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Reliable Green

Compendium for SMEs



Module 3: Marketing

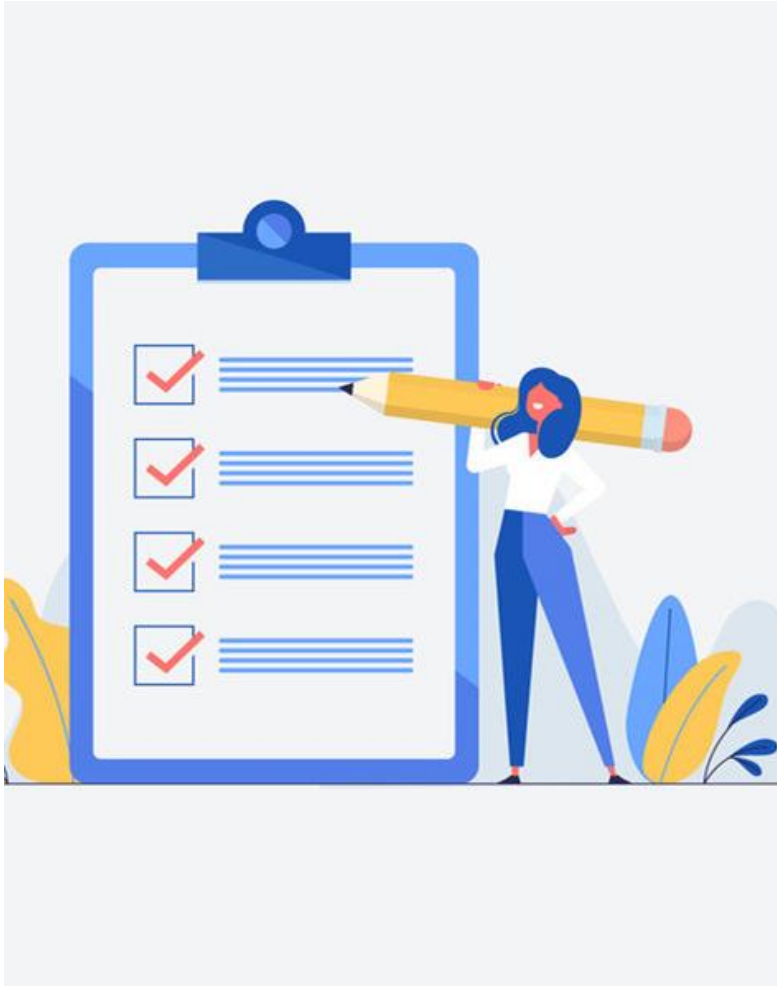
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In this module, you will learn...

By the end of this module, you will:

- ✓ Identify market research techniques to identify target markets, customer needs, and preferences for green products or services.
- ✓ Investigate effective digital marketing campaigns tailored to remote audiences, focusing on eco-friendly solutions and sustainability messages.
- ✓ Recognise the importance of good marketing when it comes to marketing sustainable and green-aligned products or services.
- ✓ Exhibit creativity and innovation in digital marketing strategies that effectively communicate the eco-friendly attributes of products



Introduction



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“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”

- Joe Chernov

Traditional Marketing

- Mass communication channels
- One-way messaging style
- Customers with passive role
- Doesn't offer detailed results
- Outbound strategy focused around the product
- 4Ps: Price, Promotion, Product, Place

Digital Marketing

- Precisely designed segments
- Two-way messaging
- Customers with an active role
- Super-specific metrics
- Inbound strategy focused around the customer
- 4Cs: Content, Community, Connection, Conversation



