EFFECTIVE COMMUNICATION FOR SOCIAL ENTREPRENEURS

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MEDUP
YEAR 4

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PATH

1. Introductions
2. Check in
3. Brand, Communications, Marketing Notions
4. Market Research & Personas Development
5. Exercise: What about your audiences?
6. Brand Strategy & Brand Positioning
7. Break + harvesting questions
8. Marketing & Communication
9. Copywriting & E-commerce
10. Plan and Strategy
11. Tactics
12. Example of a communication plan
13. Exercise: What's the plan
14. Closing
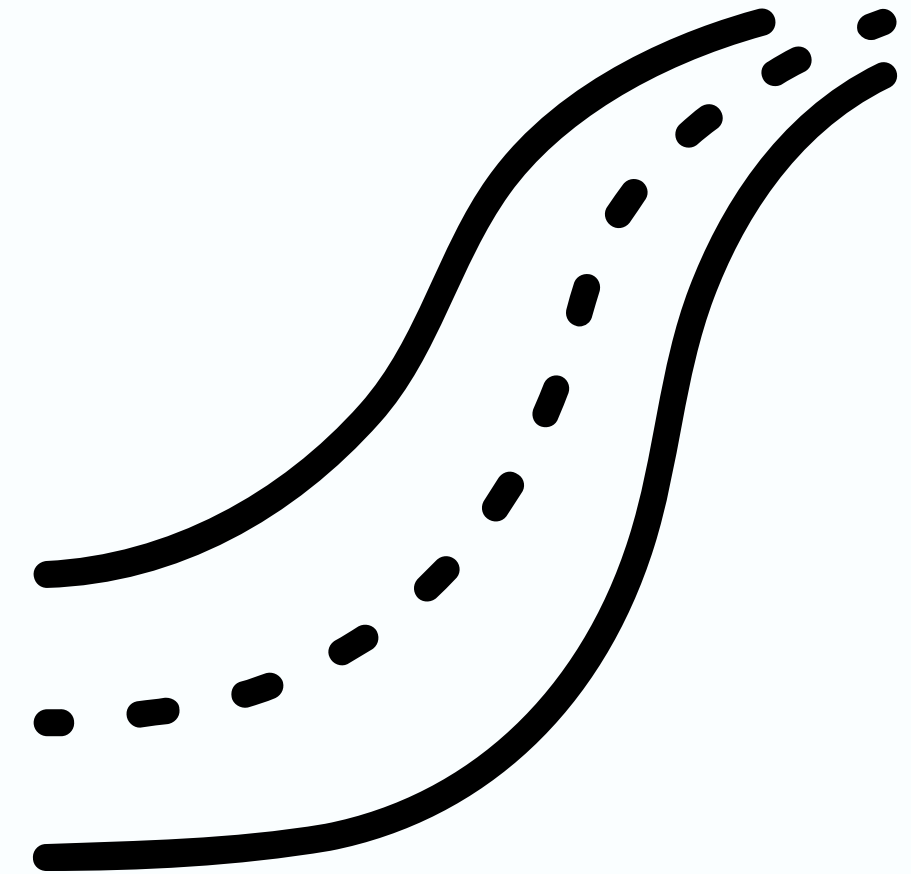
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CHECK IN

If you had to teach a class on one thing what would you teach?

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BRAND, COMMUNICATIONS AND MARKETING NOTIONS

BRAND + COMMUNICATION + MARKETING

who you are

how you build awarness

what you can do for your audience

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BRAND, COMMUNICATIONS AND MARKETING NOTIONS

<u>Brand</u>:
The way a company, organization, or individual is perceived by those who experience it. More than simply a name, term, design, or symbol, a brand is the recognizable feeling a product or business evokes.

<u>Communications</u>:
The act of conveying meanings from one entity/group to another with the goal of establishing quality relationships between the entity/group and its 'public', with which it's affiliated acquiring social notoriety and an appropriate public image according to its intentions and activities.

