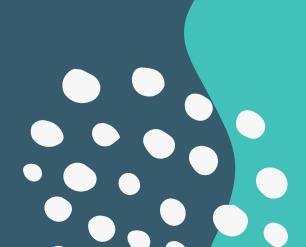# CREATIVE INVISIBLES
Module 4

Marketing your idea: brand development, word-of-mouth, social media and reputation marketing

Learning Objective

MODULE 4 focuses on the several ways you can communicate your business and the importance of developing your brand right from the start.

We have gathered a selection of sources reflecting on brand development and social media tools.
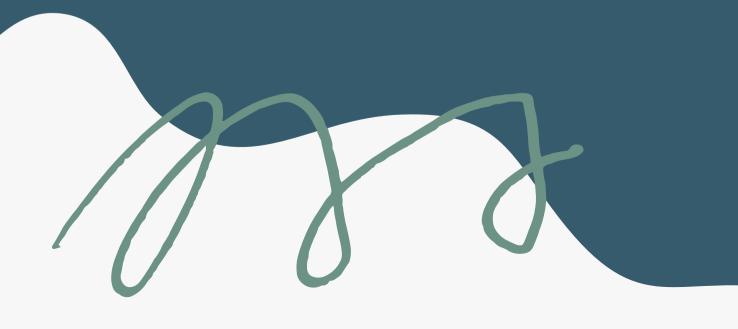
By completing this module...

You will understand the power of a brand and how everything that you do can affect your brand in a positive and in a not so positive way

Module 4

Definition and Theory

Brand

"Your brand isn't what you say it is. It's what they say it is."
MARTY NEUMEIER

A brand is a product or service to which customers have given value and identity. We can try to manage the brand, through design, communication and name, but we are never in full control of the brand image.

IDENTITY

Bansky

Has an unique style in his art. You can relate Bansky and his paintings just by seeing them.
Banksy is his own identity.
Bansky created an identity that is coherent, unique and has an objective.

Unique and non-transferable.
No two brands have the same identity. A product can be copied, but it is impossible to copy the identity.

Coherent
The identity must be directly related to the product and service.
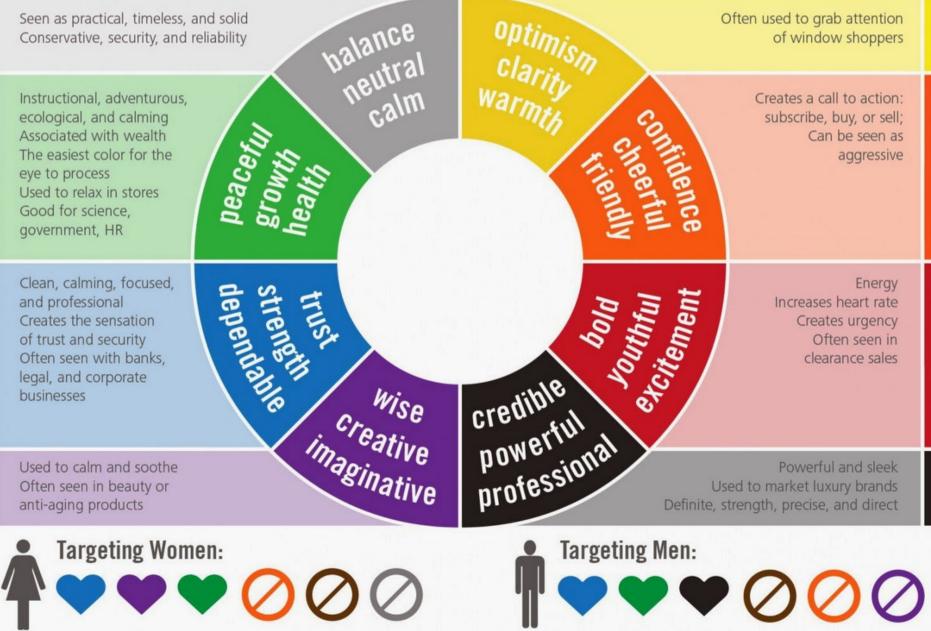
Objective and Adaptable
The identity must be direct in its purposes, the communication adaptable according to the audience and be able to evolve over time.

Design

Colors and formats in logos and communication transpire emotions, sensations and thoughts in your target audience.

What colors should you use in marketing?

