



WEEK 6 — Marketing & Branding

HopeBuilds: Dynamic Business Development Program

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Introduction & Objectives

- Overview of Marketing, Advertising, and Press Releases
- Understanding how to market your business through social media platforms
- The benefits of advertising, press releases, and marketing your company
- Learn how marketing and branding are beneficial for your company
- See the effect social media and the internet have on your company
- Learn how to utilize different design sources to easily market your company

What Is Marketing?

- *“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”*
- (American Marketing Association)
- When you think of marketing, what comes to mind?

Examples of Marketing

1

Content Marketing

2

Brand Management

3

Advertising

4

Public Relations

5

Search Engine Marketing (SEM)

6

Social Media Marketing

Content Marketing

- Definition: anything that delivers information to an audience.
- Goal: create valuable and useful content that promotes a company over time. Example: a podcast you listen to in the car, or your favorite morning newsletter.
- Plan — know the goals or message you want to get across to consumers.
- Produce — how will you make this content, how long will it take, when will you launch it?
- Payoff — how much will it cost to make, and how much will you earn from it?



Content Marketing — Notable Examples

- Kim Kardashian
- Keith Lee
- Mr. Beast
- AMP — Kai Cenat

Brand & Brand Management

- A brand is a type of product manufactured by a particular company under a particular name. Example: Gucci, Kellogg, Shein, Forever 21.
- What are some of your favorite name brands?
- Brand management is understanding why different groups of people act in different ways — while always staying focused on the big picture and creating a lasting tagline.
- Example taglines: Nike, Nationwide, State Farm, Red Robin.

Advertising

- Advertising is the process of persuasively communicating with consumers through paid mediums.
- It's a way for you or your company to uniquely connect with consumers — finding the weird and making it funny or understandable.
- Key questions: Who are you trying to reach? How can you best reach that audience? Are you open to feedback?
- Examples: posters, social media ads, commercials, word of mouth.



Public Relations

- Definition: the professional maintenance of a favorable public image by a company, organization, or individual — managing how others see and feel about a person, brand, or company.
- For corporations, PR focuses on maintaining a positive image while handling media requests and shareholder inquiries — especially important to defray outcry following negative news.
- Bad press isn't always the worst outcome — it's a way for companies to spin a story toward a positive outcome. Examples: Tylenol, Kobe Bryant, COVID.

Public Relations — Press Release

- A press release is a written document sent to journalists or media outlets to announce something newsworthy — an upcoming event, company accomplishment, or community benefit.
- A catchy headline summarizing the main point
- A dateline (date and location)
- An introduction answering the 5 Ws: who, what, when, where, why
- A body with supporting details and facts
- A boilerplate with background on the organization
- A contact section with name, phone, and email

What to Look For When Hiring for PR

- A passionate voice, and the ability to express it in writing
- A love of researching and collecting interesting information
- The ability to put yourself in someone else's shoes to understand their desires and frustrations

Social Media Marketing

- Aims to leverage social media's massive reach to develop relationships with consumers, promote brand awareness, and drive traffic to a website or store.
- Brands can reach consumers across the world, at all times of day, instantly.
- Encompasses everything from responding to customer comments, to developing hashtag campaigns, to planning and composing posts.
- What are your favorite social platforms, and how do you use them?

Social Media Calendars

- A regular calendar you set up for posting on your social media sites.
- Example — planning for a Nov. 11 event: post at least twice one month in advance, then daily for the two weeks leading up to the event.
- Posts don't all have to be the same format — mix in story shares, creative reminders, or content-creator collaborations.

Facebook for Business

- Have a personal Facebook account to confirm your identity, then go to business.facebook.com/overview and click Create Account.
- Enter your business name, your name, work email, and business details, then create a Facebook Page with all necessary information.
- Facebook offers many ways to market your business — creating events, sharing and commenting with peers, and exchanging business information with new connections.
- To create an event: open the Events tab, click Create Event, enter the name/date/time/location, choose in-person or virtual, add a description, and click Create.

Instagram for Business

- Instagram is a photo and video sharing platform (owned by Meta) — media can be edited with filters, organized by hashtags, and geotagged. Posts can be public or shared with approved followers only.
- Creating a business profile: connect your existing social accounts, use your business name (or something closely tied to it), and make sure your logo is ready before you set up your profile picture.
- Add your business info and link to your website or booking site.

Instagram — Content Types

- **Reels**
 - Videos that can be shared as posts on your regular Instagram page.
- **Story**
 - Videos or pictures you post or share for only 24 hours.
- **Posts**
 - General pictures or videos that stay on your page until you choose to delete them.

TikTok

- A short-form video hosting service (owned by ByteDance) — videos range from 15 seconds to 10 minutes, covering entertainment, comedy, dance, and lip-synching.
- TikTok is the international version of Douyin (the Chinese-market app). Its mission: inspire creativity and bring joy.
- Common content types: content creation, singing, product reviews, artwork.

Social Media Analytics

- The process of gathering and analyzing data from social networks — used by marketers to track conversations about products/companies, understand performance, and improve campaigns.
- “The art and science of extracting valuable hidden insights from vast amounts of semi-structured and unstructured social media data to enable informed decision-making.”
- On Facebook: access Insights under the Home category for an overview of Followers, Likes, Reach, Page Views, and more — available on web or mobile app.
- Use analytics to monitor your own posts and study what your competitors are doing.