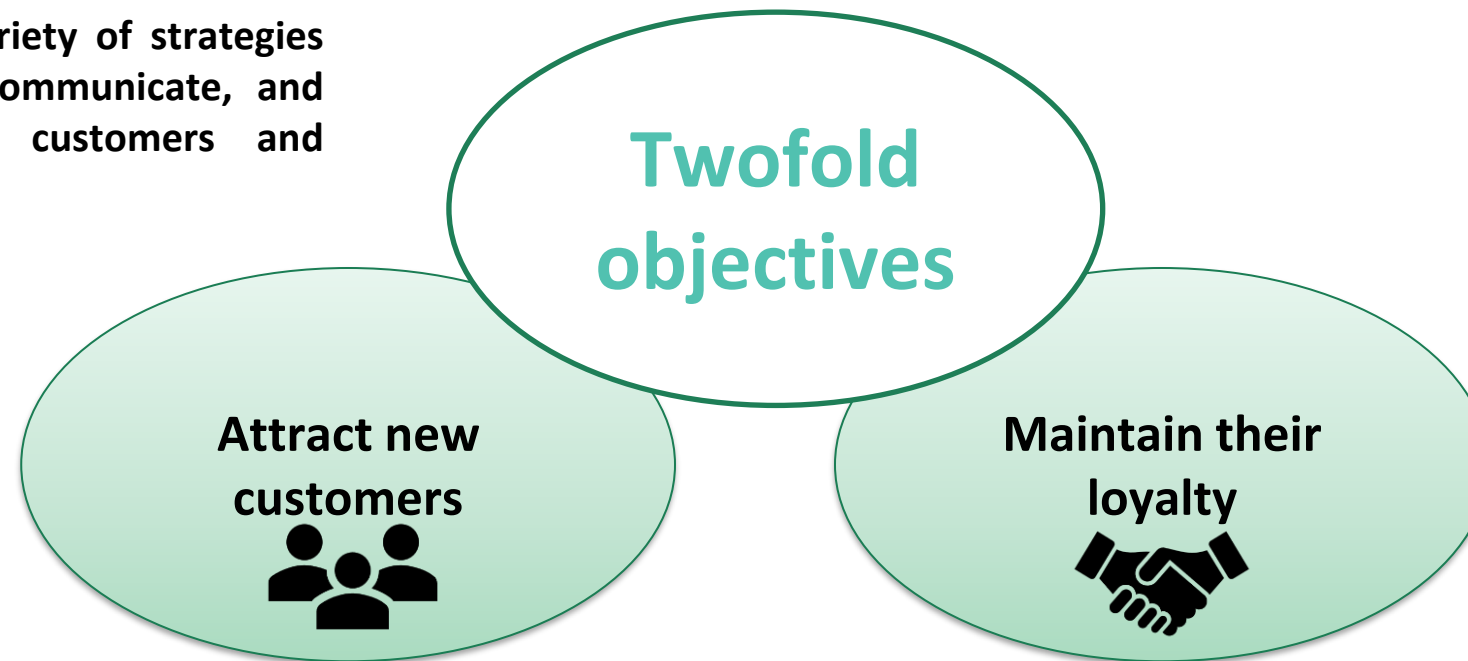
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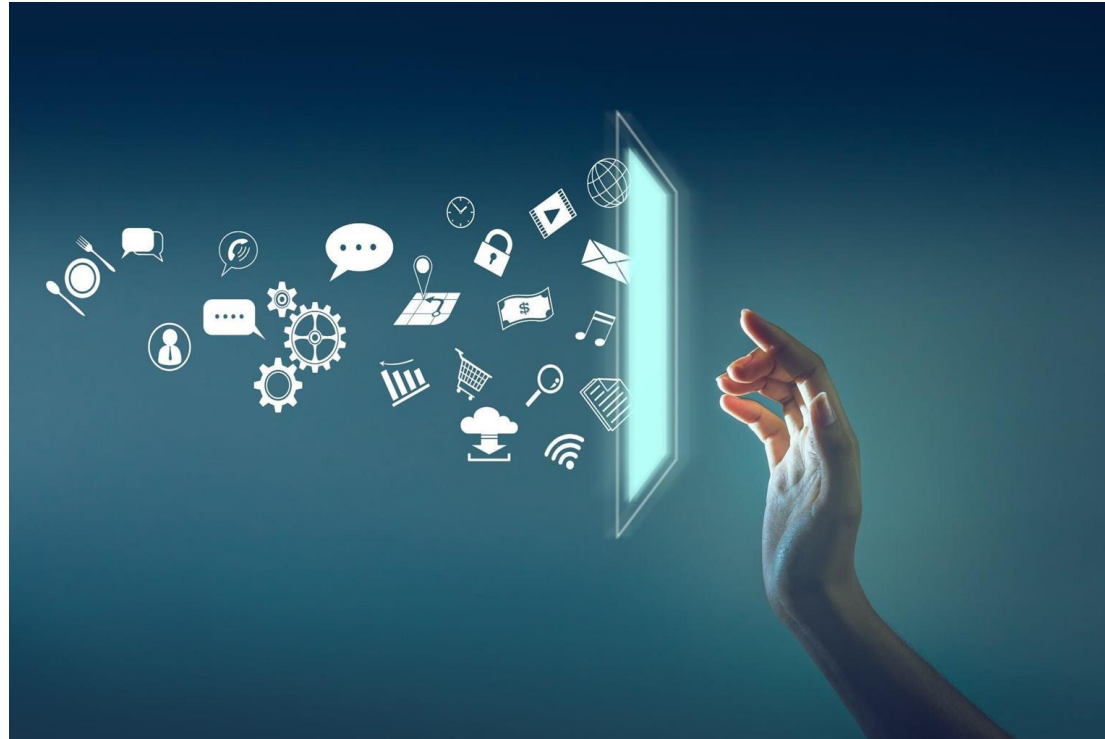




