Overarching Marketing Playbook

1. **BRAND IDENTITY**

- Brand Story
- Mission/Vision: Clarify what your brand stands for and the long term goals
- Sustainability: if applicable highlight how your brand incorporates eco-friendliness or supports social causes
- Brand Aesthetic: Cohesive visual identity
    - Logo + brand colors (choose 3-5 colors, incorporate into backdrops, props and branding elements), font (must be consistent throughout all marketing materials)
    - Ensure consistent voice/tone and color palette across all channels

- Packaging

2. **TARGET CUSTOMER + COMPETITOR ANALYSIS**

- Targeting/Segmentation
    - Demographics (age, gender, income, education and occupation)
    - Psychographics (lifestyle, values, attitude and behaviors)
    - Geographic (regional or national)
    - Behavioral (purchasing habits, brand loyalty and product usage
- Buyer Personas
    - Identify your ideal customers & create buyer personas with their preferences, challenges and motivations (**create 2-3 personas**)
- Cultural Trends Analyze how cultural shifts (e.g., health consciousness, minimalism) influence customer behaviors in your category
- Understand Your Market / Competitors
    - Analyze competitors for strengths, weaknesses, pricing and marketing strategies
    - identify market gaps, pain points and key motivators for purchasing

3. **MARKETING CHANNELS + CONTENT STRATEGY/ONLINE PRESENCE**

- Digital Marketing
    - Website: must have beautiful and consistent imagery, detailed product descriptions, "about me" page to share story/ethos, mobile friendly!!!
    - Social Media: create accounts on IG, FB and Pinterest: post a mix of educational, entertaining and promotional content
        - **TikTok and Emerging Platforms:** Explore newer platforms with high engagement for your niche, especially for short-form video and trends
        - **Video Content Beyond Instagram:** Consider platforms like YouTube for longer-form content, such as tutorials, behind-the-scenes looks, or brand stories.

    - Email Marketing: use to create email database, build segments and send newsletters (campaigns for promotions, launches or loyalty rewards)
- Content Marketing
    - Instagram:
        - **IG Reels:** (short form video that is educational or entertaining), Recommend 15-30 seconds
        - **IG Stories:** short, engaging pieces of content that disappear after 24 hours, can connect with your audience in real time and to stay top of mind as stories appear at the top of the instagram app
        - **IG In Feed:** permanent post and contribute to profile's overall aesthetic
        - **BEST PRACTICES:** Use tools to plan posts in advance/preview your feed, alternate between product shots, lifestyle photos, and Reels to maintain variety, use consistent editing styles (same filter or editing preset), use a mix of close ups, flat lays and lifestyle shots
        - **Content Mix for Feed**
            - Product Images (30%-40% of Posts) : Use clean, minimal backgrounds or settings that reflect your brand’s vibe
            - Lifestyle Shots (40%-50% of Posts) : show how product fits into people's daily lives
            - Educational/Entertaining Reels (20%-30% of Posts) : how to videos, benefits of product, fun trends
            - Seasonal or thematic content (10%-15% of Posts) : holidays, seasons or special occasions
    - Use tutorials and user generated content to build trust and show authentication
    - Photography: high quality images to be used for website, social media and ads
    - Social Content: lifestyle photos, product images, behind the scenes
    - Blog/SEO: write blog posts using key words to improve search ranking and attract organic traffic
- Paid Advertising
    - FB ads, IG ads, google ads

5. **LAUNCHING A MARKETING CAMPAIGN**

- **Define Campaign Goals**
    - SMART (Specific, Measurable, Achievable, Relevant, Time-bound)
        - Measuring brand awareness, engagement, conversions, ROI
        - Tools to Use: google analytics (for web traffic and conversions), IG insights (for social engagement) and email platforms (to track open rates and click throughs)
- **Select Marketing Channels:** social, email, paid ads, influencer marketing, content marketing
- **Set a Budget and Timeline** (budget allocation to paid ads, influencer collabs, content creation, tools, etc.)
- Pre Launch:
    - Teasers: "coming soon", early access and sneak peeks, teasers on social

