

IO4 Business Development and Planning Framework

MODULE 2 - Business Plan Development

UNIT 3: Marketing and Communication

Welcome!

Welcome to the **RESET Module 2 Business Plan Development** resource! This resource will introduce you to **Unit 3: Marketing and Communication**.

INTRODUCTION and AIMS:

Marketing and Communication are an essential component of business success. Being able to use Marketing & Communication effectively, helps create, sustain, and grow a business or a business idea.

In this Unit you will learn the basics about using Marketing, Communication and Social Media for the benefit of your business.

LEARNING OUTCOMES:

On successful completion of this resource, you will be able to:

- Understand what Marketing is
- Understand how to use Social Media as part of Communication
- Be familiar with the most prominent Social Media

What is Marketing?

- It is the business process of creating relationships with customers and looking for ways to satisfy their needs.
- It includes the 4Ps of marketing





What is included in Communication?

It is the process of creating, disseminating, and receiving messages related to products, services, or other business activities.



What is Media? What is included under the term “Social Media”?

- Traditional Media is the newspapers, the radio and TV. The main difference in these types of Media is that there is a clear distinction between the source of the message and the audience.
- Social Media were created following the rise of the Internet and they are quite different than traditional media.
- The most popular Social Media are applications such as: Facebook, LinkedIn, Instagram, Twitter and Pinterest.



Marketing & Communication as Part of Business Development

Why is Marketing important in Business Development & Planning?

How is Marketing related to sales?

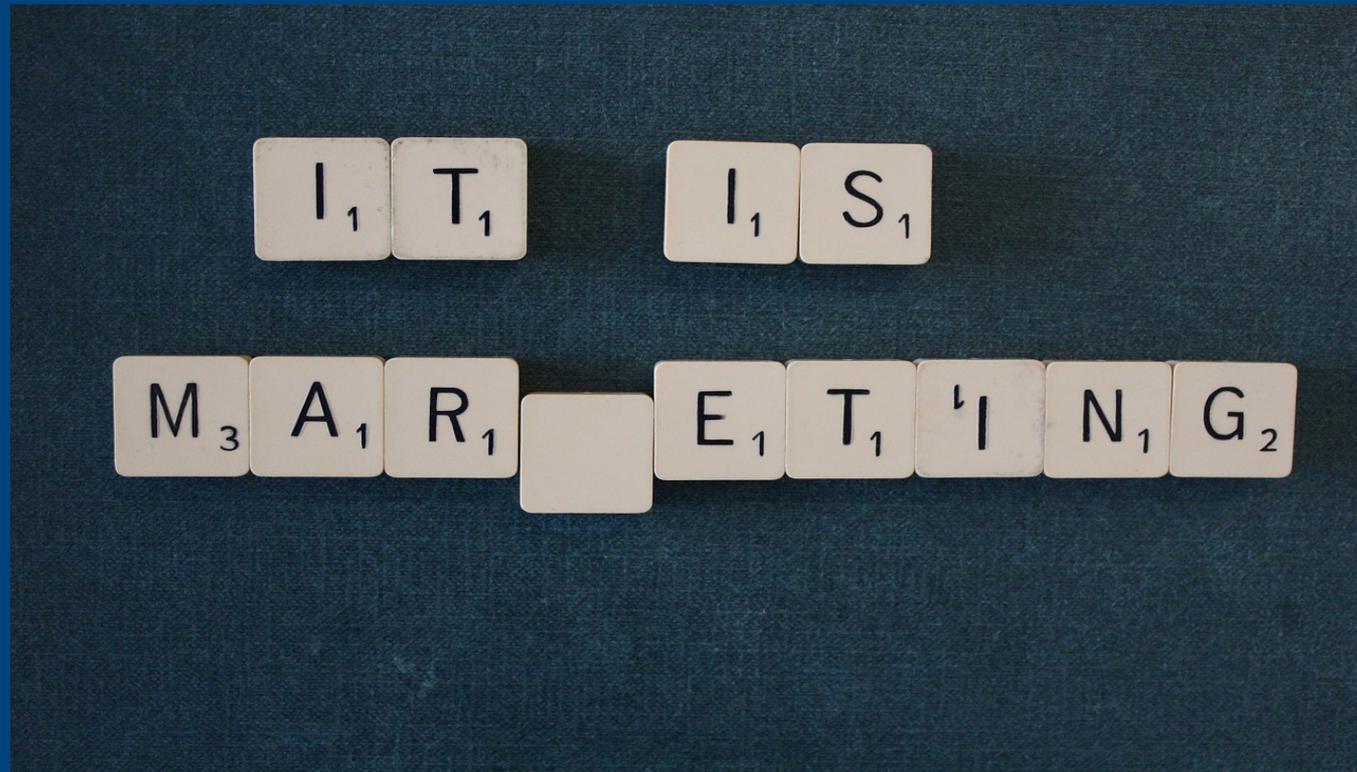


Marketing Strategy 1/2

Definition: Marketing Strategy is a long term and forward looking approach to planning with the fundamental goal to achieve a competitive advantage in your business (new or existing) in order to attract and retain customers.



