

02. An Introduction to Digital Marketing

Yesterday we set the scene, we introduced ourselves, we created a mini bio, a hook and a USP. We created a business to focus on. We created the *WHAT*.

Today's to-do list

We are going to look at creating a target market, an essential place to start your journey in the right direction. We are going to create the *WHO* and the *WHERE*.

Deciding on our target market is important in helping to decide who we want to speak to. That *WHO*. Different types of people hang out in different places. They look for information differently. The *WHO* is fundamental to deciding in the *WHERE*. The places you are going to promote yourself. The tools you are going to use.

Learning objectives:

By the end of this session, you will

- Identify your target market
- Decide what part of your business you want to promote
- Understand SMART Goals and your Features Actions Benefits profile

Digital Marketing - how has it changed?

The impact of digital marketing on selling products has been enormous. 20 years ago, we launched products with billboard ads, in the local press, and gave out flyers, crossing our fingers and hoping people found it in shops and it sold. You needed a lot of time and a lot of money. Product advertising was for the big boys.

Times have changed. **Any company, of any size, can promote their product to anyone, at any time. You can sell directly to someone in the palm of their hand, in their living room, garden, night out or even the bath!** Companies like Amazon lead the way with their innovation and bold approach. I saw a stat that claimed over 70% of Amazon sales were done in the bathroom! On the loo or in the bath, nice stat but it just goes to show how our shopping methods have changed.

Our selling and communication methods changed drastically when we went into lockdown.

Whereas before you had a choice of high street shop, shopping centre or online we suddenly had that choice taken away. Other than our basic everyday shopping, you bought online or you didn't buy at all, with even the supermarkets encouraging us to stay home and order through their websites and apps.

Messaging apps and digital communications became our only options. Zoom, FaceTime and Facebook Portal became essentials in every home.

The big question was going to be if it would all revert back once life “went back to normal”. It didn't. Online and digital are still accounting for the majority of our sales and communications. Which makes our digital marketing even more important than it ever was before. It's not just an extra sales channel, it's the main sales channel.

Learning how to use all the channels available to you is the best way to help you promote any business. Doing your research and tracking your data is the best way to keep on top and keep in front of the competition. Technology is changing so quickly that you need to make sure you adapt to it. The social media channels like Instagram and Facebook are making big changes to their platforms almost weekly. Since we started these Skills Bootcamps we have introduced several brand-new sessions to keep up with new platforms and technology.

The skills you are going to learn over the next eight weeks will help you promote businesses of all kinds including services, trades, products, and locations. We will focus on retail products only because they cover all the elements you would need but the skills are interchangeable.

Product Marketing

We market products in many ways. The boom of online and digital marketing means there are more ways than ever before to get your product in front of its potential buyers. We have online shops and multiple marketplaces to sell from. Social Media platforms with their shop systems where you can stream products directly from your website.

Each industry and product type needs to speak to its customers differently, with a different tone of voice. Different platforms attract different audiences. Those people don't all look for information in the same way.

There are also different angles to go at your marketing depending on which client group you are trying to attract. This is your target market.

What is Target Market?

Your target market is a particular group of consumers at which a product or service is aimed. In their broadest terms which is where we are going to start it's retail or trade. You can also look at it as end-user or wholesale. You might find you are a combination of both. You might have some trade customers and some retail but the fundamentals of how you present to them are the same. You will have a different tone of voice and use a different set of tools for each market.

Why is it important?

Knowing what your target market is, is knowing what direction you need to travel in. Knowing whom you need to speak to and how you need to speak to them. Think about painting a wall. If you open the tin of paint and just chuck it at the wall, some will stick, some will end up on the floor, and some will end up on the cat. It's not a particularly effective method of painting. It's costly and messy. It's the same with advertising. If you just advertise to everyone and anyone, some will see it, most will ignore it, and it's going to cost a lot and not give you a decent return. You need to be specific, careful and targeted. Get out your paintbrush and put the paint where you want it. Get your plan, create your audience and speak to them directly.

