

# MARKETING MADE EASY

TIPS, TRICKS + RESOURCES FOR EASIER MARKETING





## What are the 5 Ps of Marketing?

How to use  
them in  
your digital  
marketing  
strategy?

GEC designs

01

### Product

Refers to the goods or services that a business offers to its customers. This includes the features, design, quality, and packaging of the product.

@gecdesigns

02

### Price

Refers to the amount that customers are charged for the product or service. This includes factors such as pricing strategy, discounts, and payment options.

03

### Place

Refers to the channels through which the product or service is made available to customers. This includes physical locations such as stores, as well as online channels.

@gecdesigns

04

### Promotion

Refers to the various methods used to promote the product or service to customers. This includes advertising, sales promotions, public relations, and personal selling.

05

### People

Refers to the individuals who make up the target market for the product or service, including customers, employees, and stakeholders. Understanding the needs and preferences of these individuals is critical for developing an effective marketing strategy.

# YOU MAY ALREADY BE AWARE OF THE 5 P'S OF MARKETING:

**PRODUCT** = What (goods/services)

**PRICE** = How much

**PLACE** = Where (location/online)

**PROMOTION** = Marketing methods

**PEOPLE** = Who (target audience)



**FIERCE MUSTANG MEDIA**



SAN JOAQUIN  
**DELTA**  
COLLEGE

# INTRODUCTION THE 3 M'S OF MARKETING: MARKET, MESSAGE & MEDIA

**MARKET** = Your target. WHO you're trying to reach. Knowing who you're aiming for is essential.

**MESSAGE** = Your arrow. HOW you're going to reach your target. Your message needs precision to hit its mark.

**MEDIA** = Your bow. WHERE to find your target and deliver your message effectively. You need the right skills and tools to launch your arrow.



# THE 3 M'S OF MARKETING:

## MARKET - Understanding Your Target Market

*Know who you're marketing to.*

**Think of what your ideal customer looks like.**

**Consider things like:**

- What are their interests?
- Are there any challenges they face?
- What about their worries or frustrations?
- Is there anything they would dislike or avoid?
- What would deter them from making a purchase or working with you?

Dive deeper than just age and location and figure out their struggles or what motivates them.

**Why does it matter?**

- Allows you to present your products or services as the perfect solution for their problems and makes it personal.
- Find out what would prevent them from working with you and reassure them that you will take care of them.
- Knowing your audience will allow you to meet them where they already are. (Facebook pages, blogs, online forums, etc.)



# THE 3 M'S OF MARKETING: MESSAGE - Your Unique Value Proposition

What makes you unique? Why should a customer choose you over competitors?

Consider:

- Your strengths: Are you faster? More affordable? Offer customized products/services? Offer special guarantees?
- Solving a problem: Do you offer a solution that no one else does?
- Maybe YOU are what's unique! Your brand personality may be fun, quirky, luxurious, or amazingly-friendly.

Keep your content message CLEAR and MEMORABLE. The audience has a SHORT attention span!

Utilize the power of storytelling! Tell your customers your story, case studies, and customer testimonials.

Have a Call to Action - tell your audience what you want them to do!

Examples: "Like, follow, share" "Visit our website" "Call for a consultation" "Shop now"  
"Sign up for our email list" "Download our free book/guide/menu"

# THE 3 M'S OF MARKETING: MEDIA - Choosing the Right Media

Match the media to your market. Go where your ideal customers are, whether it's physical locations, websites, or social media.

Don't try to be everywhere. FOCUS on being a standout on a few channels rather than doing an average job across too many.

Content is King. High-quality content is a keystone to success.

What is high-quality content?

- Visually appealing (graphics, video, well-written chatter)
- Valuable. It adds value by educating or solving a problem.
- Engaging. Make your audience laugh, think, excited or inspired.
- Varied. Mix up your content from Blog posts, videos, infographics, podcasts, photos and more.



# THE IMPORTANCE OF QUALITY CONTENT

Here are 4 baby horse photos to compare.

If you were looking for a baby horse, which image would catch your attention?