<u>Marketing</u>:
The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

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A VIDEO ABOUT BRAND

LINK TO THE VIDEO

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TRADITIONAL BUSINESS VS IMPACT BUSINESS

Traditional businesses seek to satisfy consumer needs and want to maximize their profit. Impact businesses' main objective is to mitigate social and environmental problems and financial sustainability too

IMPACT

Market effect

MEANING

Signification for you

PURPOSE

The reason behind what you do
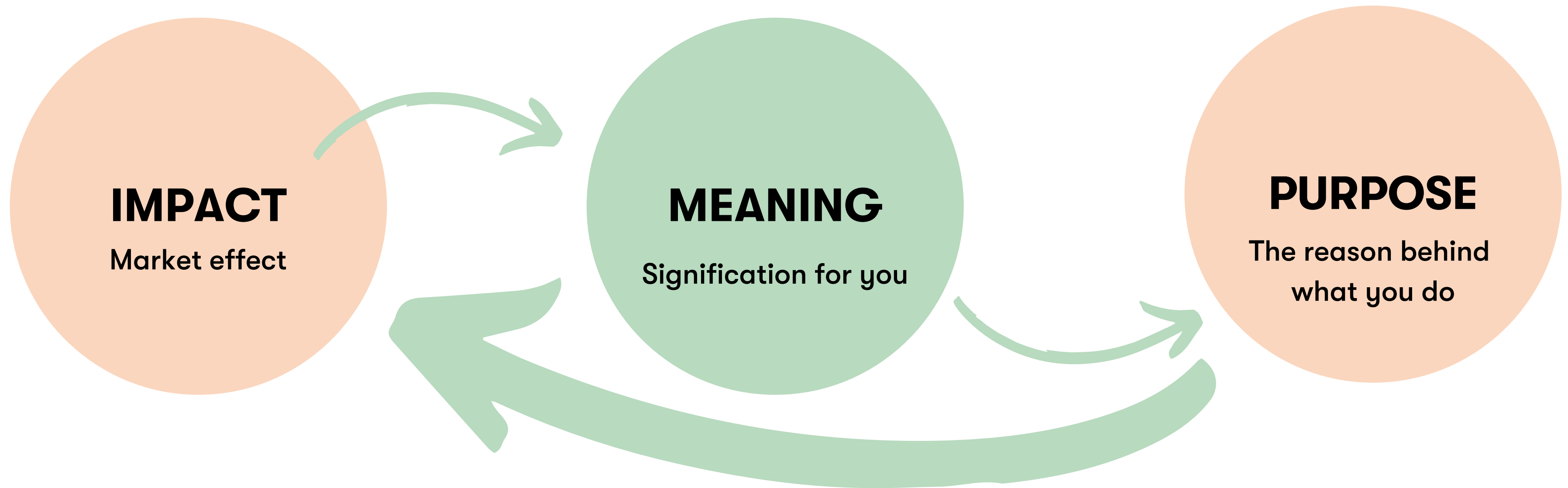
MARKET RESEARCH

MARKET RESEARCH

• Competitor analysis (brand positioning, marketing and communications strategies, pricing, product mix, website)

• Industry trends and reports

• Internal surveys

• Lead and customer and other audiences database segmentation

• Management team interviews

• Communications Activities

• Analytics reports (automation software dashboards, social, SEO, website)

• Website reviews (calls to action, content, design, landing pages, mobile compatibility, optimization

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SWOT ANALYSIS

A tool to do market research is the SWOT ANALYSIS: with questions and answers you can improve.
It is a technique for assessing these four aspects of your business.

COMPANY

STRENGHTS

What are the main advantages of the company? What company does well?
What resources do we have?
What do we consider to be our main strenghts?

WEAKNESSES

What are doing wrong? What do external agents perceive to be the company's primary weakness?

MARKET

OPPORTUNITIES

What good opportunities does company
have?? What technological changes are occurring

THREATS

What obstacles do you face?
What do my competitors do?
Can any threat stopthe company's operations?

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PERSONAS DEVELOPMENT

PERSONAS

Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way.

Personas are vital to the success of a product because they drive design decisions by taking common user needs and bringing them to the forefront of planning before design has actually started.