Or maybe think of it as a recipe. You need the right ingredients to make the meal properly. You don't want to chuck anything in the pan. If you are making egg fried rice you won't use sprouts and bananas. You need the right ingredients, in the right order.

How to Define Your Target Market

1. Look at your current customer base - who do you currently sell to?
2. Check out your competition who are they aiming at, and where are they promoting themselves.
3. Analyse your product/service and what are you actually selling.
4. Choose specific demographics to target.
5. Consider the psychographics of your target.

We are going to come to 4 and 5 later.

Let's start at the beginning with the basic trade/retail/combo markets and some different companies that work in these areas to help you decide where you want to start. You might be one or the other or a little of both.

Retail / End-user Market

Example 1

This is Mosney Mill. A local artist with a kitchenware and fine china business. Although she sells to consumers and trade her marketing only focuses on the retail/consumer part of her business. Her trade customers come to her via word of mouth and trade events so all her digital marketing is done to promote her products to her retail customers.

Using social media and her website, she tells potential customers about the products, shows them pretty pictures, and makes sure there are multiple ways for them to buy. She uses Facebook and Instagram as her main platforms of choice with a bit of Pinterest thrown in. She has a WordPress website with a full shop. She uses boosted posts to promote products and ranges and occasionally uses Facebook Live to communicate. Mosney Mill takes advantage of visual platforms to promote a product that is best seen than described.

Market: Retail

Platforms: Facebook, Instagram, Pinterest

Sales channels: Website, Facebook shop

Other digital activities: email marketing, bundles and special offers, online shop

Paid: Boosted posts

Communication style: friendly and gentle, as if they are a friend round for a brew, storytelling

Content style: Country kitchen, lifestyle, baking, summer in the garden

Buying type: desire

Reason for advertising: Retail sales, brand awareness

Example 2

This is RTE Fabrications. They manufacture and fit windows, doors and conservatories. Based in Darwen they have been in the community for around 30 years. Despite being a traditional company still using old-school newspaper ads and Yell listings, they have embraced the digital era and now receive almost 80% of their business from it.

They use a selection of social platforms including Facebook, Instagram and Twitter to show off past projects, talk about products and create brand awareness. They are selling to retail, end-users just like Mosney Mill although it's a completely different type of product.

Market: End User

Platforms: Facebook, Instagram, Twitter, Google My Business

Sales channels: Website and showroom

Other digital activities: SEO, blogging

Paid: Boosted posts, google ads, Facebook and Instagram feed ads

Communication style: friendly and funny, designed to entertain and raise a smile

Content style: past projects, portfolio pieces, informative, entertaining and funny stock shots

Buying type: requirement

Reason for advertising: retail sales, local awareness

Both are selling to retail or end-user audiences despite them being very different products. The methods, tone and platforms will be very similar.

Trade Market

Example 1

This is Sweet Dreams. Based in Burnley they make beds and upholstery. Their market is only trade. They don't sell to the public. Their social media shares product information that their retailers can share on their pages (think Coca-Cola or Walkers Crisps - you don't buy directly from them, but they market the product for brand awareness and provide collateral for their stockists to use.) Any retail customer looking to buy can find out about the product but isn't given any prices, and every post directs them back to the stockist page to find their nearest shop.

They use Facebook, Instagram and Pinterest for brand awareness and LinkedIn for content aimed at trade customers. They talk about services, stocking and trade shows, a totally different tone of voice for their trade customers than the brand awareness/retail posts.

Market: Trade

Platforms: Facebook, Instagram, Google My Business, LinkedIn

Sales channels: none

Other digital activities: email marketing

Paid: Trade magazine website interactive ads

Communication style: informative, non-sales, technical, industry-based

Content style: product information, industry news

Buying type: business

Reason for advertising: brand awareness, sign up trade accounts

Example 2

This is Myers Creative. Based in Darwen, Wayne is a commercial photographer. His market is trade B2B. He doesn't sell to a retail market for portraits or pets. His customer base is industry, manufacturing and product retailers.

