

Marketing Workshop Template

STEP 1 - WHAT ARE YOUR MARKETING GOALS & OBJECTIVES?

Objectives: (Brand awareness, sales, growth, database building)

What are your goals for 2023?

STEP 2 – DEFINING YOUR TARGET MARKETS

How many customer verticals do you serve? Do you have more than 1 type of customer? Who are they? Where are they? Age, race, gender, geo location, psychographic profile, perceived needs & wants etc.

How many verticals do you service? (B2B/ B2C)

The market: (Research your overall market of each business vertical you service)

What are the overall trends happening in this market at the moment locally and globally?

Psychographic and demographic profile:

(Where are they? How old are they? What are their likes and dislikes? What media do they follow? What are their favourite brands? What trends do they follow? What is their job description? What kind of company do they work for? Company size?)

Lifestyle factors that influence your market:

Macro/ micro trends shaping the market:

STEP 3 – COMPETITOR ANALYSIS

Local and international

Compare 3 local and 3 international competitors.

Price, location, similarities, differences, social channels, branding, pay-off line, brand vision & mission, perceived market perception.

	Company 1	Company 2	Company 3
Price			
Location			
Tagline			
Social media channels			

	Company 1	Company 2	Company 3
Branding			
Mission & Vision			
Strengths			
Weaknessess			
Similarities			
Differences			
Value			
Brand promise			
Brand perception			
International trends			

STEP 4 – UNIQUE SELLING POINT (USP)

What makes your business special? (Being cheap is not a USP!)

STEP 5 – PRICING & POSITIONING STRATEGY

What is your position strategy around how to position yourself in the market? Once you have completed your competitor analysis, you will see the gaps and how to position yourself against your competitors.

STEP 6 – MEDIA PLAN

What platforms / channels will you be advertising on?

Owned vs paid-for media. What channels do you want to build? Traditional media? Digital media? PR? B2B/B2C.

STEP 7 – MARKETING CAMPAIGNS

What kind of campaigns are you going to run?

STEP 8 – SOCIAL MEDIA APPROACH

What is your content approach?

Our content objectives are:

- Supply frequent, relevant, and accurate social content.
- Actively participate in discussions.
- Share useful information (not only Sales or Marketing Material).
- Add value to the community by committing to the customer's social media experience.

As the saying goes, Content is King. If content is King, then social media is Queen. The content strategy needs to be easy to socialise. The goal of content marketing is consumption, then behaviour. The goal of social media is participation and then behaviour. Use your content as a product/ business profile. Your content strategy must consider the following elements:

- Entertain – quizzes, games, viral, competitions, branded videos.
- Inspire – Celebrity endorsements, community forums, blogs, reviews.
- Converse (create conversations).
- Educate – infographics, e books, articles, press releases, demo videos, how too, FAQ's.
- Convince – Calculations, webinars, events, ratings, product features, interactive videos, case studies, testimonials.

Following the above formula will increase traffic to the website and other channels through direct interactions. It will encourage your customers to become ambassadors for your brand. Creating thought leadership and customer service through brand and customer education will lead to fewer complaints and more interactions.

Content planning is key:

Day	Content Type	Description	Details	Source
Mon	Monday Motivation	Monday motivational quote	Post every Monday at 9am a motivational Monday quote	Google
Tue	Brag book	Tuesdays will be used to add images and stories of our projects		
Wed	Ask for feedback	Run polls/ surveys/ competitions		
Thurs	Meet the team/project	Profile team members/ projects/ people you help		
Fri	Industry news	Share relevant articles/ stories in the news		

STEP 10 – INTEGRATED MARKETING APPROACH

- What platforms will you use?
- What campaign?
- What are your key messages?
- Hashtags/URLs/ landing pages/messaging

STEP 11 – REPORTING

How are you going to manage your numbers/ reporting?

Your website:

Your website is the first thing potential customers will look for. Here is what needs to be on your website:

- **Home page** – This should have your logo/ some introduction copy and tell people what you do.
- **Who we are** – This should tell people who you are and who your people are.
- **Our projects** – This should be a showcase on the projects/ programmes you do and who you do it for. This section needs images and evidence to show the great work that you do.
- **Blog** – You should be writing articles about your organisation and projects. This builds brand trust and shows that you understand what you are doing.
- **Contact us** – there should be information on how people can get in touch. Make it easy for them to find your contact info.
- **Get in touch** – having a call to action on your website encourages visitors to get in touch.

Tips for a professional website:

- Have a good quality logo.
- Have a pay off line visible.
- Share your mission and vision on your website.
- Have good quality images.
- Share your success.
- Write/ record about what you do.
- Don't have spelling mistakes in your copy.
- Make information easy to find.
- Have all your contact details up to date.
- Have your social media chicklets on the home page.
- Have a footer.
- Have clear navigation.
- Use keywords in your copy.



Social Media

Social media is an excellent way to let people know about your organisation and the great work that you do. With some time and training, you can build large networks of potential customers where all you have to do is post and brag about the great work that you do on a daily basis.

Managing social pages means updating them at least 3 times a week (or more). You want to use the pages that will be best suited to your organisation.

What are my social media options?

- WhatsApp/ WhatsApp Business
- Facebook
- Instagram
- Twitter
- Telegram
- Pinterest
- YouTube
- LinkedIn (B2B platform)



What needs to be on your social media pages:

The same information on your website will be added to your social media pages.

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How Do We Get People To Like/ Follow/ Interact?

Social media content strategy:

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Plan your content strategy 3 months in advance. Write weekly blogs & include landing pages. Create material that drives potential customers back to your owned media to find out more about your products and services.

Make sure to schedule your posts through a social media automation solution on Facebook and Instagram. Create content around current trends in the industry.

Content plan:

Day	Content Type	Description	Details	Source
Mon				
Tue				
Wed				
Thurs				
Fri				