Personas provide the team with a shared understanding of users in terms of goals and capabilities.
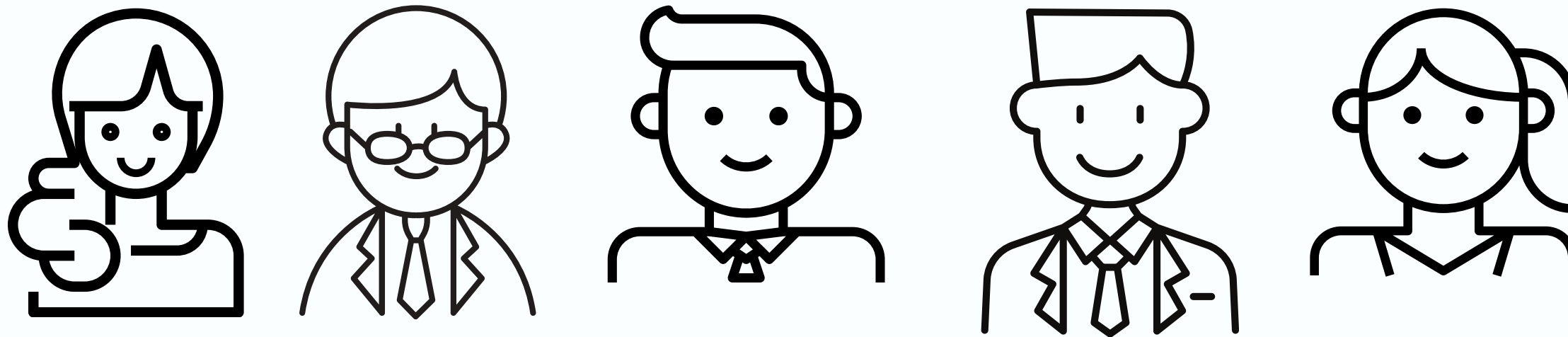
MARKET SEGMENTATION

DEMOGRAFIC

Demographic segmentation is one of the most common forms. It refers to splitting up audiences based on observable, people-based differences.

These qualities include things like age, sex, marital status, family size, occupation, education level, income, race, nationality and religion

GEOGRAPHIC

Divides audience based on where they live.

It refers to their country, state, county and zip code as its climate, the population density and whether it's urban, suburban or rural

BEHAVIORAL

Dividing your audience based on behaviors they display allows you to create messaging that caters to those behaviors. Many of the actions you might look at relate to how someone interacts with your product, website, app or brand.

Usage rate: You can categorize users based on usage rate. Your messaging will be different depending on whether someone is a heavy user, medium user, light user or non-user of your product.
Loyalty: After using a product for some time, customers often develop brand loyalty. You can categorize customers based on how loyal they are to your brand and tailor your messaging accordingly.

PSYCOGEOGRAPHIC

Psychographic segmentation is similar to demographic segmentation, but it deals with characteristics **that are more mental and emotional.**
These attributes may not be as easy to observe as demographics, but they can give you valuable insight into your audience's motives, preferences and needs.
Some examples of psychographic characteristics

include personality traits, interests, beliefs, values, attitudes and lifestyles.

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TEMPLATES

PERSONA NAME

Write here

SECTION 1: WHO?

BACKGROUND
Job? Career Path? Family?

Write here

DEMOGRAPHICS
Male or female? Age? Income?
Location?

Write here

IDENTIFIERS
Demeanour? Communication
Preferences?

Write here

TEMPLATES

👤 **PERSONA NAME**		**SECTION 2: WHAT?**

GOALS

Primary goal? Secondary goal?

· Write here

CHALLENGES

Primary challenge? Secondary challenge?

· Write here

WHAT CAN WE DO

…to help our persona achieve their goals?
..to help our persona overcome their challenges?

· Write here

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TEMPLATES

PERSONA NAME

Write here

SECTION 3: WHY?

REAL QUOTES
About goals, challenges, etc

- Write here

COMMON OBJECTIONS
Why wouldn't they buy our services/products?

Write here

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TEMPLATES

👤 **PERSONA NAME**

Write here

MARKETING MESSAGING

How would you describe IH solution to our persona

ELEVATOR PITCH

Sell your persona on our solution!

Write here

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EXERCISE: WHAT ABOUT YOUR PERSONAS?