Seen as practical, timeless, and solid
Conservative, security, and reliability

balance neutral calm

optimism clarity warmth

Often used to grab attention of window shoppers

Instructional, adventurous, ecological, and calming
Associated with wealth
The easiest color for the eye to process
Used to relax in stores
Good for science, government, HR

peaceful growth health

confidence cheerful friendly

Creates a call to action: subscribe, buy, or sell; Can be seen as aggressive

Clean, calming, focused, and professional
Creates the sensation of trust and security
Often seen with banks, legal, and corporate businesses

trust strength dependable

bold youthful excitement

Energy
Increases heart rate
Creates urgency
Often seen in clearance sales

Used to calm and soothe
Often seen in beauty or anti-aging products

wise creative imaginative

credible powerful professional

Powerful and sleek
Used to market luxury brands
Definite, strength, precise, and direct

Targeting Women:

Targeting Men:

Source: http://www.fastcompany.com/3009317/why-is-facebook-blue-the-science-behind-colors-in-marketing?partner

SOCIAL MEDIA

Social Media is a set of online communication channels dedicated to interactions, content sharing and community experiences. It allows you to have a high level of brand authority in the market and success with your customers.

Metrics: What are they?

Everything on the web can be measured and for impactful brand visibility, you should adapt your strategy based on the data that you gather from the several channels that your brand is using.

Social media metrics is the data used to assess the impact of social media activity on marketing campaigns and a company's revenue.

- Engagement
- Reach
- Rejection Rates
- Clicks

https://blog.hootsuite.com/social-media-metrics/

SALES FUNNEL

- At every stage there is a different percentage of customers available.
- 40% of the total potential customer base are aware of you.
- 8% are making a purchase with you.
- Where can the business improve?
- What improvements may be made?

The Sales Funnel

Stage	Description	
Awarness	Generate awareness through marketing campaigns, events, blogs, social media and more	1
Interest	Nurture leads through targeted content. Engage them and introduce them to your positioning	2
Desire	Provide product information to prospects, email campaigns, case studies and free trails	3
Action	Focus on unique selling points, product demos and walk-throughs	4
Delight	Focus on customer success, ensure efficient onboarding and promote continual usage	5

Word of Mouth

Word-of-Mouth is the strongest marketing you can aim to achieve... but beware it can be deadly also. Word-of-mouth marketing happens when consumers talk about a company's product or service.

According to Nielsen:
92% of people around the world said they trust recommendations from friends and family (earned media) above all other forms of advertising
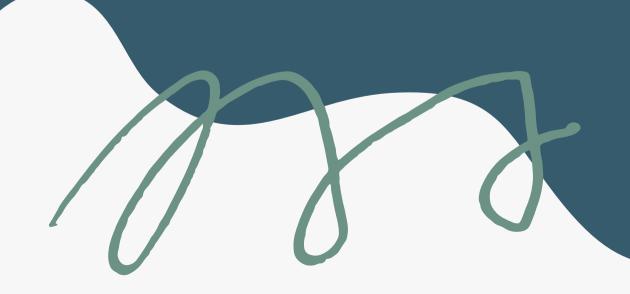
Module 4

Resources

SOCIAL MEDIA TOOLS & CHANNELS

- Email Marketing
- Social Media Marketing
- Search Engine and App Store Optimization (SEO / ASO)
- Display Advertising
- Native Advertising
- Events & Webinars
- A/B Testing & Website Optimization
- Content Marketing
- Automation
- Customer Relationship Management (CRM)
- Pay-per-click (PPC) Advertising
- Affiliate Marketing

https://www.epicopportunities.eu/curriculum-and-open-educational-resources/

Creative Marketing on a Shoestring Budget presented by Spectrum Business and SCORE

This in-depth webinar offers fresh ideas and insights to help you make the most of your marketing budget.

https://youtu.be/d_M5uRR3h88

EPIC
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ENTERPRISE OPPORTUNITIES IN POP CULTURE* (EPIC)

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Erasmus+
This project has been funded with support from the European Commission

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MODULE 1

WHAT IS POP CULTURE: THE OPPORTUNITIES FOR YOUTH ENTREPRENEURS

1.1 Introduction to Pop Culture; Globalisation, Technology and Opportunities,

1.2 Key Trends in Pop Culture Entrepreneurship: Blogging, Cultural Platforms, Storytelling, Gaming, Esports, Music, Dance, Arts and Merchandising….