#1



#2



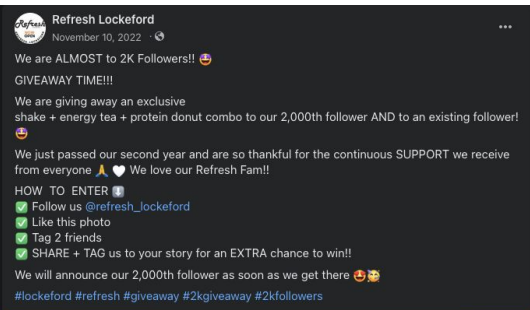
#3



#4



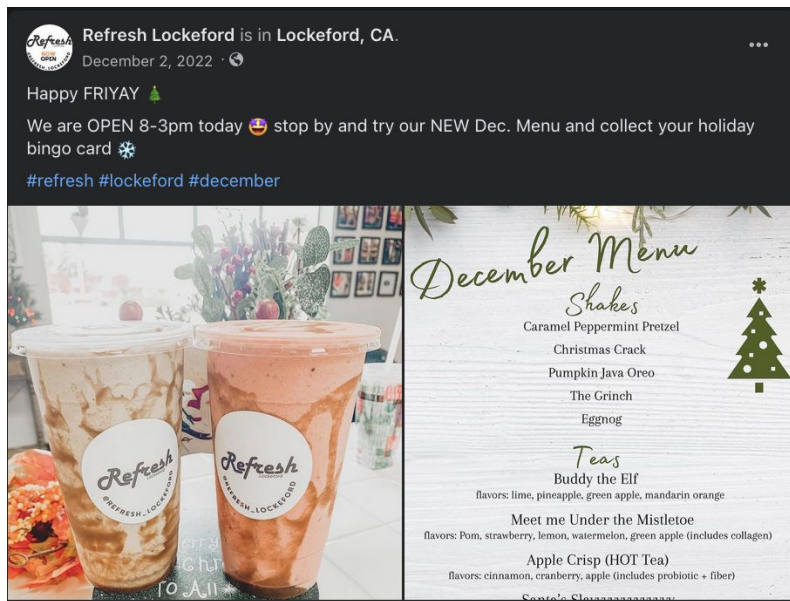
# CREATE APPEALING CONTENT



**Refresh**  
Lockford

**2,000 FOLLOWERS GIVEAWAY**

14090 E. Hwy 88  
Suite G  
Lockford, California



Refresh Lockford is in Lockford, CA.  
August 26, 2022

Tomorrow is the DAY 🎉🎉🎉

Our 2nd birthday!!! Come celebrate with us 10-3pm we can't wait to see you there

#refresh #celebration #birthday #lockford

**Refresh**  
Lockford

LOCATED BY THE PIZZA FACTORY

**2<sup>ND</sup> BIRTHDAY**

**CELEBRATE WITH US**  
**SATURDAY AUG 27TH**  
**10-3PM**



# THE 3 M'S OF MARKETING: MEDIA - Choosing the Right Media

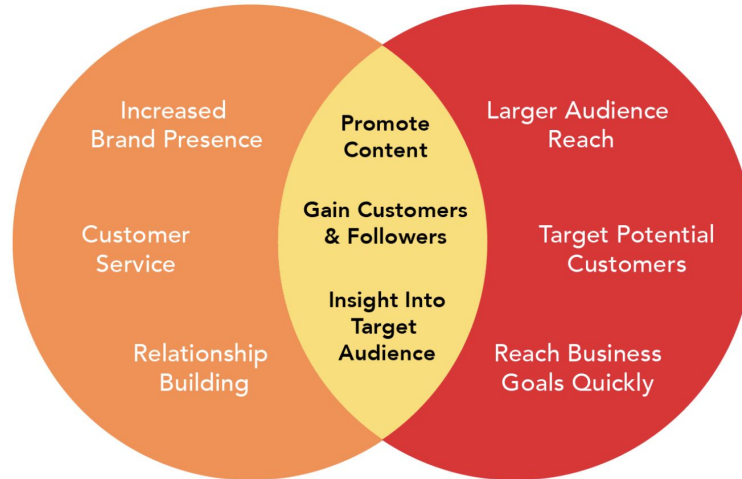
Social Media is powerful in its ability as a tool to build community, share content, and do social listening.

Be original. Think outside the box of what everyone else is doing. Can you get featured in an article, podcast, or news segment? Partner with influencers who have an audience in your niche. Build your email marketing list by nurturing leads and building loyalty through targeted email campaigns.

Understand the difference and value of Paid vs. Organic and Owned vs. Earned Media.

- Organic Media is the audience built through quality content and engagement.
- Paid Media is paid ads on social platforms, Google Ads, and sponsored content.
- Owned Media is the same as Organic.
- Earned Media is content and material others have produced about you. (i.e. customers, other creators, mentions, references, ect. It is unpaid visibility.)

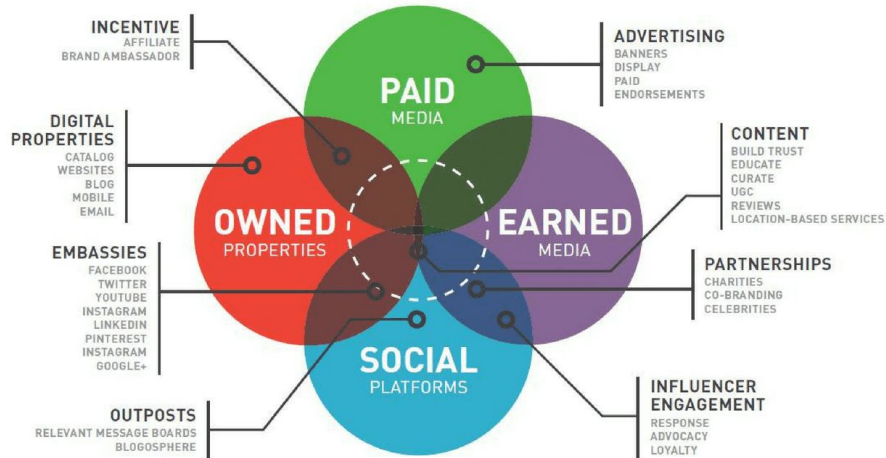
