

Digital Marketing: The Basics

Everything you need to know



What is Digital Marketing:
The use of digital channels to market products and services in order to reach consumers.

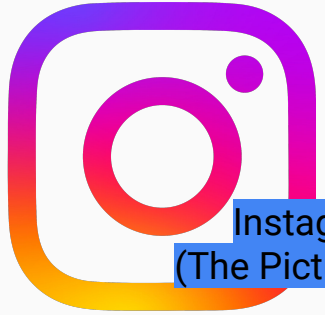
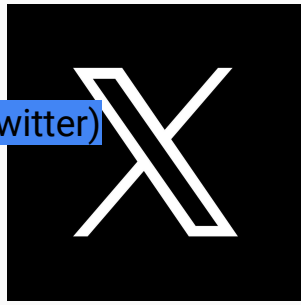


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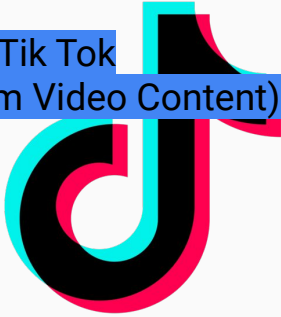
Facebook
(The Big One)

X
(The New Twitter)

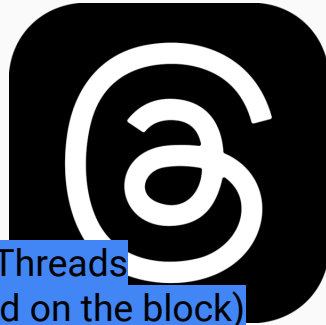


Instagram
(The Picture one)

Tik Tok
(Short form Video Content)



YouTube
(Long-form Video Content)



Threads
(New kid on the block)

Can you name all of the different Social Media Platforms by their logos?



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Why is it important to market digitally?

And what is classed as digital marketing?

All forms of marketing are important, however it isn't wrong to say that digitally marketing your business is the most effective, global and eco-friendly way to do it. You can do it all from your desk, you can reach anyone in the world- and you don't get those pesky printing costs!

Digital marketing can be social media posts, videos, ads, website building, newsletters, infographics, as well as digital posters and leaflets.

If you don't market yourselves, no one will know who you are, no one will use your service and eventually, you will fade into non-existence. It's as simple as that! Getting your name out there is an integral part of setting up a business.

A lot of stakeholders these days, whether they are customers or funders will be checking things like your social media accounts and websites to see what you're all about. It's so important for that first impression to be impactful and attention grabbing. PR Newswire released a study that claimed 76% of consumers will visit online presences before utilising a business- you want to be snapping over three quarters of your potential audience up!



The Importance of Branding

Before you market yourselves, you need to know what your brand is

Before you can begin your marketing journey... You need to have an extremely strong idea of what your brand is.

What is a brand?

“A name, symbol or other marker that businesses use to distinguish their products from competitors and foster a public identity.” - Investopedia

Branding can be a million things, but let's stick to the main three. Logo, Colours and Core Values. You can't have one without the other. In order for people to even want to follow you, or view your digital content- your branding must be clear to the audience. You want something that accurately reflects who you are and what you do, and you want to make sure everyone thinks you're great at it!



The Importance of Branding: Logo

The face of your brand

Your logo is everything. It is the symbol that people will automatically link to you and your brand. It's arguably the most important aspect of your marketing of all! You could be selling the most innovative product in the world, but if you have a terrible logo- people aren't going to remember you, and they definitely aren't going to want to use your services.

What your logo needs:

-Your brand colours

-Reflects who you are and what you do

-Preferably, include your company name. You can rarely get away with just an image when you're starting out.

-Take the hit. A one off investment for your logo will pay off in the long run.

-Be fussy. This is a symbol of you and everything you stand for. You want it to be perfect.

-Don't be afraid to be different and daring. You want to stand out!

-Have different logo formats. One with a white background, no background, full colour, black and white.

-Make sure that it's HD and clear.

-If you have a motto or mantra- don't be afraid to incorporate it.



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The Importance of Branding: Values/Mantra

What do you want to be known for?

You need to be clear what the message you would like to convey to your audience actually is. You may know what you're selling or providing.... But do you know what kind of persona you're going to adopt in order to draw the audience in?



