



Marketing your brand

with Browndog for Xcellerator Wakefield

29th May 10:00-13:00

Welcome!

Established in 1999, Browndog is a fully-integrated agency with 15 team members. We're providing these workshops for Xcellerator Wakefield to give local creatives one-to-one support covering marketing strategy and tactics, with personalised advice from our experienced team.



About this session

In this session, we will be...

- Discussing marketing planning and tactics
- Walking you through the practical aspects around setting up social media pages and websites
- Introducing paid search and search engine optimisation
- Pulling together email campaigns, writing and distributing news articles
- Analysing campaign performance through Google Analytics and other online reporting tools

Outcomes

Attendees will have a better understanding of the digital marketplace, which tools have the most potential impact for them (and therefore constitute the best use of their time), how to research keywords and search terms, and in turn how to match these queries with good quality content.

In addition we'll combine the digital world with traditional marketing tactics such as direct mail, advertising and PR.

Anticipating & delivering wants

Marketing Planning

Why plan? What should a plan look like? How often should I update it? How relevant is a 5 or even 3 year plan in today's fast moving world?

Developing a Marketing Strategy

- Audit - Where are we now?
- Objectives - Where do we need to be?
- Strategy & Tactics - How do we get there?
- Ongoing Measurement & Evaluation - Are we getting there?
- Results & Evaluation - How did we do?

Defining your most productive influencers and targets

What is my time worth, and how best to spend it?

- 1 to 1 - Laser focused
- 1 to Few - Picking your targets
- 1 to Many - Spray & Pray
- What about 1 to 1 to Many?

Think about which approaches work best for their business, and how to prioritise the most effective target customers. For instance, if 1 to 1 works best for your business, how do you generate those 1 to 1 sessions? Likewise, if 1 to Many works best for you, how do you fill a lecture hall?

One Page Marketing Plan

Vision and Mission

What is our purpose/aim?

The Strategy

What direction should we take?

What is the audience/products/price/place?

Financial Overview

What are the financial implications?

Sanity Check

What are the risks, is it viable?

Market Overview

What are the external challenges?

Campaign Plans

What is the communication programme?

Position / Branding

How will we stand apart?

What are our values?

Costs and Resources

What is the budget?

What resources do we need?

Marketing Objectives

What do we specifically need to achieve?

Measures and Reviews

How and when will we measure and review results?

Exercise: Marketing Planning

Exercise: One Page Marketing Plan

There's a lot to be said for a short, effective plan that can actually be used on a daily basis, and which can also be adapted when the inevitable changes in circumstances happen.

After working through an example together, delegates will create their own One Page Marketing Plan. This will include a brief overview of their points of difference, which in turn can then form the basis of ongoing marketing messaging.

Exercise: Tactical Review

We'll work through possible tactics we can employ to spread the word about our products and services, and agree on a ranking based on return vs investment in time/money/resources plus looking at what each delegate will need to do in order for each tactic to be successful.

Takeaway Task

Delegates will be asked to try and develop a numbers-based approach to their business, with the aim of building some key metrics into their marketing plan.

Marketing Tactics

The Tools of the Job: The Nightclub Analogy

Introduction to the world of marketing tactics, where everything has changed - and nothing has changed!

To include:

Traditional Tactics - Advertising, Direct Mail, PR, Sales Promotion, Events.

Digital & Social Tactics - Website, Google Analytics, Paid Search, SEO, Email Marketing, YouTube, LinkedIn, Facebook, Twitter, Instagram, Pinterest, etc.

We will discuss:

- What each tactic brings to the marketing mix
- What to look out for in each instance
- A top tips guide to producing the perfect advert, press release, website, etc
- Advice on how to secure coverage, take-up, maximise views and sign-ups

Some questions to help...

What resources do you have available to deliver your marketing?

How will you fund your marketing activity?

What key performance indicators can you ascribe to your marketing activity to gauge success?

Good luck, and we look forward to seeing your findings!

Setting up & promoting website & social

Understanding your online presence:

Introduction to digital marketing: helping you to increase your reach and grow your audience.

To include:

- How can a website support your business?
- Setting up your website
- Choosing the right CMS
- Understanding and mapping out the customer journey
- Tips on how to create content that works for people and search engines.

Understanding which social media channels are right for you:

How can you make the most out of social media marketing?

To include:

- How to set up and maintain your social media accounts
- How to generate content ideas and curate a calendar that is both manageable and effective
- How to measure your success on each channel
- How to establish the tone of voice that works for your audience.

Introducing Paid Search & SEO

What is search engine optimisation and how can you use it to get more potential customers?

What actionable insights can you take away and use to get you to the first page of Google search?

Here we'll discuss the key elements of search engine optimisation, helping you to understand onsite, organic SEO and other off-site promotional tactics.

To include:

Getting the most out of your content, how small tweaks can result in big changes, the basics of algorithms and how they impact your website visitor numbers.

Understanding pay per click with a focus on Google Ads

How can you drive high quality traffic to your website with a small budget?

Here we'll help you to understand the basic of paid advertising, taking you through the appropriate channels that are available to your business and explaining the potential benefits.

To include:

How to set up basic account, exploring the free tools that are available to you to help you understand what people are searching for and how to track your return on investment.

Exercise

Delegates will explore People Also Asked, to gain insights into the search behaviour of their target audience.

Email campaigns & news articles

It's all about creating valuable content that is both people and search-engine friendly.

- Tailor to your ideal target audience.
- Answer the questions people have about your product/services. In order to do this, the best place to start is with some research.
- Visit answerthepublic.com and type your topic into the search bar.
- Put some of your key phrases into Google, and see what else it suggests people are looking for.
- Ask your customers/friends what they don't understand about your business.

Build a content library

- Build your content into bitesize chunks - not chapter and verse (think Top 10 Tips...3 Reasons why)
- What problems do you help solve? Consider social value as well as economic value and how this affects the business/organisation.
- How do you add value to your customers?
- Can you quantify it in terms of return on investment (ROI)?

Exercise

Delegates will draw up a list of their customer's key challenges, and present to the team for feedback and revision.

Analysing campaign performance

What does good look like?

Here we'll discuss key performance indicators and tools to monitor your campaign successes.

To include:

Email marketing statistics such as open rate, click through rate, unsubscribes; social media reporting including engagement levels and reach; Google Analytics, looking at the information that is available to you on your website visitors.

Exercise

Delegates will share key performance indicators that they can use to benchmark and track their success. We'll work through examples together to gain a clear understanding of what good looks like in your specific industry and what actions you can take to achieve them.



Any questions?

Browndog Design Ltd
3 Cartwright Court
Huddersfield HD2 1GN

browndog.agency
alexis@browndog.agency
01484 453 131