- Product Launch: Go live with a coordinated push across all chosen channels, i.e. e-blast, social posts, sms
- Launch Activities:
  - launch event, limited time promotions (giveaways), implement paid advertising
- Post Launch: Outline how to sustain momentum after the launch (i.e., follow-up campaigns, new collaborations, or additional content)
- Types of Campaigns: Seasonal campaigns, loyalty programs, referral programs, co-branding, product launch, sales or discount

6. **INFLUENCER MARKETING AND PARTNERSHIPS**

- Partner with micro influencers
  - (1K-50K) that relate to your specific niche (to create product reviews, unboxing, how they integrate the product into their daily lives)
  - often have highly engaged audiences, which lead to better conversions
  - Provide free product to said influencers in exchange for content
  - **KPIs for Influencer Campaigns:** Specify metrics like engagement rates, clicks, sales, or follower growth to evaluate success
  - **Content Repurposing:** Plan to reuse influencer-generated content for ads, email campaigns, or social media to maximize its value.
- Affiliate programs
  - you pay influencers only when they drive sales (low risk investment)
  - ideal for small business with limited marketing budgets
  - unique affiliate codes or links make it easy to track sales
  - **Reputable Affiliate Platforms: Rakuten, Awin, ShareASale**
- Brand Partnerships
  - Collaborate with brands in complementary niches for cross promotion that have overlapping target audiences
- Tips: influencer and brand partnerships provide a scalable way to market your product without the high costs of traditional advertising

7. **CUSTOMER/COMMUNITY ENGAGEMENT + RETENTION**

- Social Media Engagement: consistently respond to comments, DM's and mentions
- Discounts: first time buyers, bundle opportunities
- Loyalty Program: Reward repeat customers with points to use toward free product
- User Generated Content: Encourage customers to share photos of your product and to tag you on IG so that you can repost their content
- Polls and Q and A's? : Use IG stories to engage with followers
- Interactive Events: Host virtual educational sessions or live chats about benefits of product
- Customer Onboarding: Develop a welcome series for new customers to help them learn about your brand and products.
- Post-Purchase Engagement: Create campaigns to re-engage customers with cross-sells, usage tips, or customer appreciation initiatives.

8. **EVENT MARKETING**

- Host product launches, pop ups
  - Collaborative Events: Partner with complementary brands to co-host events, increasing reach and shared marketing responsibilities.
  - Virtual Pop-Ups or Experiences**:** Offer online-exclusive events for customers who can’t attend in person.
- **What Do I need to Bring to A Physical Event?**
  - Branding Materials
    - business cards
    - banner or table top sign (use acrylic stand) with logo and business name
    - price lists, product info, educational signage
  - Product
    - product range, product add ons or enhancements, samples, exclusive items (if applicable)
    - relevant decor, tablecloth, product display stands
    - payment (point of sale system), bags to carry product
  - Misc. Marketing
    - special offers, sign up sheet (to collect email addresses), social media qr code
- **Social Strategy**
  - Pre Event: post story reminders or countdown for event (include time, location, activities)
  - tag partners if applicable
  - Content Ideas at Event: share bts clips, product showcasing, interactive demos, customer interactions, testimonials, ambiance shots (location, signage, decor)
  - Post Event: reel or carousel on feed featuring highlights from event (end with a CTA), share UGC from customers

9. **STRATEGIC GROWTH**

- Expand into new distribution channels (retail, subscription boxes)
- Co branding/large scale partnerships
- Leverage PR to gain media coverage and industry recognition

10. MEASURE YOUR RESULTS

- Website Traffic: How many people visit your site and where they come from
- Social Media Engagement: Likes, comments, shares, and clicks
- Sales and Conversion Rates: How well your marketing efforts are turning leads into customers
- Customer Feedback: Reviews and surveys to gauge satisfaction

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