So, Digital Marketing is a variety of strategies and techniques to create, communicate, and exchange values to their customers and partners.



A new method of communication was made possible by the incorporation of advertisements into social media platforms. Interest-based segmentation made it possible for businesses to advertise to people they knew would genuinely be interested in their products.



Reach Anywhere in the World! - Social media allowed millions of accounts to be linked worldwide and gave local companies a platform to reach clients worldwide. Customers can visit the company's profile 24/7 from anywhere in the world.

Interactive Advertising! - Network advertising lets firms talk to their target audience, unlike other advertising channels. Content and marketing strategy managers gain from being up-to-date and socially aware when consumers comment and react.

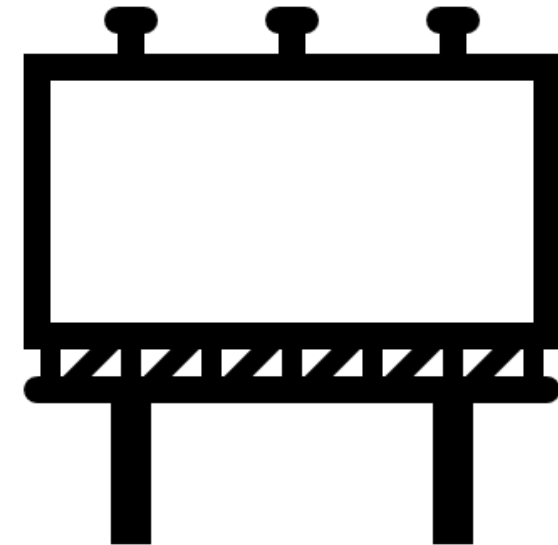
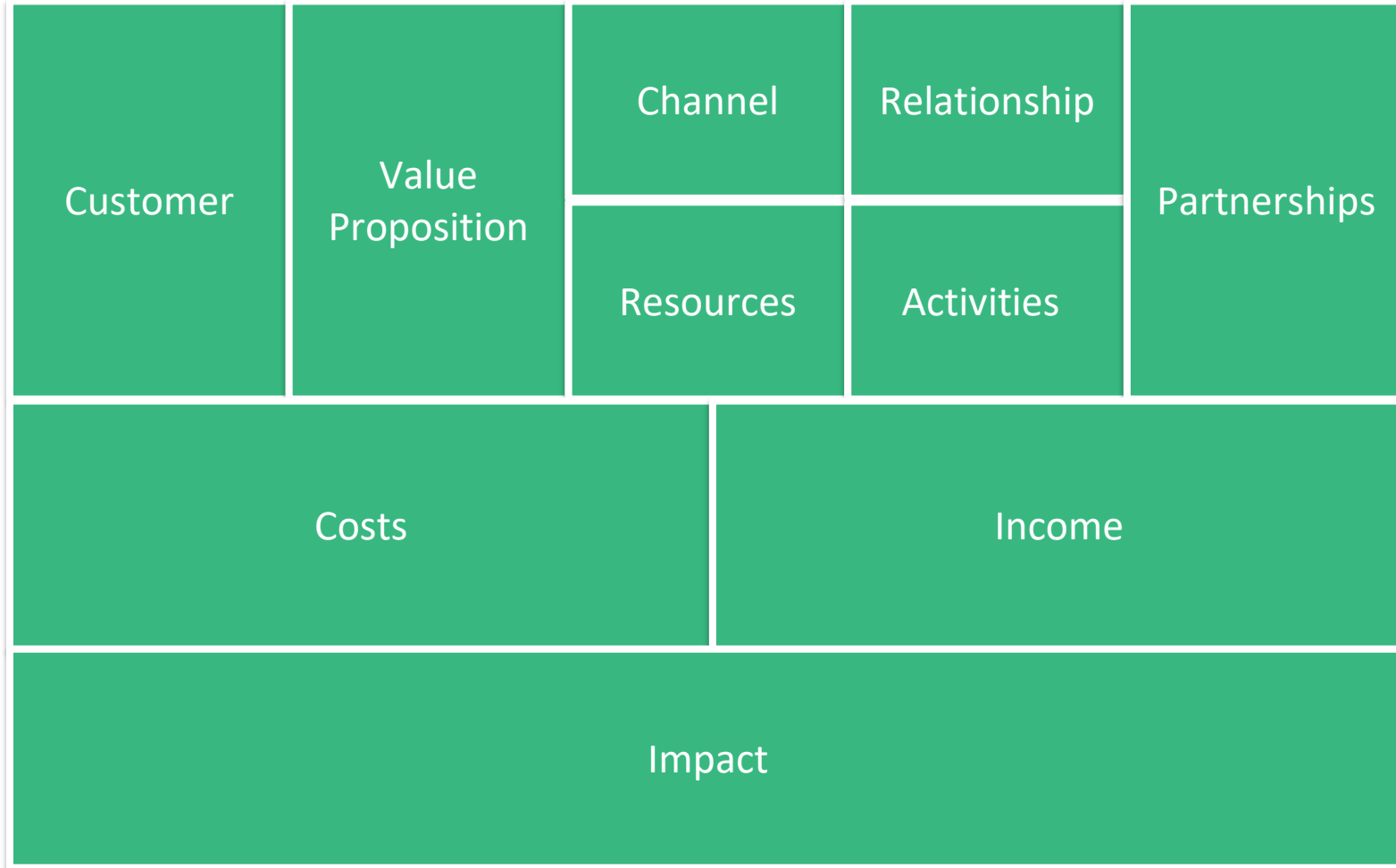


