marketing Messages That Work

The Neuroscience of Marketing



“People don't buy what you do; they buy why you do it.”

Simon Sinek
Start With Why

Create Your WHY Statement

- It's not about making money.
- Purpose, cause or belief statement.

Starbucks:

To inspire and nurture the human spirit – one person, one cup and one neighborhood at a time.

Nike:

To bring inspiration and innovation to every athlete in the world.*

Know Your Customers

- Location
- Gender
- Age
- Interests/Hobbies
- Family/Lifestyle
- Goals



Don't Skip Market Research

Primary Research

- Interviews – phone or face-to-face
- Surveys – online, in-person, by mail
- Conduct a focus group

Secondary Research

- Read/review existing data from published studies/surveys

Collecting Data

- Qualitative
 - Open-ended questions
 - Smaller sample sizes
- Quantitative
 - Numbers-based
 - Easier to compare/contrast
 - Larger sample sizes

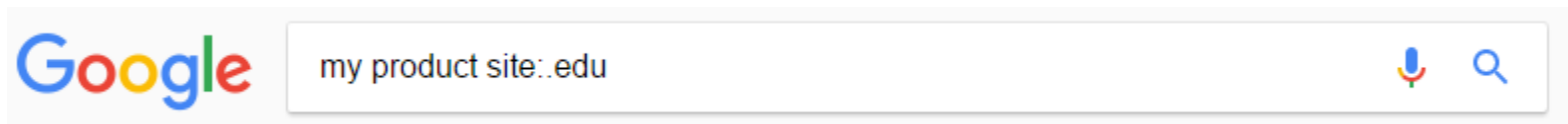
Common Research Mistakes



- Only using secondary research
- Only using free web resources
- Surveying only people you know

Market Research Tips & Tricks

- Public Library Databases
- site:.gov or site:.edu Google searches



- Colorado Open Data: <https://data.colorado.gov>
- US Open Data: <https://data.gov>
- Get to know your business librarian!

Create Customer Personas

Jill Stevens



Planner Adventurous Well Read Organized

Goals

- Establish a better diet for herself & her husband.
- Become more fit and active to ward off old age.
- Find healthier recipes for foods she loves.

Frustrations

- Not sure of the accuracy of grass-fed labels in the store.
- Doesn't know the best ways to prepare beef that isn't grass-fed.
- Doesn't know how to compare the relative nutrition of various beef types and cuts.

"I'm an almost empty-nest looking to eat more nutritious as my husband and I age!"

Age: 47
Work: Corporate Lawyer
Family: Married, 2 kids - one in college and a senior in high school
Location: Hempstead, NY

Personality



Motivations



Bio

Jill is a corporate attorney with a successful career and a happy marriage. Her son, Joe, is a sophomore at NYU and her daughter, Emma, is about to graduate from high school with plans to attend Bard College. Jill and her husband, Gary, are looking forward to having an empty-nest and are already planning their first trip to Europe.

Jill and Gary have begun to feel their age in the last few years, and Jill has started to research ways to improve their diet. She has shopped at Whole Foods for many years, but is now going to the farmer's market more frequently. They are eating less meat, but neither of them wants to give it up completely. Jill has read about the health benefits of eating leaner, grass-fed beef and is now committed to only buying the healthier option.

Favorite Brands



Preferred Channels

Include:

- Photo
- Name/general info
- Personality
- Goals
- Frustrations
- Motivations
- Preferred marketing channels
- Favorite Brands

How to Create A Marketing Plan

Things to Keep in Mind

- Customer Personas
- Budget
- Time
- Effectiveness



What To Include

- Marketing Type
- Platform
- Timeline
- Investment/budget
- Required resources and efforts
- Desired Results
- Follow-up plan/sales funnel
- Success measurement strategy

Create SMART Goals



"Increase sales for product X by 20% in 2017."

"Gain at least 1 new email subscriber per day from social media marketing efforts during the month of March, for a total of at least 31 new subscribers."

Create a Content Calendar

- Think of each month or week as having a theme.
- Plan specific days of the week for different content types.
- Include “curated” content
- Don’t be afraid to re-share content across platforms or throughout time.
- Follow your competitors.

Example Blog/Social Calendar

This Week's Theme: Family Dinner/Cooking at home

Key: Blog Instagram Facebook Pinterest

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Family Dinner Photo Photo goes to Facebook – no edit needed	2 Recipe photo from food blogger Edit photo sent from IG to have tag & link Spend 20 minutes pinning	3 Blog: How to get kids interested in cooking Photo promoting blog post Blog auto-posts to Facebook	4 Photo promoting recipe onsite Edit photo sent from IG to have link Spend 20 minutes pinning	5 Blog: Stay in for Date Night - Easy Steak Dinners for two Photo promoting blog post Blog auto-posts to Facebook	6 Recipe photo from food blogger Edit photo sent from IG to have tag & link Spend 20 minutes pinning	7 Short video from Farmers Market Video goes to Facebook – check title and tags

Another Example

[MONTH]										
This month's theme/focus:										
This month's promotion/s:										
Day	Type	TWITTER	Type	LINKEDIN	Type	FACEBOOK	Type	INSTAGRAM	Type	PINTEREST
		Post Content		Post Content		Post Content		Post Content		Post Content
1	Curated 1		Curated 4		Quote 4		Behind-the-Scenes		Blog 3	
	Blog 1				Curated 8				Repin	
	Quote 1				Blog 7				Repin	
	Curated 2								Repin	
	Fun or Shoutout									
	Industry Tip 1									
	Share Old Live Broadcast 1									
2	Curated 3		Curated 7		Industry Tip 4		Quote 3		Blog 4	
	Blog 2		Blog 6		Quote 5				Repin	
	Quote 2				Curated 11				Repin	
	Curated 4								Repin	

Research Tools

- Print/Online Paid Ads
 - Media Kits from targeted platforms/outlets
 - [SpyFu](#)
- SEO/Social Media
 - [Google Adwords Keyword Planner](#)
 - [Google Trends](#)
 - [Moz Keyword Explorer](#)
- PR
 - [Help A Reporter Out \(HARO\)](#)

Monitoring/Scheduling Tools

- Monitoring:
 - [Google Alerts](#)
 - [Mention](#)
- Scheduling:
 - [Buffer](#)
 - [Hootsuite](#)
 - Google Calendar
 - Old-fashioned pen & paper

Questions/Work Time

Thank You!

Tell your business friends to find us at
www.larimersbdc.org

Our Program Sponsors:

