

MODULE 3

Online Advertising and Marketing

Digital Readiness for Agri-Food Entrepreneurship Training:
Addressing the Digital Competence of VET Educators



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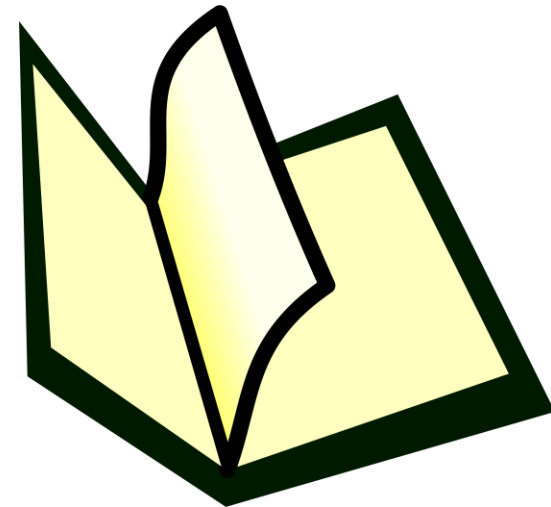
**ONLINE
MARKETING**

VERSION
ENGLISH

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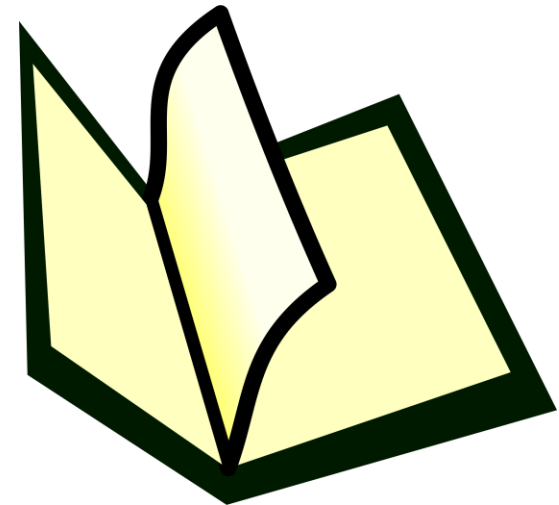
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Learning Outcomes

1. Implement the Design Thinking steps to develop the business brand online.
2. Be aware of the importance and use of visual elements for brand identity.
3. Understand how to create a brand portfolio.
4. Ideate to identify various digital marketing channels for business development.
5. Understand the benefits of developing and implementing a marketing campaign.
6. Develop a business marketing strategy.

1. Introduction

This module will provide the learner with a comprehensive understanding of how to develop a brand identity, marketing and advertising strategies for their business.

This module incorporates the “Ideate” design thinking stage which encourages learners to think creatively about building the identity of their brand, advertisement and marketing strategies. This module embraces innovation to explore brands, audience demographics, online identities, and potential digital tools to incorporate into business.

2.1 Marketing & Advertising

Marketing

Process of identifying customer needs and determining the best way to meet those needs.



Advertising

The activity of promoting a company/it's products/services through paid channels.



Advertising is a component of marketing

2.1 Marketing & Advertising

There are three main methods used to market a business:

- **Advertising** – drawing the customers' attention to a product or service
- **Promotion** – activities that promote short-term sales, such as discounting products
- **Personal selling** – direct interactions with potential customers to create sales

Businesses should evaluate marketing strategies that are both cost-effective and time-efficient. For instance, a costly marketing campaign might ultimately outweigh the profits it produces.

2.2 Benefits of Marketing



Educate	New and existing customers on the business, its values, the products/services available, and current and upcoming promotions.
Exhibit	Advantages of purchasing from the business, new and upcoming products/services from the business, the benefits of the products/services, the needs/wants that the brand responds to.
Improve	New and existing customer perceptions of the brand, enhancing the business-customer relationship.
Attract and Retain	New and existing customers.

3.1. Brand Identity

What is brand identity?

