

Social Enterprise Training

Workshop 3 Marketing



Monaghan LEADER Training Initiative

Facilitated by
Caroline Egan, CramdenTECH Ltd.



Monaghan Integrated
Development



Monaghan Local Action Group



LEADER 2015-2020 Programme



Department of Rural and
Community Development



The European Agricultural Fund
for Rural Development:
Europe investing in rural areas



Agenda

- <https://www.buildfutureskills.com/partners/cramdentech/monaghan-leader-social-enterprise-training-resources/>
- <http://bit.ly/2zCGlAd>
- Business Planning: Section 2/3
- Marketing
- Branding

Market Positioning Strategies

- Attribute Positioning – years in business, size, charity
- Benefit Positioning – value attributed to benefits
- Application Positioning – uses
- User Positioning – who
- Competitor Positioning – outperform
- Best Value Positioning – best value product/service

Question: *How to position a service business?*

Product/Service Costing

- Typical Fixed and Variable Costs in a business
- Factoring in pre and post sales service costs
- Calculating product costs, service delivery costs and sales margins

Branding and Brand Definitions

Brand is the sum total of how someone perceives a particular organisation. **Branding** is about shaping that perception.

Ashley Friedlein

Your **brand** is what other people say about you when you're not in the room.

Jeff Bezos

Implications for Developing Brands

- Need to build emotional relationship between organisation and people
- Engage and build positive associations
- People experience your brand as they would an individual's personality
- Your brand leads people to believe your organisation will behave in a certain way

Reality Check

- If your organisation/brand was a person, how would you describe its personality? Pick five words. What evidence supports your view?

5 Reasons to develop a Brand

- Increase fundraising potential (brandraising)
- Attract board and committee members
- Attract service users
- Enhance service credibility
- Embed services in the 'collective mind' of the community

Brand Identity

Elements of brand identity:

- Logo type, brand mark/symbol, typography, colour
- Photography, illustrations, images
- Slogans, guidelines
- ‘Sound’ of voice

Manage Brand Elements

Elements of a brand:

- **Message:** Mission/Vision, Unique Statements, Features and Benefits
- **Practice:** quality of human interactions, product/service quality, news feed, service referrals
- **Visual:** Online, bricks & mortar, packaging, brochures, images, logo
- **Client perceptions:** what the client 'feels' towards the organisation (combination of the 3 elements)

Check brand consistency

What does the world see when they engage or view:

Staff Attitude

Corporate Identity

Customer Service

Facilities

Business Location

Website

Social Media Platforms

Public Relations

Sales Approach

Phone etiquette/voicemail

Print media/brochures

Business Cards

Product/Service Quality

Pricing & Marketing Campaigns

The Marketing Mix

- Product decisions
- Pricing strategies and sales margins
- Distribution choices
- Promotional tools
- People required and customer service

Question: *How to apply the Marketing Mix in a Social Enterprise Context?*

The Promotional Mix

Social Enterprise Communication Essentials:

- Customer Service
- Direct Selling
- PR
- Social media
- Local Advertising
- Local Partnerships
- Mailing Lists
- Marketing Campaigns
- Facility/Centre Membership Packages

Marketing and Sales Campaign Action Plans

Steps:

A marketing and sales campaign action plan should be practical, time specific and attainable!

Key elements: Campaign objectives, target results, target audience(s), key message, call to action (CTA), tools & tasks, person responsible, due date, marketing assets, budget

Marketing and Sales Campaign Action Plans

Consider:

- Who writes the plan?
- What targets to set?
- Costing and resourcing the plan
- Generating cash flow projections based on the targets set in the plan

Pitching Corporate Clients

- B2B versus B2C selling
- Structuring a direct mail to a potential corporate customer

Pitching Corporate Clients

Consider:

- What do you need the money for?
- Why can you be trusted to spend it?
- Why do you need it now?
- What's in it for the corporate client?

Exercise: *Enter the Dragon's Den!*

Measuring Progress – Monitoring and Evaluation

Key Performance Indicators

Decide in advance what indicators you will use to judge how successful your brand building, marketing and sales activities have been e.g.

- Volume of enquiries, level of awareness, web page hits, social media followers & engagement (conversation), web links to your online presence, sales recorded etc.

Next Steps

- Before our next workshop, please update your Business Plan with section 2 details and commence work on the marketing section of the business plan template i.e. Section 3.