1. You will work in pair to work on personas.

2. Select 1 persona and try to analyze some characteristics in order to reach them easily

2. Outline their characteristics based on background, demographics, identifiers.

PERSONA NAME | Write here | SECTION 1: WHO?

BACKGROUND
Job? Career Path? Family?
Write here

DEMOGRAPHICS
Male or female? Age? Income?
Location?
Write here

IDENTIFIERS
Demeanour? Communication
Preferences?
Write here

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BRAND IDENTITY

THE Brand identity IS THE SET OF visible elements

- Name

- Logo

- Colors

- Font

- Design/ graphic elements / picture use

- Messaging

- Tone of voice

CORPORATE IDENTITY

What is the Corporate identity?

It is Mission + vision + values

Mission statement: "What do we do? What makes us different?"

Vision statement: "Where do we aim to be?"

Core values: Fundamental beliefs of an organization

The difference between brand identity and corporate identity is that the brand identity is used to distinguish a product or service from the rest whereas the corporate identity is mostly concerned with the perception of the entire company and not just the product.

WHAT DOES THE BRAND STAND FOR?

LINK TO THE VIDEO

Brand Purpose: Co-create a better future

BE HUMAN

Watch on YouTube

AUREA Consultancy ® is a Dutch company that caters for global assignments. AUREA Consultancy adds value through its diverse team servicing unlimited and customized Corporate Learning, Startup and (Re)Branding packages, (Online) Coaching, Women Development programs and International Training Events. The brand communication video offers a glimpse into the consultancy and rebranding services offered by AUREA.

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WHAT DOES THE BRAND STAND FOR?

LINK TO THE VIDEO

Lippincott is a creative consultancy with services in brand strategy, design, innovation and culture change. They aim to builds brands and brand portfolios that stay relevant and differentiated in the face of changing markets. The brand communication video is a beautifully crafted 3D animation that captures and elucidate the meaning of a brand.

WHAT DOES THE BRAND STAND FOR?

LINK TO THE VIDEO

The commercial features quick cuts, and tosses light-hearted insults at the "old money" that are represented by banks closing at 5 p.m, green lampshades, glimpses of suspenders—and everything else that 'new money' aims at changing.

BRAND STRATEGY

RESEARCH

Conducting research allows you to:
- Clarify the vision, strategies, goals and values of the company
- Ask key management their vision for the brand
- Research stakeholders' needs and perceptions

STRATEGY

- Vision
- Target markets
- Brand values
- Brand personality
- Brand promise

RESEARCH

ASSETS

STRATEGY

BRAND STRATEGY

TOUCHPOINTS

DESIGN

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BRAND STRATEGY

DESIGN

- Name
- Logo
- Colors
- Font
- Design/ graphic elements / picture use
- Messaging
- Tone of voice

ASSETS

- Internal Brand Launch
- External Brand Launch

TOUCHPOINTS

- Website
- Business cards
- Brochures
- Leaflets
- Product design/packaging design
- Advertising

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BRAND POSITIONING

There are 6 key steps to effectively clarify your positioning in the marketplace:

1. Determine how your brand is currently positioning itself in your market (WHO YOU ARE, WHAT YOU DO, FOR WHO AND WHY, WHAT IS THE PERCEPTION).

2. Identify your direct competitors and understand how each competitor is positioning their brand.

3. Compare your positioning to your competitors to identify your uniqueness.

4. Identify your key audiences and understand how they relate to your brand.

5. Develop a distinct and value-based positioning idea towards your audiences.

6. Craft a brand positioning statement and test the efficacy of your statement.

BREAK

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MARKETING AND COMMUNICATION

Marketing

For any organization selling a product or service, the concepts of marketing and sales are very important as they can mean the difference between success and failure. While they are often used interchangeably or grouped together they are two different concepts and it is important to understand those differences.

Marketing and sales are both aimed at increasing revenue. They are so closely intertwined that people often don't realize the difference between the two. Indeed, in small organizations, the same people typically perform both sales and marketing tasks.