Brand identity incorporates all of the visible elements of a brand. This includes the colours related to the brand, the logo, the designs used and any other elements that define the brand in the customer's mind.



3.2. Brand Identity Example

Example of Brand Identity:

amazon is written in lowercase letters with a curved arrow underneath, connecting the letter 'a' to the letter 'z'. Indicating you can get anything from A to Z, and it indicates the company's commitment to providing a wide range of products.

Find out more about the brand [here](#).



3.3. Creating a brand identity

The process of developing a brand identity can be separated into 4 key steps:



1. Completing a market and company analysis

- Consider undergoing a SWOT (strengths, weaknesses, opportunities, and threats) analysis of your company and its main competitors in the market. This can be used to refine your business and its products/services to better respond to market gaps.



2. Determining your business goals

- Spend time brainstorming to determine what you would like your business to convey. For example, do you want your business to have calming, light colours and smooth, rounded images or would harsh, cold colours and dramatic sharp lines represent the business better?

3.3. Creating a brand identity



The process of developing a brand identity can be separated into 4 key steps:

3. Defining the target audience and their needs

- Conducting surveys and collecting feedback from the target customers can support the company in better understanding what it currently conveys and what changes might be needed to better respond to what consumers are looking for.



4. Identifying the message you want to communicate

- Once the above steps have been completed, work on conveying the business with visuals that are coherent and align well together, rather than simply picking colours/images/graphics based on what looks good in the moment. Think of the long-term brand identity and how best to keep it consistent.

3.4. Reaching target customers

It is important for a business to reach its' target customers to make sales. There are 8 important factors to consider to ensure that the target customers are reached. These are:

1. Ensure the target customers have been clearly defined
2. Learn where these customers are active online (what social media platforms etc.)
3. Create content relevant to your customers wants and needs
4. Work with influencers that the target customers would be interested in
5. Create referral programs for the target customers to tell friends about the business
6. Use relevant hashtags on social media that the target customers would be interested in
7. Regularly engage with the customers to build and maintain the business-customer relationship



3.5. Protecting your brand identity

Trademark registration is one of the most efficient strategies for creating and safeguarding a brand. In Europe, trademarks can be registered at a national level as national trademarks or at EU level as European Union trademarks.

The European Commission continuously review the trademark system in the EU to discover ways to improve its effectiveness and accessibility for businesses.

To learn about registering a trademark, click [here](#).



4. Advertising and Marketing Strategies

A **Marketing Strategy** is a business's plan to persuade customers to buy their products or services.



When this occurs through digital media channels it is referred to as a **digital marketing strategy**.

A good digital marketing strategy takes into account **the 4 P's of marketing** and how these can be conveyed to customers in a way that piques their interest:

1. **Product**
2. **Price**
3. **Place**
4. **Promotion**

4.1. Digital marketing channels

Digital Marketing Channels are methods used to deliver marketing messages to both existing and potential customers. Businesses can utilise a single channel or multiple channels, with the use of more channels typically reaching a broader audience.

Using more channels will generally reach more people. These channels include but are not limited to:

- Social media channels
- Email marketing
- Search engine optimization
- Content marketing

[Click here for detailed digital marketing information](#)



4.2. Marketing campaigns

Digital Marketing Campaigns are strategic plans for promoting a business and its products or services online.

These campaigns are a crucial part of a business's overall marketing strategy and can include social media posts, emails, videos, blogs, online ads, etc.

For example, Airbnb had a campaign in 2021 called 'Made possible by hosts' which used content from users to portray the positive experiences people can have while travelling and staying in new places through booking with Airbnb.



4.3. Developing a marketing strategy

1. Create the target customers profiles
2. Identify the goals of this activity and the tools needed
3. Evaluate the current digital channels used and its content
4. Decide on the details of the marketing strategy (what the budget is, how many platforms to use, what will posts be about, what do customers want to see)
5. Consider potential partnerships and collaborations with people or other businesses
6. Begin the campaign

[For more information, click here](#)



5.1. The potential of collaboration

Collaborative Marketing is the term used to describe when businesses work together to promote the products/services that they offer.