# UNDERSTANDING ORGANIC & PAID MEDIA



 **impact**

# UNDERSTANDING OWNED & EARNED MEDIA

## Owned & Earned Media



● Econsultancy

N|P >>>  
Source

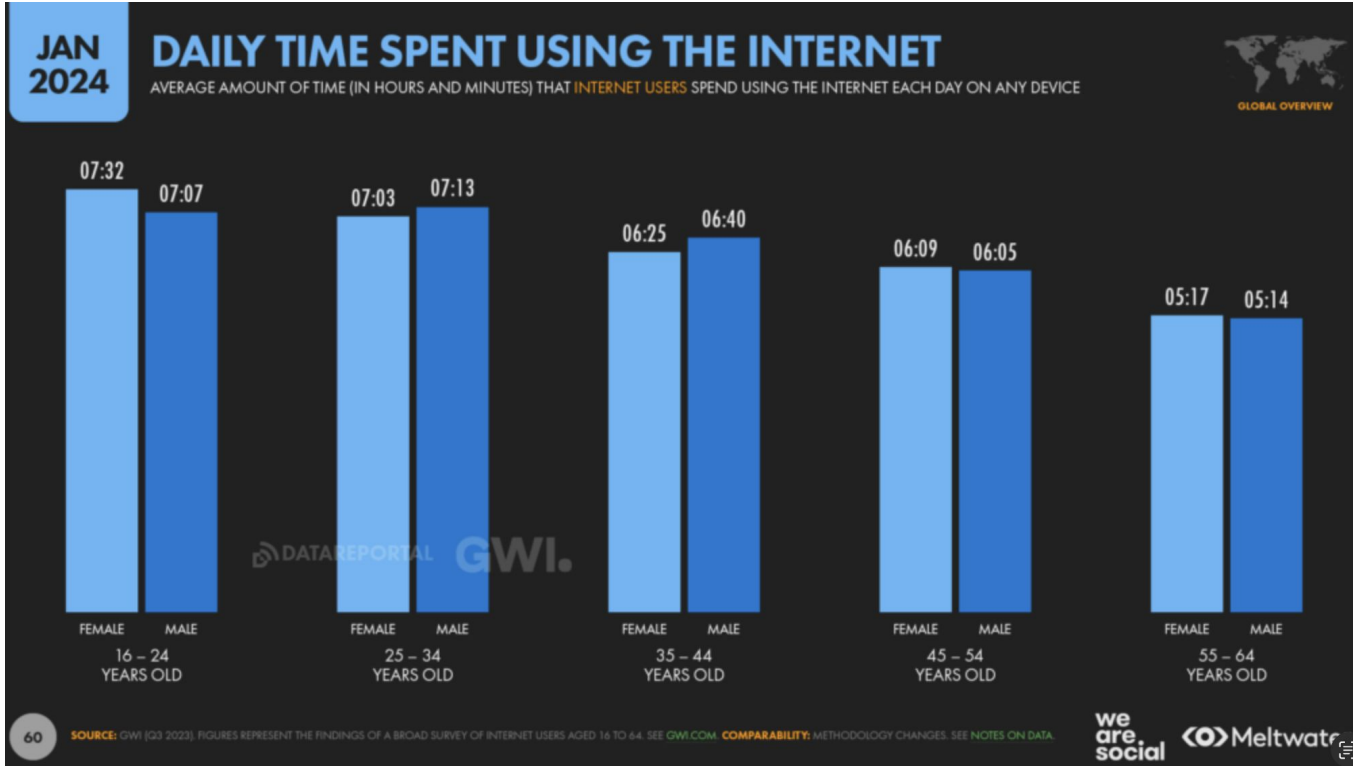


**FIERCE MUSTANG MEDIA**

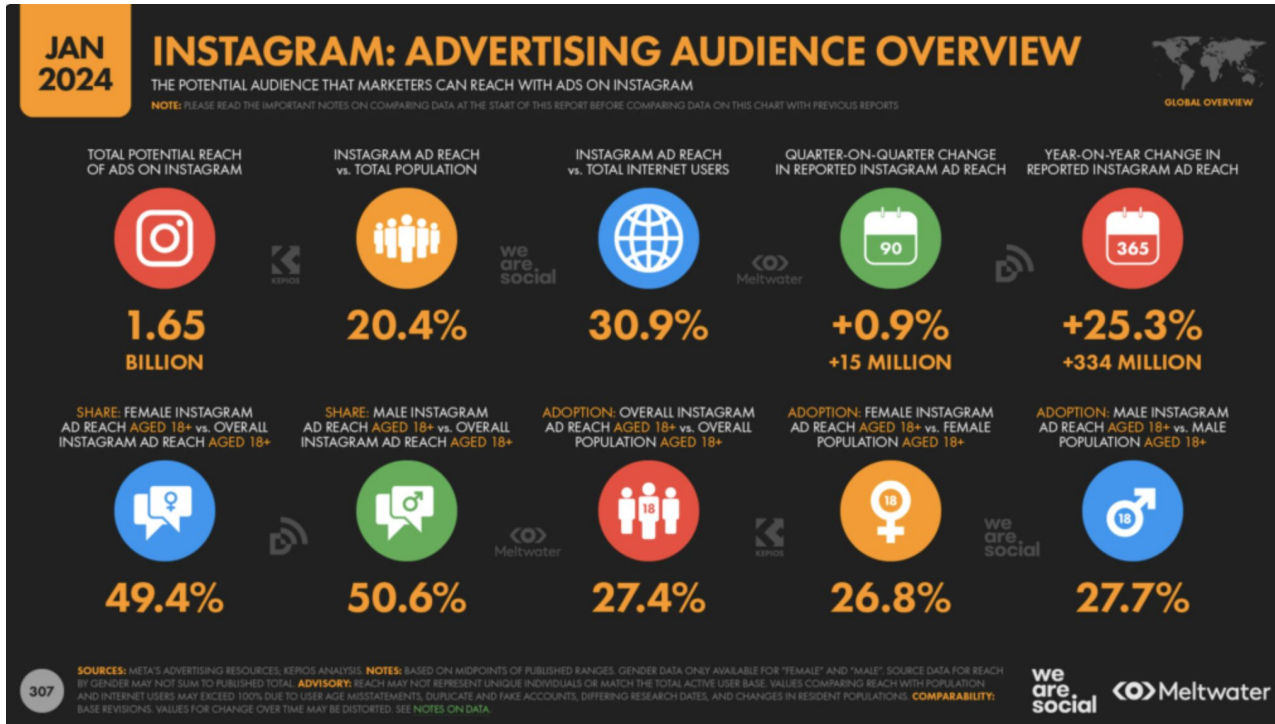


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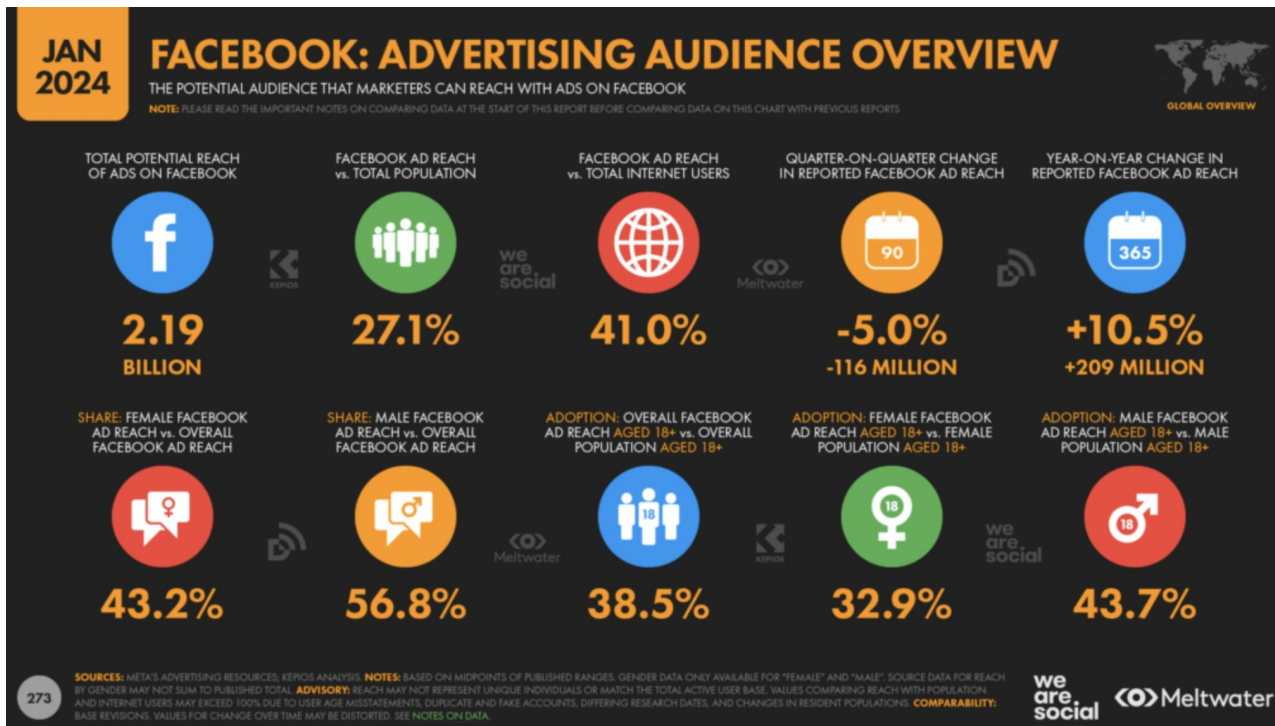
# A QUICK GLANCE AT TIME SPENT ONLINE