Sales refer to the short-term need to close a sale, get an agreement signed, or ultimately do what needs to be done to sell whatever it is you are selling. Sales techniques and strategies are really based on what it takes to 'close the deal', which is crucial to any business.
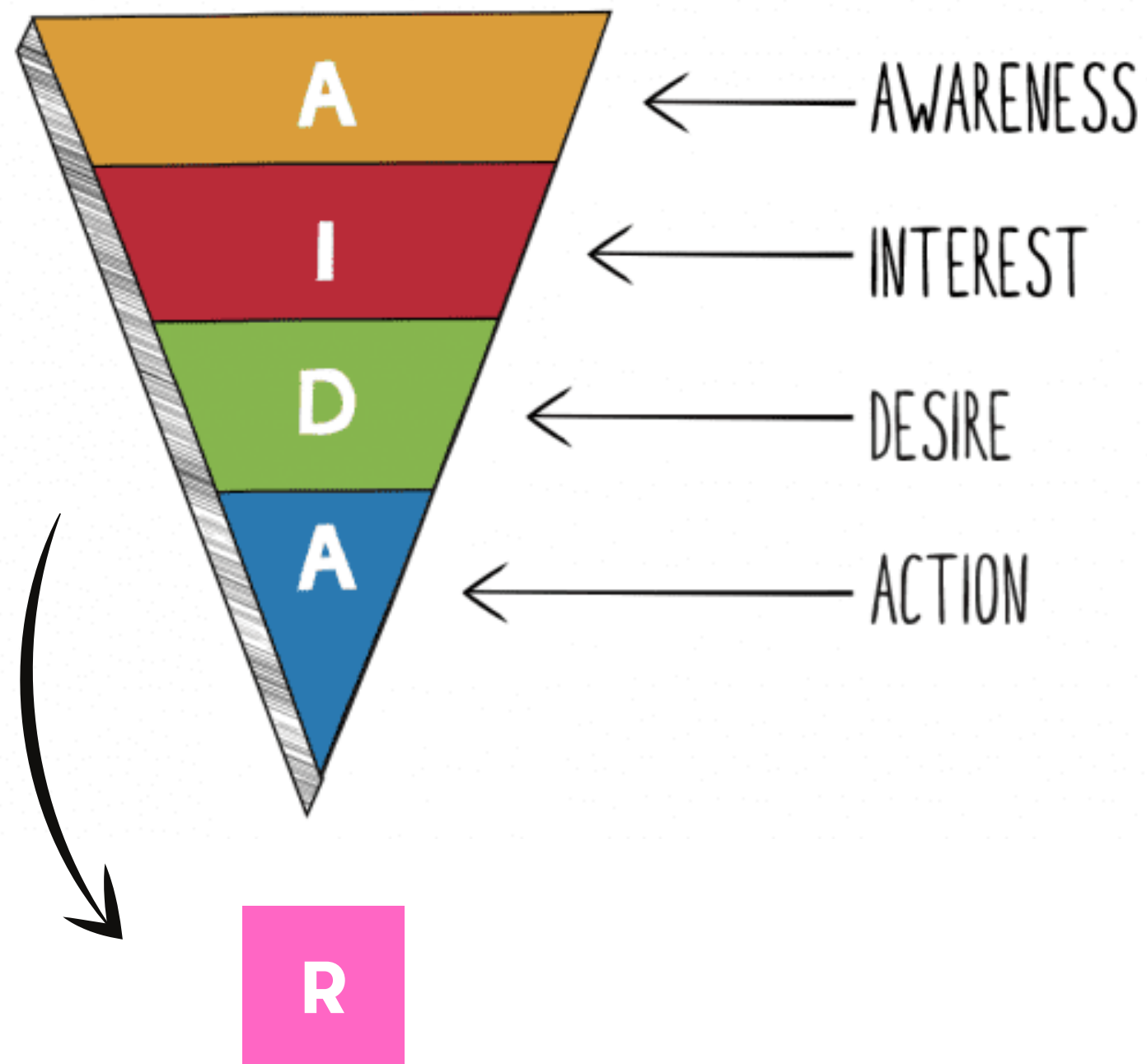
MARKETING MODEL

THE AIDA MODEL

A ← AWARENESS

I ← INTEREST

D ← DESIRE

A ← ACTION

R

What does AIDA(R) stand for?

AWARNESS : creating brand awareness or affiliation with your product or service.

INTEREST : generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further.