He uses LinkedIn for 90% of his business promotion, along with the occasional Instagram post. He has a portfolio-style website that he directs his clients towards so they can view past projects.

Market: Trade

Platforms: LinkedIn, Instagram

Sales channels: none

Other digital activities: none

Paid: none

Communication style: informative, image-based

Content style: portfolio, activity

Buying type: requirement

Reason for advertising: brand awareness, sales

Combination Market

Example 1

This is Positive Eye, Gwyn provides learning resources for children with visual impairment. She has products aimed at schools and educators - they are her 'trade' customers and she has a range of resources and shows that are aimed at parents - they are her 'retail' customers. Originally, she just dealt with schools and teachers and then we went into lockdown and the schools closed. She then had a large group of parents that didn't have the resources to be able to home-school their children with these difficulties. Gwyn's end-user market was born overnight and she successfully transitioned to selling and educating the parents too. But these two markets hang out in different places so it meant doubling her activities to make sure she could reach both markets in the most appropriate way.

She uses Facebook, Pinterest and YouTube for her parents and Google My Business and LinkedIn, for her educators. Plus, a WordPress website with a full shop. SEO also plays a large part in her marketing strategy for her schools and teachers. She has a thriving market in the UK and America.

Market: Trade & End-user

Platforms: LinkedIn, Facebook, Instagram, YouTube, Google My Business

Sales channels: website, Facebook,

Other digital activities: SEO, App

Paid: none

Communication style: informative, fun, educational, child orientated

Content style: activity, resource-based, visual

Buying type: requirement

Reason for advertising: brand awareness, sales

Example 2

This is Tat2nut, they sell Vegan Tattoo aftercare products. They have products that go into both retail and trade markets with trade customers – tattoo studios taking products on a wholesale basis as well as trade on products like process creams and prep creams.

They use Facebook and Instagram plus a WordPress website with a full shop. They also blog, and utilise SEO and Google ads. They also sell wholesale through a B2B wholesale marketplace called Ankorstore. Tat2nut is one of the only ones that work in the opposite direction. Normally you would promote the product on Facebook and Instagram and attract your trade customers using google ads and SEO. The tattoo industry works completely the opposite way around. The customer search for the product using Google and the Studios all live on Instagram, they don't do google, they don't do email, they just do Instagram. That's the perfect example of why it's so important to know where your market and those potential customers are hanging out.

Market: Trade & End-user

Platforms: Instagram, Facebook

Sales channels: website, Facebook, Ankorstore

Other digital activities: SEO, Blogging

Paid: Google ads, Facebook ads and Instagram ads

Communication style: informative, fun, sales-based, relaxed

Content style: product based

Buying type: desire and requirement

Reason for advertising: brand awareness, sales

Although all these businesses are active in different places, the end goal is still the same. Brand awareness and sales. This is why it's important to define our target market, that WHO, rather than the final goal. The goal is nearly always the same, the target isn't.

You might have noticed we are talking about Buying Type: desire or requirement. It's important to bear that in mind when you are creating your content. Why is someone buying from you? Are they buying because they want something, or because they need something?

We use this angle later on when we are looking at Marketplaces, and why people use particular marketplaces to buy their products. Amazon - speed, eBay - Price, Etsy - originality. It goes towards your tone of voice, the ease with which someone can contact you or make a purchase and the platforms you are using.

So now think about your product/service and think about which sector you want to focus on. You might be like Mosney, just selling to retail/end users. You could be like Sweet Dreams, just selling to trade or wholesale customers or you could be like Positive Eye and sell to a little of each. Don't worry if you aren't selling a physical product, even if you are a trade, professional or service the target market will still apply. You will still utilise different platforms, you may rely more on Google tools and SEO than social media or email marketing over e-commerce.