# A QUICK GLANCE AT SOCIAL MEDIA PLATFORMS

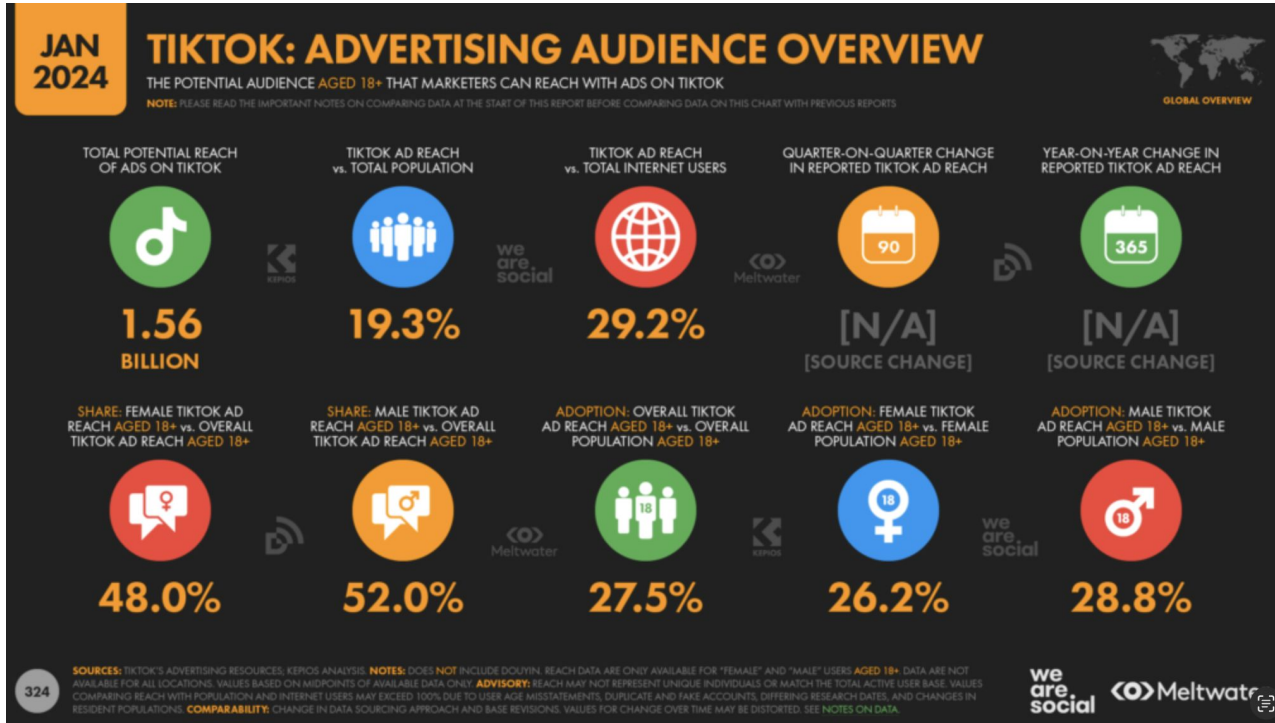


# A QUICK GLANCE AT SOCIAL MEDIA PLATFORMS





# A QUICK GLANCE AT SOCIAL MEDIA PLATFORMS



# SMART GOALS - Measuring your plan & progress

## SPECIFIC

What is it you're trying to accomplish?

## MEASURABLE

Measuring helps you visualize your progress!

## ACHIEVABLE

Keep it realistic, make sure it's doable.

## RELEVANT

Goals should be relevant to your business and what you want to achieve.