DESIRE : for your product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'.

ACTION : CTA - Move the buyer to interact with your company and taking the next step ie. downloading a brochure, making the phone call, joining your newsletter, or engaging in live chat, etc.

RETENTION : customer retention refers to efforts by a business to keep customers from defecting.

COPYWRITING

- Copywriting is content writing to make a sale. It's not related to the right to publish a book or a photo.
- Copywriting is content writing with the direct goal of making a sale.
- Copywriting, for example, might be found on website pages

Want More SEO Traffic?

Answer 9 quick questions and I will give you a personalized step-by-step **7-week action plan** showing you exactly what you need to do to get more traffic.

What is the URL of your website?

NEXT

We analyze your website to identify SEO errors, keyword opportunities, and competition.

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E-COMMERCE

E - COMMERCE

Many Non- Profit organizations already produce and sell products

WHY COULD BE GOOD FOR Non profit organization

- Non profit organization approach to e-commerce may differ from that of business;
- Ease of use by consumers, sellers, and distributors
- Type of products that can be sold easily online.

PLAN AND STRATEGY

Step 1: Begin with a snapshot of your company's current situation, called a "situation analysis."

Make your situation analysis a succinct overview of your company's strengths, weaknesses, opportunities and threats.

Step 2: Describe your target audience/personas

Developing a simple, one-paragraph profile of your prospective customer is your next step. You can describe prospects in terms of demographics—age, sex, family composition, earnings and geographic location—as well as lifestyle. Ask yourself the following: Are my customers conservative or innovative? Leaders or followers? Timid or aggressive? Traditional or modern? Introverted or extroverted? How often do they purchase what I offer? In what quantity?

Step 3: List your marketing goals

What do you want your marketing plan to achieve? For example, are you hoping for a 20 percent increase in sales of your product per quarter? Write down a short list of goals—and make them measurable so that you'll know when you've achieved them.

PLAN AND STRATEGY

Step 4: Develop the marketing communications strategies and tactics you'll use

This section is the heart and soul of your marketing plan. In the previous sections, you outlined what your marketing must accomplish and identified your best prospects; now it's time to detail the tactics you'll use to reach these prospects and accomplish your goals.

Step 5: Set your marketing budget

You'll need to devote a percentage of projected gross sales to your annual marketing budget. Of course, when starting a business, this may mean using newly acquired funding, borrowing or self-financing. Just bear this in mind—marketing is absolutely essential to the success of your business.

Step 6: Measure

Work on facts, not assumptions. You can do the most amazing things, but if you don't measure your success based on KPIs, you don't know what you are doing it for: Social listening, A-B testing.

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TACTICS

WITHOUT A STRATEGY, YOUR TACTICS HAVE NO DIRECTION. WITHOUT TACTICS, YOUR STRATEGY WON'T HAPPEN.

Objective:
What do you want to achieve?

Strategy:
What is the approach that will help you achieve your objective?

Tactics:
What are the actions that will help you achieve your strategy?

Objective:
Increase employee engagement

Strategy:
Empower and enable line managers to be effective communicators

Tactics:
Implement training for line managers on effective communication...

What's wrong with just focusing on tactics?

By focusing on tactics alone, you might find yourself very busy delivering some great products –but will they be the right ones? Will they really be helping achieve organisational objectives?

TACTICS

Channel
SOCIAL MEDIA

Why
- Traditional sales funnel is shifting and the majority of communication is online
- Digital channels are the prime opportunity to directly get in touch with your audiences and gain data

What
- Proactive community management
- Hashtags
- Tagging
- Re-post/re-share
- Timeliness
- Being part of the conversation
- Authenticity

Channel
WEBSITE

- Your website is one of the most important demand generation assets.
- From the landing/home page to every single page, you have to think about a way to optimize your website.
- As well studying your visitors behavior on your site is one of the most important technologies.
- There are many tools of On-site retargeting that you can use and adapt in order to study your visitors behavior and track it, so later on you can target them and personalize content according to their actions on your website.

>> https://florence.impacthub.net/stories/

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EXAMPLE OF A COMMUNICATION PLAN

Step 1: Begin with a snapshot of your company's current situation, called a "situation analysis":

WHO WE ARE?