Activity one

For your first activity, let's decide on the basics. **Are you retail/end-user or trade/wholesale?** If you are providing a service that definition still applies. Are you selling to a business or an individual? Don't forget if you don't have a business use your product from yesterday. If you do have a business, you can use that or your coursework product. That's totally up to you.

Time for this activity: 10 mins

We have our base, and now we want to break it down further, so we are now going to look at the buying segments. These are:

- **Demographic - age, gender, education, marital status, race, religion**
- **Geographic - local, national, and global**
- **Psychographic - values, beliefs, interests, personality, lifestyle**
- **Behavioural - purchasing or spending habits, user status, brand interactions**

It's important to understand which of these segments apply to your business, not all of them do.

Depending on your product it might not matter what someone's marital status is, but it does matter where they are. If you are a trade, only working within a limited area - RTE only work within a 30-mile radius of the factory, then it matters where the audience is.

When we look at the psychographic segments, interests and lifestyle play a key part in many target markets. A lot of the products we sell or services we provide attract people because of their hobbies and recreational activities. The tattoo products, the *vegan* tattoo product, and the country living style of Mosney Mill.

For behavioural, where your customers shop and what brands they like goes a long way towards deciding where to position yourself in the market. Are they Skoda or Audi? Are they Lidl or

Waitrose? Are they branded up or just generic? It all creates a picture of how they spend their money and how they interact with the other brands in the industry. Spending habits - do they have lots of disposable income, are they doing things on a budget. They may only spend around payday, in which case you need to be advertising at the right time, just around the time they get paid. Waiting till the middle of the month there's more month left than money isn't going to get you a sale.

As an example, a past Skills Bootcamp learner had a brilliant Target Market. They had spent a lot of time looking at their past customers, who spent what and how often. They sold cycles. Although they did a super high-end, professional-grade road bike for competitors, they perhaps did only a couple a year and they were high maintenance customers. By analysing their customer's spending habits and psychographics they created a core audience on that they decided they wanted to focus all their efforts.

9. Topic Demo/Example

T5 man/woman

45-55 years old, good job with a decent amount of disposable income. Homeowners, no pets, no kids. Very active with at least three outdoor hobbies done on a regular basis. Spend a lot of time outdoors and drive a VW T5 camper van.

It's a very specific target audience for them to focus all their energies on and has proved very effective over the last year of being used. These people might not spend the most in one go but they are more likely to repeat buy over a longer period of time.

Activity two

For your second activity, let's now use the buying segments to fine-tune your target market. This is not a checklist, don't go through each one and try and squeeze yourself into it. These elements need to fit you not the other way around.

- Demographic - age, gender, education, marital status, race, religion
- Geographic - local, national, and global
- Psychographic - values, beliefs, interests, personality, lifestyle
- Behavioural - purchasing or spending habits, user status, brand interactions

So why have we done this today? It's important to know whom you are talking to. You will do market research in later sessions to find out more about the way your customers tick, but the core of that is knowing who your customers are. Take that T5 man and woman example. That demographic didn't spend the largest amount in one go, they didn't have as much prestige as the professional racers but as a group of people, they were the most lucrative. Decent spending, and more frequent. Less hassle and less maintenance as customers. Easier to make a sale and made decisions faster. A good basis for a solid and loyal segment of sales.

Do's/Don'ts

Do look at whom you are selling to already and the people you really want to work with
Do revisit your target market from time to time, businesses and customers change
Do create different audiences for different products or offerings

You will use this target market at various points during the sessions. You will expand on it in your market research sessions and it will be useful for content creation and e-commerce.

FABs

For the second part of the session, we are going to start on your FABs.

We are going to use these throughout the sessions, you need to keep them up to date and submit them at the end as part of your portfolio of work.