## TIME BOUND

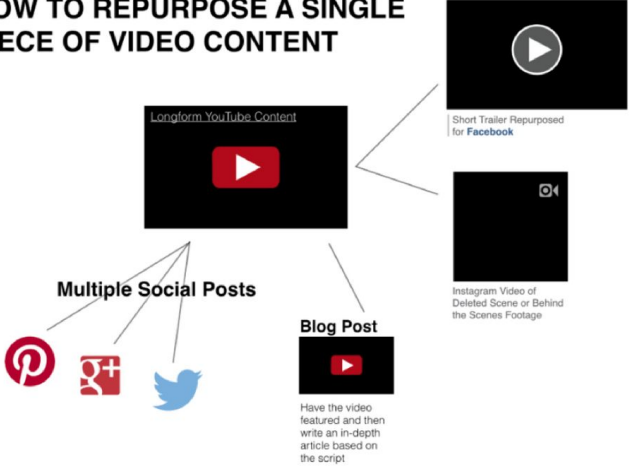
Give yourself a deadline to meet and stick to it!



# STREAMLINING ALLOWS FOR A LARGER REACH + SAVING TIME

## Streamline Content Creation

HOW TO REPURPOSE A SINGLE  
PIECE OF VIDEO CONTENT



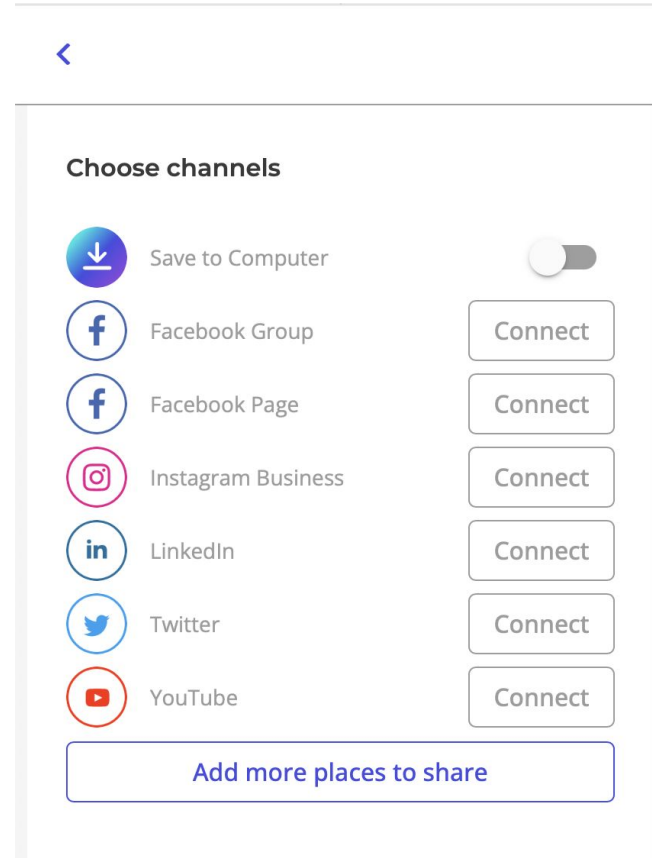
N|P Source

# STREAMLINING MEDIA

## Ripl

- Focuses more on streamlining content than design.
- It allows you to create content, link all your social accounts, and resize and post content immediately or at a scheduled time.
- This makes it easier to create content when you have time and schedule to post later.

**Pro Tip:** Creating *long-form* content and breaking that up into *short-form* content, like reels and shorts, is a great way to streamline your media.



# STREAMLINING MEDIA

## Canva

- Design content and set brand standards to use across all media.
- You can also design products, business cards, and a lot more.
- Use or customize templates, resize for different platforms, and keep content and branding cohesive and aligned with your business or content goals.
- Free and paid options. (In my opinion, paid is worth it!)

The screenshot shows the Canva brand kit interface for a user named Sarah Maimone's Team. The interface is divided into a left sidebar and a main content area. The sidebar contains a list of brand kit elements: Brand Kit (selected), Logos, Colors, Fonts, Brand voice, Photos, Graphics, Icons, and Trash. The main content area displays the brand name 'by.saruchi' and a search bar. Below the brand name, it shows 'Brand Kit shared with: Sarah Maimone's Team'. The 'Logos (0)' section is currently empty. The 'Colors (17)' section shows two color swatches: a light beige color with hex code #f8f4f1 and a dark brown color with hex code #a34a21.