WHO WANT TO BE?

Step 2: Describe your target audience/personas:

- Freelances from Florence
- Small Start up
- Big companies interested in booking the event space
- NGOs
- People from the neighborhood

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EXAMPLE OF A COMMUNICATION PLAN

Step 3: List your marketing goals:

- Rent all our offices
- Rent our meeting rooms and the event space
- Increase membership from a current 60% to a 80% minimum;
- Triple the number of memberships

Step 4: Develop the marketing communications strategies and tactics you'll use:

We decided to use specif COLUMNS:

- STAY CURIOUS - Reporting of news, initiatives, and events organized by Hub or by external partners and friends
- YOU ARE FROM RIFREDI IF.. - Photo contest on Instagram, dedicated to the Rifredi district and for the Rifredi district
- THE HUB COMMUNITY - Telling stories, projects, events and initiatives of our members -HUBBER OF THE WEEK
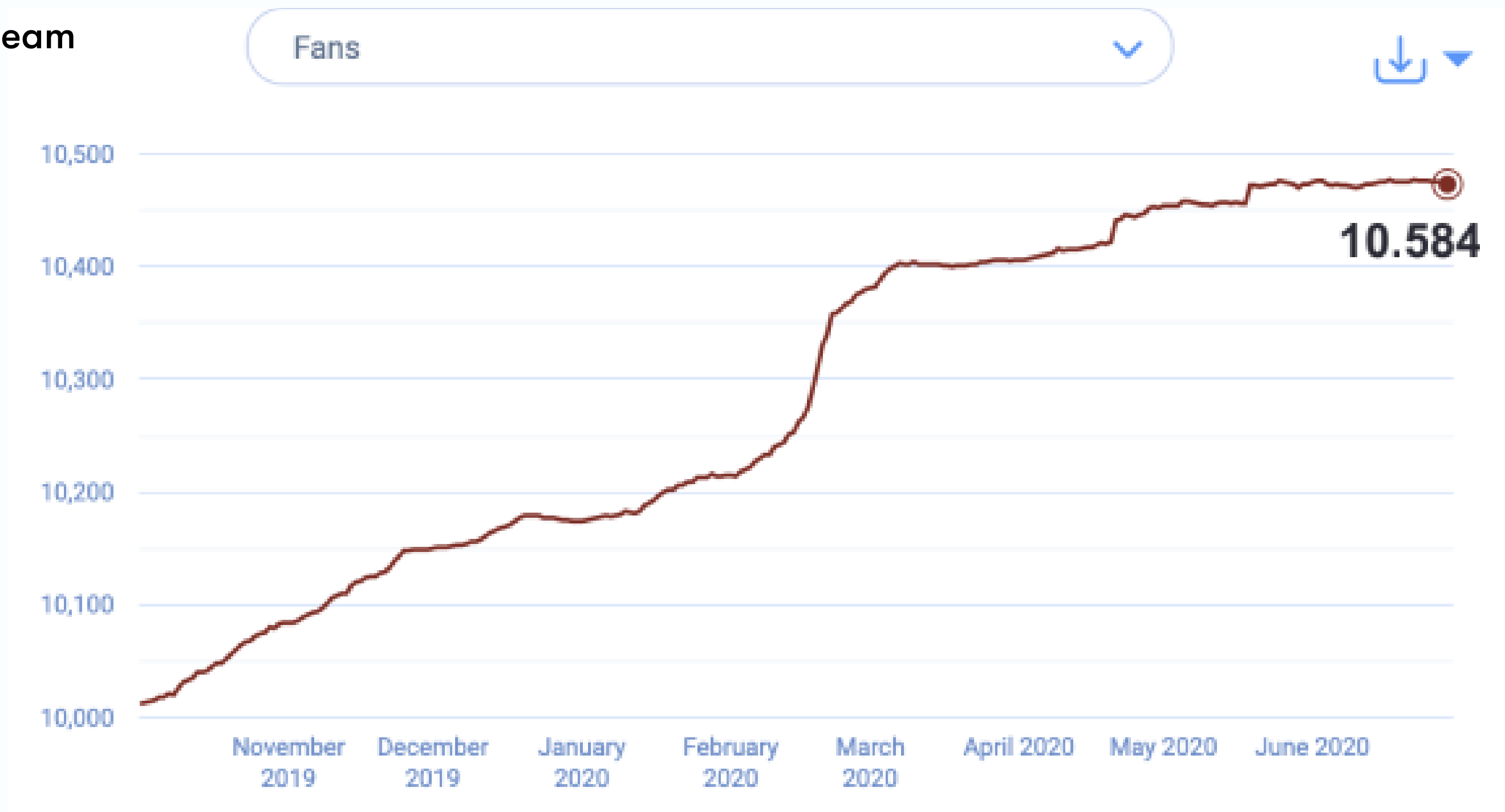
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EXAMPLE OF A COMMUNICATION PLAN