A new method of communication was made possible by the incorporation of advertisements into social media platforms. Interest-based segmentation made it possible for businesses to advertise to people they knew would genuinely be interested in their products.

Unique Profitability! - It's also important to note that the lower execution costs of network advertising allow for higher profits than those of other advertising strategies. Because of this, businesses of various sizes can participate in advertising. It's a great method to reach a wide audience for a low cost, making it a viable alternative to more traditional forms of advertising.

Easy Reporting! - In addition, several of these platforms make basic reports available for download by anyone interested in learning more about how they perform.





Questions to reflect when designing the marketing canva



Who are we creating value for?

Who are our most important customers or users?

What problems do our customers have that we want to solve?

What unsatisfied need is there in the market?

What type of relationship does each of our customer segments expect us to establish and maintain with them?

How will our solution fix this problem?

What value do we bring to the customer?

Which ones have we already established?

What is the cost of establishing these relationships?

Through what channels will your customer segments want to reach you?

How are you reaching them currently?

How are your channels integrated? Which ones work best?

Who are your primary partners?

Who are your primary suppliers?

What essential resources do you acquire from partners?

What key activities do partners carry out for you?

What are the biggest costs inherent in your business model?

What essential resources are the most expensive?

Which key activities are the most expensive?



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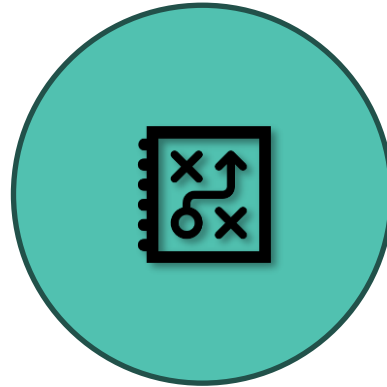
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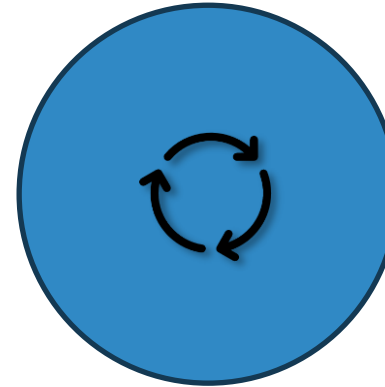
What should you do now?