Canva

- A free, browser-based design tool for creating social media graphics, logos, flyers, and marketing materials — no design experience required.
- Useful for building a consistent visual brand across your website, social posts, and printed materials.

AI Tools for Marketing & Content Creation

- AI tools can help small businesses create content faster — without needing a marketing team or design background.
- ChatGPT: draft social media captions, email copy, product descriptions, and brainstorm content ideas.
- Canva's AI features: Magic Design (auto-generate layouts), background remover, and AI image generation — built right into the tool you're already using.
- Other tools worth exploring: AI-assisted social media scheduling and caption generators (e.g., within Buffer, Later, or similar platforms).

Using AI Well — Not Instead of You

- Treat AI output as a first draft, not a final product — always review and edit before posting.
- Add your own voice, story, and specific details. AI-generated content can sound generic if you don't personalize it.
- Fact-check anything AI tells you about your industry, competitors, or claims you plan to make publicly.
- Your customers connect with your authentic story — AI can help you say it faster, but it shouldn't replace what makes your brand yours.

Market Research

- Definition: the systematic collection, analysis, and interpretation of data about a specific market, industry, or consumer segment — studying customers, competitors, and market dynamics to identify opportunities, mitigate risks, and make informed decisions.
- Why it's important: know your competitors, better understand your business, compare product advantages, and identify funding opportunities.

The Four Ps of Marketing

- **Product**
 - Goods or service
- **Price**
 - How much the customer pays
- **Place**
 - Where the product is marketed
- **Promotion**
 - Advertising and PR

Market Research: The 9-Step Process

- 1. Identify the issue, discuss alternatives, and set objectives
- 2. Develop a research program
- 3. Choose a sample
- 4. Gather information
- 5. Gather data
- 6. Organize and analyze information
- 7. Present findings
- 8. Make research-based decisions
- 9. Take action based on insights

Steps 1–3: Define & Design

- **Step 1 — Define the problem**
 - Understand the cause and develop a solution. Example: “Sales are not growing” (problem) → “Why are sales not growing?” (research). Focus on the why and how.
- **Step 2 — Develop a research method**
 - Follow the scientific method: define the problem, develop an explanation, make a prediction, devise and conduct a test, analyze results.
- **Step 3 — Choose a research method**
 - Experimental research, or non-experimental research.

Steps 4–6: Collect

- **Step 4 — Develop a research design**
 - A plan/framework for conducting research and collecting data. Three core types: exploratory, descriptive, and causal.
- **Step 5 — Choose the sample**
 - Never examine the whole population — use a smaller, accurate representation instead.
- **Step 6 — Gather data**
 - O-Data and X-Data. Techniques: email, SMS, Slack, WhatsApp, social media. Record all results.

Steps 7–9: Analyze & Act

- **Step 7 — Analysis and interpretation**
- **Step 8 — Review the results**
 - Include your research process, results, conclusions, and recommended courses of action.
- **Step 9 — Turn information into action**
 - Act on important concerns, address product issues, improve marketing effectiveness, and grow your brand.

Target Audience

- A group of people identified as likely customers of a business, sharing similar demographic traits: age, gender, location, education, socioeconomic status.
- Start by thinking about the specific needs your product or service fulfills — the more specific your audience, the more effective your advertising.
- A general product needs less market research to find its audience; a specific audience requires gathering more data to narrow your focus.
- One way to collect data: offer a special price or coupon code in exchange for a survey.

S.W.O.T. Analysis

- **Strengths**
 - How is this beneficial to the company, and what will it do for consumers?
- **Weaknesses**
 - What could stop this product from offering the best service?
- **Opportunities**
 - What new doors can this open for you?
- **Threats**
 - Who is your competition, and what are they offering that you're not?

S.W.O.T. Analysis

	HELPFUL	HARMFUL
INTERNAL	Strengths Internal advantages: strong brand, innovative culture, experienced team	Weaknesses Internal obstacles: limited resources, high costs, outdated technology
EXTERNAL	Opportunities External conditions to leverage: emerging markets, rising demand	Threats External risks: increased competition, economic downturns

When to Use a SWOT Analysis

- Before implementing a large change, as part of a change management plan
- When launching a new company initiative
- To identify opportunities for growth and improvement
- Any time you want a full overview of business performance
- SWOT analyses are general by design — they apply to almost any scenario, project, or business, and can even be used for a personal SWOT of your own skills.

Logos: Making a Name for Yourself

- A logo is a symbol or design that identifies a company, organization, or its products, services, and employees — it's how your company is recognized and remembered, and functions as the face of your business.
- Your logo can make a statement about your organization. Example: Amazon's smiley arrow communicates “A to Z” and customer happiness.
- Think outside the box, know what your company represents, and keep it cohesive with your brand.

Assessment & Evaluation

- Quiz: What are some of the social media sites you can use to benefit your company?
- Feedback on training: Did you find these strategies helpful? Do you feel like you have a better grasp on the subject?

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