Step 5: Set your marketing budget

We had a resource inside our team

Step 6: Measure

I'll show you the FB
analysis toward
Facebook Insight

Fans

10,500

10,400

10,300

10,200

10,100

10,000

10.584

November
2019

December
2019

January
2020

February
2020

March
2020

April 2020

May 2020

June 2020

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EXAMPLE OF A COMMUNICATION PLAN

Il pranzo di Natale

Impact Hub Florence
Pubblicato da Martina Milani [?] · 11 dicembre 2019 alle ore 16:35 · 🌐

Abbiamo deciso che era il momento di festeggiare il Natale. E niente, è andata così! #vitadahubbers

After the Sexy Salad

Impact Hub Florence ha aggiornato la sua immagine di copertina.
Pubblicato da Martina Milani [?] · 31 ottobre 2019 · 🌐

Questi siamo noi (alcuni di noi) ieri dopo la Sexy Salad, il pranzo sociale che facciamo ogni mese per concederci un po' di tempo insieme. Spesso si trasforma in una gara di cucina, a volte in un pranzo della domenica. In ogni caso, non avanza mai niente! 😃 #nospreco

EXAMPLE OF A COMMUNICATION PLAN

THE IMPORTANCE OF THE EDITORIAL CALENDAR

An editorial calendar is a visual workflow that helps a team of content creators schedule their work on a daily, weekly, or monthly basis. Editorial calendars can help you track content types, promotional channels, authors, and most importantly, publish dates.
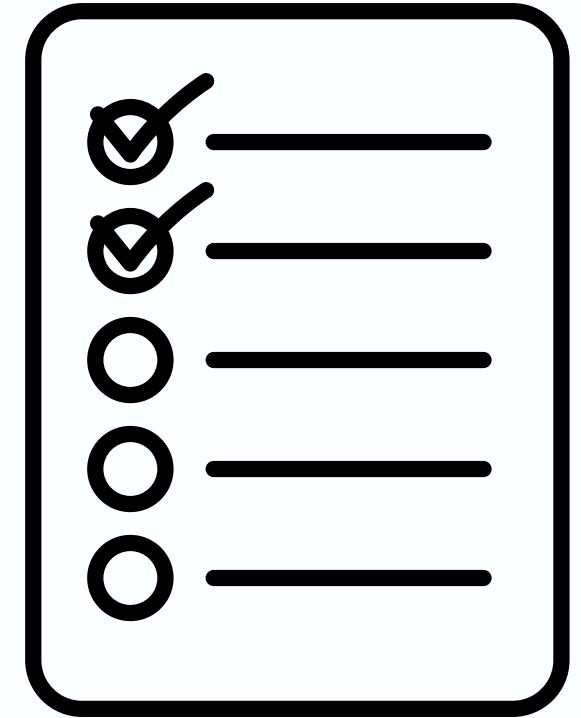
- How frequently are you publishing content?
- Do you create more than one type of content?
- How many people will use this editorial calendar?
- What are the various stages content goes through before it's published?
- What format will you use to organize this calendar?

EXERCISE: WHAT'S THE PLAN

1.Why am I doing a Marketing plan? What do I want to achieve with my Marketing Communications?

2. Who do I want to reach?

3. What can I offer?

4. What are the potential tactics and channels that I will use?

5. What is the story I can tell? List your keywords

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Is there any topic you would like us to explore a bit more?
Which parts did you find challenging?

THANK YOU!