Let's give some examples:

- Sports companies will want to make sure that they are clear they are passionate about health, fitness and motivation.
- Beauty companies will want to inspire confidence and self esteem within their audience.
- Food companies can go a few different ways depending on what they create. Are they hearty and homemade? Or quick and convenient?

Tip: As a team building exercise, get everyone to write down what words they associate with the company... Pick out your favourites/most common- you've got your values! Stick to a core 5 or 6!



The Importance of Branding: Colour

Colours can define how quickly people can identify who you are as a brand

What colours mean in branding:

Red: Exciting, energetic and passionate.

Blue: Secure, calm and trustworthy.

Yellow: Happiness, positivity and optimism.

Green: Growth, youth and nature.

Pink: Femininity, affection and confidence.

Orange: Creativity, warmth and encouragement.

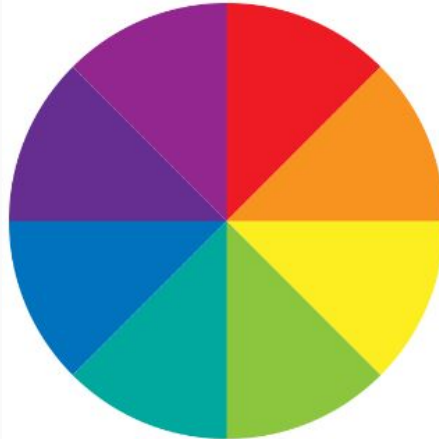
Purple: Luxury, mystery and spirituality.

White: Purity, minimalism and peace.

Black: Elegance, power and authority.

It's important to research what colours and their connotations best align with your brand. To keep a sleek, professional online marketing campaign, stick to these colours... Your customers will recognise you and want to click on your content!

Researching the colour wheel and basic colour theory will tell you all you need to know about what colours go with what. Don't pick things that clash or aren't pleasant to the eye!



Famous Examples:

-Red and White: Coca Cola
However... Can also mean Nintendo, Lego, Virgin, Marvel, Canon, Pinterest, Heinz

Red and Yellow: McDonalds
However... Can also mean DHL, Shell, Walkers

I Don't Have Time to Market, and I can't afford a Marketing professional!

You aren't the only one. There are tools to help you with this.

One of the main reasons that a lot of small businesses don't market is because they claim that they don't have the time or resources. However- Marketing should be a prioritised area of focus. We understand that not everyone is a marketing professional, or has the budget to hire somebody full time- but there are a few platforms to help you balance your marketing campaigns.

 Meta
Business Suite

 Hootsuite™

2 free examples of apps that allow you to schedule all of your content throughout the week, month (or even year)! They are user friendly, and you don't have to be a marketing whizz to be able to work them!

- Take an hour or two at the start of every week to schedule your content.
- Make posts timely. Don't schedule a reminder post on Wednesday if the event is on Monday.
- Pre-planning. Write down and make sure all of your content is going out early enough.
- Balance. Don't post if you have no message, but post enough that you aren't forgotten about. 3 posts roughly a week is a good place to start.

I Don't Know Where to Post and When!

We don't either. Everyone's audience is different. You need to learn yours!

One of the main questions that our clients ask is.... "When do I post?" and honestly... We wish we could tell you!

Every single audience is completely different, and the best way to learn is through trial and error. This is timely, and can be a little bit tedious- but will absolutely pay off in the long run.

We Suggest:

- Over the course of a month, schedule your posts. However make sure there are at least two posts on each individual day of the week- so you have a fair and even group of statistics to look at.
- Analyse what days get the most interaction from your audience- stick to those days to post!
 - Do the same the next month, but with a time in the morning, afternoon and evening.
- Analyse what times get the most interaction... and you get the idea!



A Good Example of Marketing

(Can you identify what's good?)

The Main Attraction: It makes it all about YOU the consumer- not them, the brand.



- Tells us more about us! What do our listening habits have to say about our inner psyche?
- Personalised and bespoke (everyone's is different)
- Fun to share and show friends, becomes a trend, and free marketing for them when you post to socials
- Personalised messages from our favourite artists- contributing to the power of powersocial.

Kendall Jenner's Pepsi Ad

A Bad Example of Marketing

(Can you identify what's bad?)

The Main Message: Don't try and sell your service/product by promising world peace. Be realistic yet appealing.