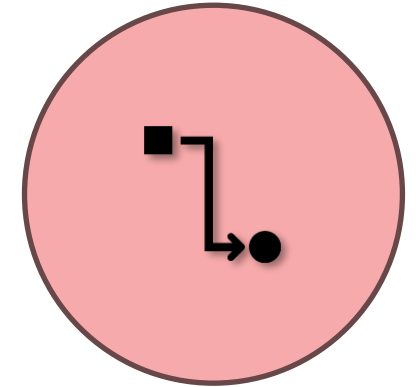
Run a Situational Analysis



Segmenting Your Strategy



Try a Variation of Digital Strategies and Tactics



Measure Your Results

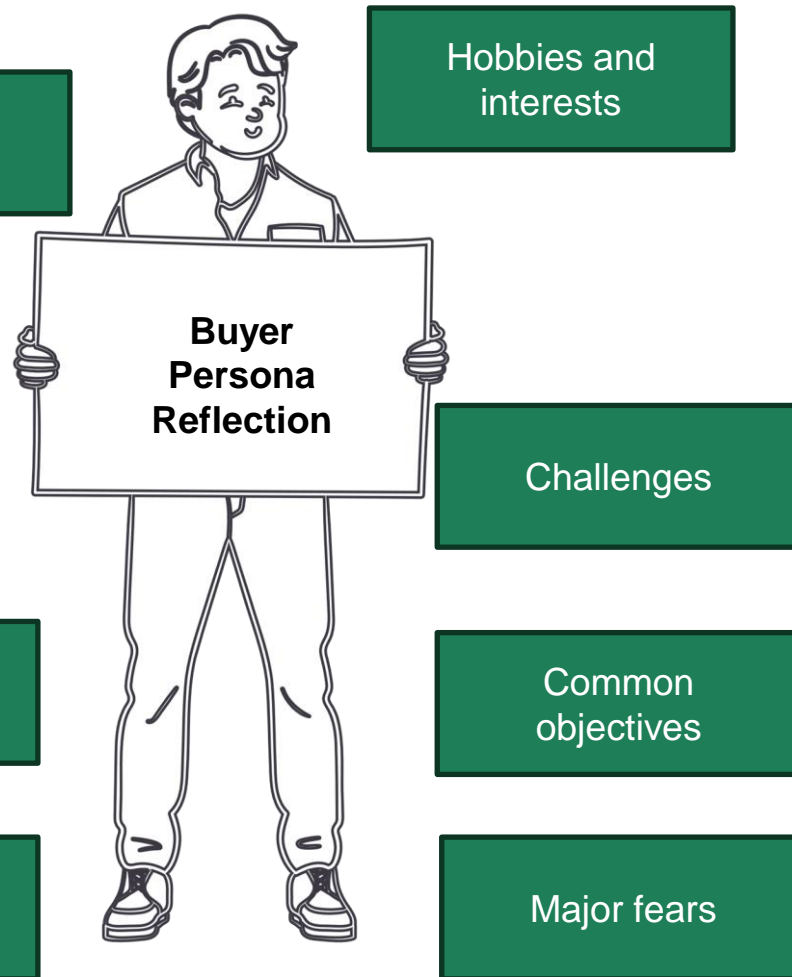
Further reading: <https://www.linkedin.com/pulse/4-step-guide-creating-digital-marketing-plan-dennis-murray/>



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A buyer persona is a

- ✓ semi-fictional representation of a company or organisation's ideal customer or client
- ✓ involves the construction of a profile or personification with the aim of synthesising your end consumer's traits
- ✓ Helps understanding which customer segments you want to target





Alternative link: <https://youtu.be/bixR-KIJKYM>



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1. One of the most revolutionary aspects of the internet's impact on the advertising industry is the ease with which brands can place their adverts in countless locations that are very relevant to their demographic.
2. This makes it possible to tell the brand story from a more intimate position, relating successes or failures to encourage your followers, inspire them, and achieve a direct link with them. How the connection between a company and a potential buyer is built plays an important role in converting them from a simple potential customer to a loyal and regular one.
3. When creating advertising campaigns, this insight is extremely useful, since it enables a detailed and very precise segmentation of the target audience, resulting in an enormous impact capacity.
4. This segmentation can be carried out based on certain characteristics, including (but not limited to) sex, age, socioeconomic status, geographic location, or language.





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