1.3 Characteristics and Key Traits of Entrepreneurs: Also What is Your Passion? How to Get Inspired?

EXERCISES & ACTIVITIES

MODULE 2 (PART 1)

TAKING THE INITIATIVE: IDENTIFYING AND RESEARCHING A POP CULTURE BUSINESS IDEA

2.1 Introduction to Idea Generation: Top Tips in Idea Generation, 7 Pop Culture Business Ideas with Case Studies

2.2 Idea Generation Techniques to Come Up with New Pop Culture Business Ideas

2.3 Spotlight on Pop Culture Entrepreneurship Opportunities in Regions

EXERCISES & ACTIVITIES

MODULE 2 (PART 2)

TAKING THE INITIATIVE: IDENTIFYING AND RESEARCHING A POP CULTURE BUSINESS IDEA

3.1 Designing a Pop Culture Business for a Specific Target Market: Define and Analyse Your Target Market

3.2 Starting Your Pop Culture Business on a Shoe-String: 16 Pop Up Shop Ideas, Getting an Office Space, Bookeeping, PR, Conducting Webinars…

EXERCISES & ACTIVITIES

MODULE 2 (PART 3)

TAKING THE INITIATIVE: IDENTIFYING AND RESEARCHING A POP CULTURE BUSINESS IDEA

4.1 Testing Your Pop Culture Business Idea on a Small Scale: Test Marketing, Surveys, Prototypes, Creating an Online Stall...

4.2 Evaluating Your Pop Culture Business Idea: Time to Reassess by Responding to 11 Key Considerations

EXERCISES & ACTIVITIES

MODULE 4

RESOURCING YOUR IDEA: HOW TO GET THE SUPPORT YOU NEED

6.1 Resourcing Your Business Idea: What You Need to Get Started!

6.2 Financing Your Business Idea: Spotlight on Crowdfunding and Why it Works for Pop Culture Inspired Business

6.3 Other Funding Sources For Your Business and Pitching Your Business Idea: Investors, Bootstrapping, Seed Funding...

6.4 Introduction to Intellectual Property (IP): Why its Important for Pop Culture Inspired Businesses

6.5 Individual Business or Working with Others

6.6 Signposting: Linking in with Business Support Organisations and Experts in Your Region

EXERCISES & ACTIVITIES

MODULE 5 (PART 1)

MARKETING YOUR IDEA: ONLINE AND SOCIAL MEDIA MARKETING FOR POP CULTURE BUSINESSES

7.1 Relationship Between Sales and Marketing

7.2 Building a Brand that is Inspired by Pop Culture

7.3 Developing Your Brand

7.4 Know your Customers: What Motivates Them?

7.5 Online Marketing: How You Can Use it to Reach Your Target Audience

7.6 Guerilla Marketing

EXERCISES & ACTIVITIES

MODULE 5 (PART 2)

MARKETING YOUR IDEA: ONLINE AND SOCIAL MEDIA MARKETING FOR POP CULTURE BUSINESSES

8.1 Viral Marketing Campaigns

8.2 Spotlight on Facebook, Instagram, Twitter, Email Marketing

8.3 Got a Product to Sell? 5 Things You Should Know About Online Sales

EXERCISES & ACTIVITIES

EDUCATORS TRAINING MANUAL

SUITABLE FOR ALL EDUCATORS

9.1 About the Enterprise Opportunities in Pop Culture (EPIC) Curriculum

9.2 General Instructions

9.3 Course Delivery Options

9.4 Useful Links

9.5 Sample 7 Day EPIC Delivery Training Timetable

Pop Culture Educational Resources

The EPIC OERs place Pop Culture at the center of an innovative and engaging approach to equip young people who are in NEETS (neither in education, training, or employment) with exciting entrepreneurial education, skills, tools, and support they need to develop a Pop Culture business.

https://www.epicopportunities.eu/curriculum-and-open-educational-resources/

BE INSPIRED!

Bordalo ll uses "garbage" in the construction of small and large-scale pieces that he has spread around the world and that, above all, intends to be the vehicle of a universal manifesto.

The use of a technic with a strong social impact became the key feature to promote his work to the audience.

https://www.bordaloii.com

Module 4

Learning Activities

THE 'TAKE-OVER-THE-WORLD' GAME

If you could create a content strategy and implementation, without thinking about barriers such as time and money, that would help your business an entire industry, what would that look like?

Games like this will open up your mind to explore paths of thinking that you may not otherwise consider under normal circumstances. These new pathways of thought can lead to some incredibly creative and innovative content ideas.

Define your Persona

Write down information about one type of customer/client that your business has. You can do it by answering questions like the ones you see here.
A company can have multiple targets/personas, in which the marketing strategy will be different.