- Insinuates that the power of Pepsi can end social injustices such as police brutality and racism.
- Uses a highly privileged, famous white model to demonstrate this.
- Uses imagery similar to social movements to promote their product.
- Glamorizes and appropriates protests.

Using Guerilla Marketing that leads to Digital Marketing

When brands go so unconventional and surprising... that people digitally post about it!

Rapper Doja Cat had ominous, creepy statues of her alter ego 'Scarlet' placed in random places to promote her new album. They soon went viral, people tried to figure out where the next one would pop up, and would travel to see them.

Deadpool's official tinder page swiped and interacted with other users, resulting in people posting their correspondence with him- to promote the new movie.

Adele had the number 25 illuminated on the side of buildings across the world to announce her new album.

Black Mirror used Mirrors as their bus stop posters, to reflect how as a society we are slowly becoming everything the show warns us about. People took pictures of this- so simple, so on brand, and so effective.

You're nailing your marketing... you have your dream brand built. What's next? Your website. So, why is a website so important?

-It's where you can provide all of the information about you and your service in one place, without having to drip feed like you do on social media. People who are visiting your website WANT to know more about you, otherwise they wouldn't have clicked. Sell yourself and your service/product!

-You can have all of your partners, funders and endorsers all in one place- which always makes you look more trustworthy!

-Funders and stakeholders love to see websites, because it makes you seem more legitimate and professional rather than not having one- just the facts!

-It's all of your information in one place. Your audience don't have to scour the whole internet because it's all on one handy link!

A website and its importance

They're expensive and a lot of work... but you need one!

Wait till the end... we might be able to help you with yours!



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Email Marketing

And why should you do it?

It's a crazy thought... but not everyone uses social media! If you want to get your information and content to your audience correctly, turn to email marketing!

Here are some of our tips:

- Encourage people to sign up to your newsletter
- When corresponding with your audience, make sure to ask their permission to join your mailing list, and make sure they know that's how they'll be up to date with your stuff!
- Don't be that annoying spammer that sends emails every other day. Compile all of your information into a regular newsletter. Make sure what you're putting out is purposeful and streamlined.



Mailchimp is a great and free way to utilise email marketing!



mailchimp



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Key Words

Marketing is absolutely full of jargon. Here is a little handy list for you to refer back to if you ever need a helping hand- (sometimes we do too!)

SEO: Search engine optimisation. Broadening the traffic of people that are brought to you, by utilising relevant key words that will bump you up in search engine results- such as Google, Bing etc.

Automation: Applications and processes that automatically market to your audience. Email marketing is an example.

Affiliate: By which you earn commission by endorsing a product or service using an affiliate link. If you see someone famous on Instagram showcase how great a product is with a link- they're almost certainly getting paid for it.

PPC: Pay-per-click. Where you as a business will pay each time a customer clicks on your ad. Pop ups and little posters at the side of your screen are usually this.

PR: Public relations is essentially how you upkeep your brand or image, and how you connect with others in your business sphere.

Content: Everything that you produce on social media whether it's a ten word Facebook post, or a ten minute YouTube video.

ICP: Ideal customer profile. Essentially, the people that are your exact target audience for you and your services.

CPL: Cost-per-lead is when an advertiser will be a set price for each lead that they receive.

Some final tips from us

Get a Linktree. It's a link you can send that will include your website, social media platforms and all other online outlets. It's free!

Don't be basic, but don't be afraid to follow trends. Marketing is always changing, make sure you're in the know. You can take notes and marketing tips from scrolling on your own personal accounts- then wonder how you can apply them to your business ones. Remember to make them your own!

Don't try and do it all at once. We get it, digital marketing is a lot. So take your time. You don't have to master everything overnight.

Interact with others. The more you interact with others, the more they will want to interact with you.

It is important. Prioritise marketing like you would prioritise your session planning, stock and events.

Have fun. Marketing is an ever moving, ever changing, innovative corner of your business. Stand out and have Fun with it.



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Q&A

Anything else you would like to ask before your assessment?



These are just the bare basics. Marketing is huge and vast!

If you want some on hand support from our Digital Marketing Manager with your marketing, get in touch with caitlin@inclusivesportsacademy.org for pricing and advice.

And read up on our partner company Inclusive Support Hub, by visiting www.inclusivesupporthub.com



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