Benefits of collaborative marketing include:

- Increased brand awareness
- Reaching more potential customers
- Increased engagement levels with the wider audience
- More sales
- Larger budget for marketing due to combined budgets of both businesses
- Sharing of skills between businesses



5.2. Identifying potential collaborations

To identify businesses to potentially collaborate with in the future, consider the following:

- Identify the goals and needs from the collaboration
- Research other businesses in the industry
- Attend events and network with others in the industry
- Use online platforms to research businesses
- Work together to negotiate a strategy that benefits both parties



5.3. Developing collaborations

There are 3 main types of brand collaborations to consider:

1. Influencer marketing

- When companies ask individual/team content creators with large followings to speak about their product and promote it on their social media channels.

2. Product collaborations

- When two brands create a product/service/promotion together to benefit both businesses involved.

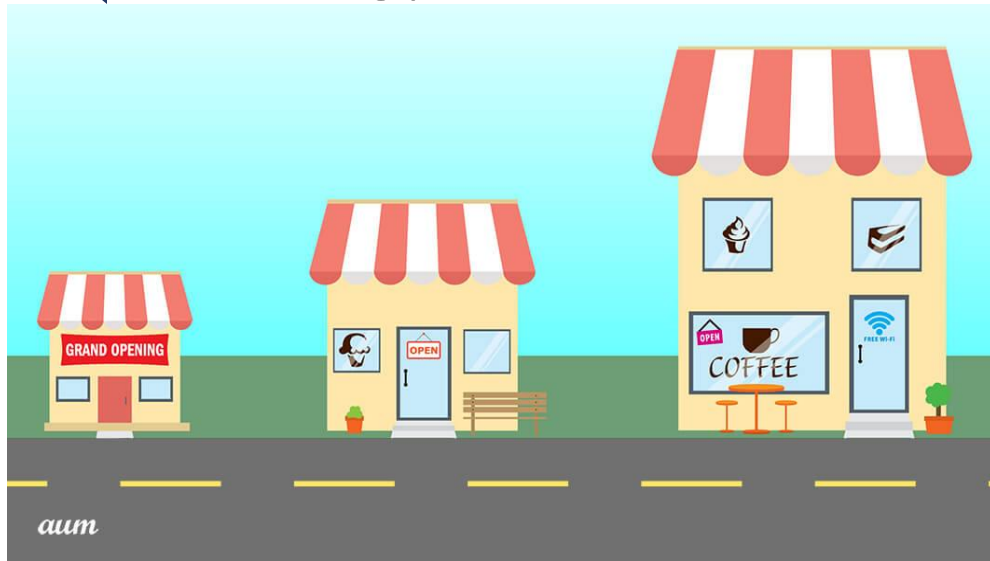
3. Co-marketing

- When companies offer promotions which benefit both involved. For example, McDonald's offering toys relating to a recent movie, so both McDonalds and the movie producing company can benefit.



6. Market expansion

Market expansion is when a company undergoes a process of change in order to yield more sales and profit. This can include such as developing new products, offering new services, or increasing production scales.



Advantages of expanding a business:

- Can attract new customers
- Increases sales
- Can reduce business costs (for example, buying ingredients etc. in bulk can be cheaper overall)
- Can stabilise income – by having more streams of income from different products, a business is less impacted by the negative effect of if a single product does not sell well.

6.1. Understanding market expansion

Developing a **marketing expansion strategy** can be separated into key steps:

- Identify the target market
- Conduct market research
- Evaluate the capacity of the business
- Set expansion goals
- Begin implementing the strategy

For more information, click [here](#)!



6.2. Laws and regulations

There are multiple laws and regulations to consider when expanding a business. These are dependent on factors such as the business starting location and where it may be expanded to in the future.

For example, to expand a business into another EU country, there are certain requirements as well as entitlements, found [here](#).



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