- How old are your typical target market?
- Are they mostly female, mostly male or an even mix?
- Are they married or single? Do they have children?
- Where do they live? Where do they work?
- What ethnic groups predominate?
- What is the typical occupation and level of income?
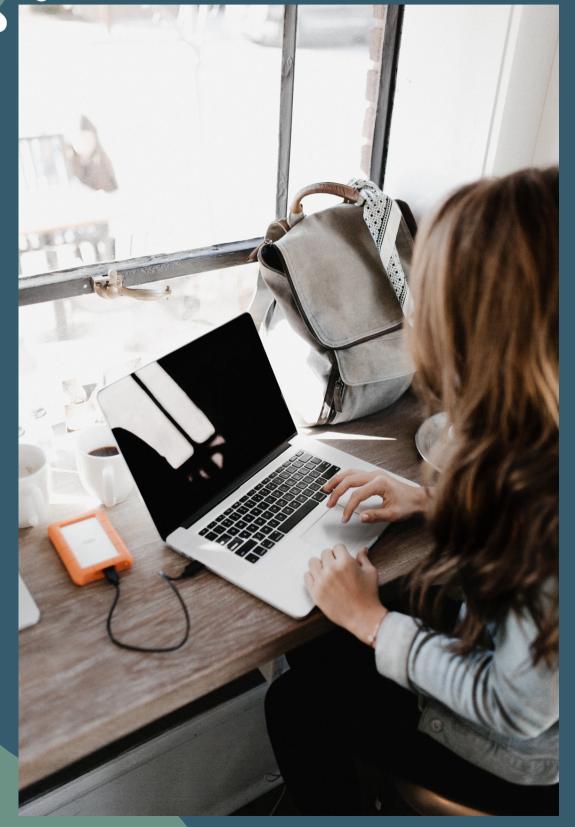
Module 4

Self-Assestment

SELF ASSESSMENT TOOL FOR ENTREPRENEURS
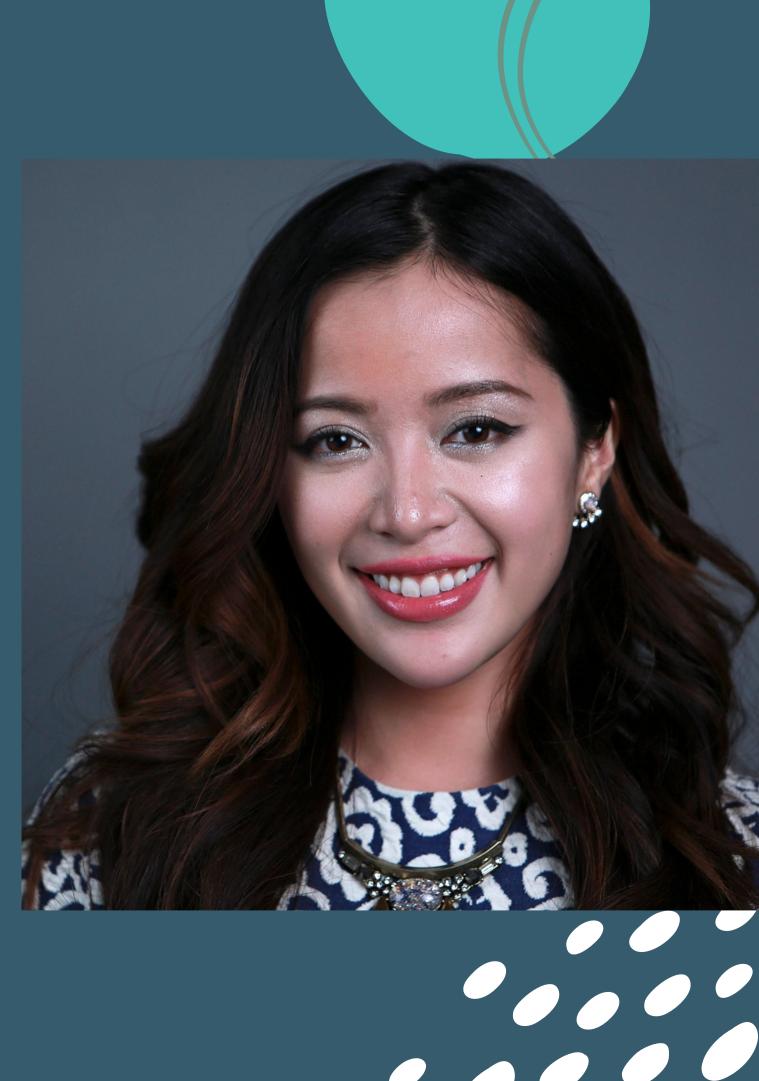
You will find an Entrepreneurship Assessment used in another ERASMUS+ project which had very good feedback for those deciding to explore Self-Employment.

You can try to fill it and share the results in classroom.

https://kuskusproject.eu/en/3d-flip-book/kus-pro-introduction-entrepreneurial-competences/

"Don't let someone else's vision of success force you to stray from the path you worked to be on. Carve your own path and you'll always be heading in the right direction"

Michelle Phan, Co-founder of Ipsy

CREATIVE INVISIBLES

SUPPORTING YOUTH IN URBAN CULTURE

Home – Creative Invisibles

Thank you!