

MODULE

5

sample

MARKETING

What is marketing?

When you read the first six letters of the word marketing, what do you see? Market! The market is the place where buyers and sellers have the opportunity to interact.

Imagine that you already have a product or service, and you want to sell it in the market. To do that, the buyers in that market need to be aware of your service or product. How do you let them know? Through marketing!

Marketing encompasses all of the steps a company takes to promote and sell a product or service. These activities can include many strategies, such as market research, promotions, advertising, and distribution.



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Every day, you are surrounded by marketing strategies from companies that want your business. The most effective marketing campaigns seamlessly attempt to sell you something, without you even realizing it!

You know those cool ads you see on Instagram, TikTok, or YouTube? That is marketing in action! The same goes for when your favorite brand launches a new pair of sneakers, or a singer you love drops a “surprise” double-album. Yup! That is marketing, too! Each of those actions are strategically calculated moves, and not the improvised action that they may lead you to believe they are.



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Marketing is all about getting the word out about products, services, or ideas in a fun and persuasive way. Whether it's catchy slogans, awesome influencers, or engaging social media posts, marketing is all about connecting with you, grabbing your attention, and making you want to be a part of something cool and exciting.

Remember: the next time you spot a slick ad or an exciting campaign, that's marketing working its charm on you!



Using marketing to promote your business

As you can see, marketing is a very powerful tool to promote business and attract new clients but... how can you use it to promote your own product or service?

Here are some ideas to get you started!

🔗 Identify your target audience

A marketing campaign costs time and money, so it's important that it reaches your **target audience**, or the people most likely to spend money on your product or service. Understanding and defining who your perfect clients are, how old they are, where they live, and what their interests are can help you tailor your marketing efforts to attract your ideal customer base.



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🌟 **Work on your online presence**

Once people know your name, you have to make sure that they understand your brand and know what you are selling. It's important to design a professional website and create business profiles for social media websites and apps that are popular with your target audience, including Instagram, TikTok, Facebook, and Twitter. Be consistent with your posting! Engage with your target audience and share updates about your business on a regular basis.



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☀️ Use content marketing

Keep your target audience engaged by creating high-quality content that provides value. Showcase your expertise by sharing tutorials, blogs, and videos on your social media channels. This will help you attract new clients and retain current ones!



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☀️ **Take advantage of influencer marketing**

Try to partner with influencers that are aligned to your particular field of expertise—the larger the number of followers, the better! These influencers can help you promote your product or service and reach a larger audience. Partnering with influencers will give your product/service access and visibility on channels that are not your own, which will contribute to your brand's credibility.



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❁ Offer promotions

Giveaways, discounts, gift with purchase, and other special promotions are very useful to attract new customers. Once you gain new clients, you can encourage repeat business with loyalty programs or referral incentives.

❁ Network within your community

Building relationships within your community can generate buzz around your business and help you to reach new potential customers. You can network by attending local fairs, markets, and other events that are relevant to, and likely to be attended by, your target audience. It can also be helpful to connect with other small business owners in your area; their individual experiences and knowledge can be incredibly useful in helping you to attract customers in the most effective way.



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🌟 Gather customer feedback

Remember, your marketing efforts may not attract your target audience as effectively as you anticipated during your first campaign. That's why soliciting customer feedback is crucial to the success of future campaigns. Listening to what your clients have to say may help you fine-tune your strategy. Pay attention to what your clients' needs and preferences are; you can use this information to improve your product or service, and to tailor your marketing efforts around your customers' expectation.



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🔗 Analyze results

Most social media platforms will allow you to track key metrics, like website traffic and engagement. If you pay close attention to these metrics, you will be able to evaluate if your marketing efforts are effective. You can use analytics tools to see what is working well and what is not so that you can make data-driven decisions and apply them to your marketing strategy.