# A QUICK GUIDE TO SOCIAL MARKETING STRATEGIES



- Post 30-90 sec videos
- Schedule 2-3 weekly posts
- Spend \$5.00/day on ads
- Build custom audiences



- 10-15 second videos
- Use relevant #'s
- Connect w/ & DM audience (local search = winning!!)



- Post 5x per day
- 80/20 rule applies
- Convert statistics into graphics
- Twitter promote mode



- \$75M raised since 2012
- 78% want to see more charity in gaming
- Live engagement
- Host virtual events



- 43 million monthly listeners
- Convert video into audio
- No barrier to entry



- A central hub for **ALL** content
- Link building / earning
- Invest in Search Engine Optimization (SEO)



- Second largest search engine
- Translate complex ideas in 5 - 6 minute videos
- iPhone + stabilizer = camera crew



- Import a post (canonical tag)
- Go in-depth on a topic
- Test LinkedIn's publishing tool

N|P Source





# WORK CITED + EDUCATIONAL ARTICLES

<https://nonprofitssource.com/digital-marketing-courses/digital-marketing/>

<https://www.kimp.io/content-creation/>

<https://www.linkedin.com/pulse/how-streamline-your-content-production-process-contenti>

<https://wearesocial.com/us/blog/2024/01/digital-2024-5-billion-social-media-users/>

<https://www.constantcontact.com/blog/marketing-tips/>

<https://blog.hubspot.com/insiders/inbound-marketing-tips>

<https://profitreach.uk/3m>

<https://gecdesigns.com/blog/what-are-the-5-ps-of-marketing-and-how-to-use-them-in-your-digital-marketing-strategy>

<https://bettermarketing.pub/the-3-ms-of-marketing-can-make-or-break-your-business-ft-google-84d5d61196e2>

<https://wearesocial.com/us/blog/2024/01/digital-2024-5-billion-social-media-users/>



# RESOURCES + LINKS

## Free Social Media Tutorial Courses:

**Instagram Free Courses** - Free online courses provided by Meta <https://www.instagram.com/free.courses.online/?hl=en>

**Facebook Meta Blueprint** – Free online courses from Meta to help build marketing skills across Facebook, Messenger, Instagram and WhatsApp <https://www.facebook.com/business/learn/courses>

**Pinterest Academy** - free courses for Pinterest Advertising - <https://business.pinterest.com/guides-and-education/>

**TikTok Business** - Learning Center - <https://ads.tiktok.com/business/learn/course/list>

**Canva for Beginners** - <https://www.canva.com/designschool/courses/canva-101/?lesson=opening-canva-for-the-first-time>

***\*\*\*Check out the Free Online Tools and Resources from one of our Workshops hosted by Sarah Maimone!***

# RESOURCES + LINKS

**Classes at Delta that may be of interest to expand your skills/knowledge:**

## **Social Media:**

MCOM 1 - Intro to Mass Communication  
MCOM 5 - Social Media and Society  
MCOM 8 - Social Media Content  
MCOM 9 - Social Media Strategy  
MCOM 10 - Multimedia Storytelling

## **Digital Media:**

DMEDIA 11 - Audio Production  
DMEDIA 21 - Video Production  
DMEDIA 24 - Digital Media Editing  
DMEDIA 25A - Digital Media Content  
DMEDIA 25B - Digital Media Production  
DMEDIA 31 - Media Performance

## **Business:**

BUS 194E - Marketing & Advertising Strategies for Small Business  
BUS 21 - Marketing  
BUS 23 - Advertising

## **Photography:**

PHOTO 1A - Intro to Photography  
PHOTO 1B - Intermediate Photography  
PHOTO 3A - Intro to Digital Photography  
PHOTO 3B - Intermediate Digital Photography

## **Graphic Arts:**

GRART 1A - Digital Imaging  
GRART 2A - Graphic Design and Layout  
GRART 3A - Digital Illustration for Graphic Design  
GRART 4A - Web Design