If you look at today's session page there will be a link to the FABs form. You can also access it at any time during the course in from the learner portal navigation.

So, what the hell is a FAB anyway?

According to good old google

“To achieve high growth, business owners need an action plan — a document that spells out specific goals and details precisely how these objectives can be achieved in a specific amount of time. Designed to make sure your company is on the right path: starting with Where are we now?”

Features – the end result you need or want to achieve

Actions – the activity you need to do to achieve it

Benefits – the benefit to you or your business when you achieve it

The point of a FAB is to help you document your journey from where you are now to where you want to be. Setting yourself targets in between to help you get there. By creating actions and objectives you can help yourself develop yourself and your business.

There are five steps to creating the perfect action plan

- 1. Set SMART goals - don't worry I will come back to that**
- 2. Create a list of actions**
- 3. Set a timeline**
- 4. Designate resources**
- 5. Monitor the progress.**

So, step 1 - smart goals, SMART stands for

Specific

Measurable

Attainable

Relevant

Time-based

Specific - Make your goal/objective specific, don't be too broad or too vague, and create something quite narrow so you have something proper to aim at

Example “I want to grow my Instagram following by 100 followers”

Measurable - Define how you will prove you are making progress and set out how you will evidence the goal you are setting

Example “I have 20 Instagram followers now, I want to get to 120”

Attainable - Make sure your goal is realistic, it has to be something you can actually achieve, we don't want to aim to be a millionaire in a fortnight. It needs to be within reach and a stepping stone to the next achievement.

Example "I want to get 120 followers in the next two months before my next product launch"

Relevant - Your objective should be relevant to your business and your general long-term plan.

Example "As a long-term goal I want to increase my social media following to create a more successful sales funnel"

Time-based - Set a realistic goal and a realistic time frame to achieve it. Don't set yourself something you can't possibly achieve, it will demotivate you and defeats the object of planning in the first place.

Bad Example "I want to get to 5000 followers by the end of the month"

A good example is "I want to get to 120 followers in the next 10 weeks"

There's a mini objective of 10 followers per week to get the extra 100, it's attainable and realistic.

Create a list of actions or features

Start to create a list of things you want to achieve and then turn them into actions, a good old-fashioned tick list.

I always suggest you create short, medium- and longer-term goals that can all work together.

Long term - I want to increase my social presence by 1000 followers

Medium - I want to get to 500 followers

Short term - I want to get 100 followers every two months

Of course, your goals can be anything. After each session, we ask you to add actions to your FAB based on that day's topic. It might be creating a Facebook profile, choosing a platform for your website or learning how to SEO your blog.

Set a timeline

Create a timeframe that you can work towards, but also not something too far in the future. You want this to be the first set of actions to get you to a certain point then you create your next set of actions to get you to the next point.

Designate resources

This is basically who is going to do it, if you are like me and you do everything yourself because there's only you there then technically you can skip this bit. If you are lucky enough to have minions then assign each task to the person that is going to be doing it.

Monitor the progress

Track what you are doing so you can see you are working towards your goal, not only will it help you keep on track but it will give you a lovely warm feeling inside when you can

see things happening. Keep screenshots or make a note in your diary. Analyse your stats and track that data.

This is an example of a well-thought-out FAB to give you an idea. Let's take 20-30 minutes to make a start, make your list of actions first and then start creating your actions and timescales.

If you have any questions, just ask. When you have finished make sure you submit them to your learner folder. This is a working document that you should be looking at on a regular basis. We don't want you to just file them after this session and ignore them. You need to be working on them throughout the Skills Bootcamp. You can access a new one at any time in your learner dashboard.

Make sure you complete and submit your workbooks. Once you do you will get a copy of your completed workbook and links to download a copy of today's notes and slides.

Make sure you revisit your FABs and set yourself some goals specific for each session.

If you need any help with anything from today's session feel free to message me in the WhatsApp group. If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.