Marketing Strategy 2/2



Social Media for Marketing & Communication



The Digital Marketing Trifecta

The Digital Marketing Trifecta consists of:

- a) Owned Media (website, social media channels)
- b) Earned Media (Mentions, shares, reposts, reviews etc)
- c) Paid Media (pay per click, display ads, sponsored content, paid influencers etc)



Using Facebook for Marketing & Communication

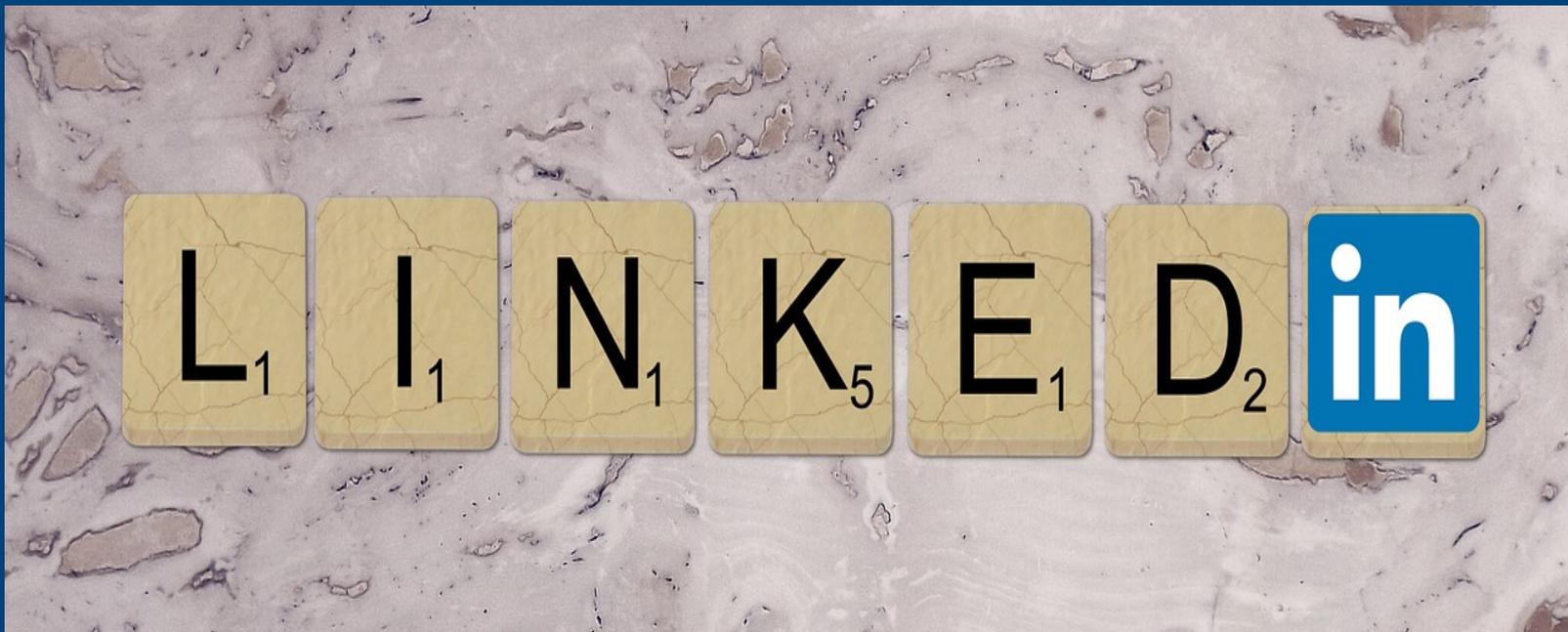
Activity: Open an FB business page of a famous product, or business (i.e a restaurant, a hair product, a cosmetics company, a local business etc) and browse through it and explore how it relates to the 4 Ps (product, price, place, promotion). Then offer comments and views on whether you are happy as consumers with it, or what changes you would make.



Using LinkedIn for Marketing & Communication (1/3)



Using LinkedIn for Marketing & Communication (2/3)



Using LinkedIn for Marketing & Communication (3/3)



Using Instagram for Marketing & Communication (1/3)

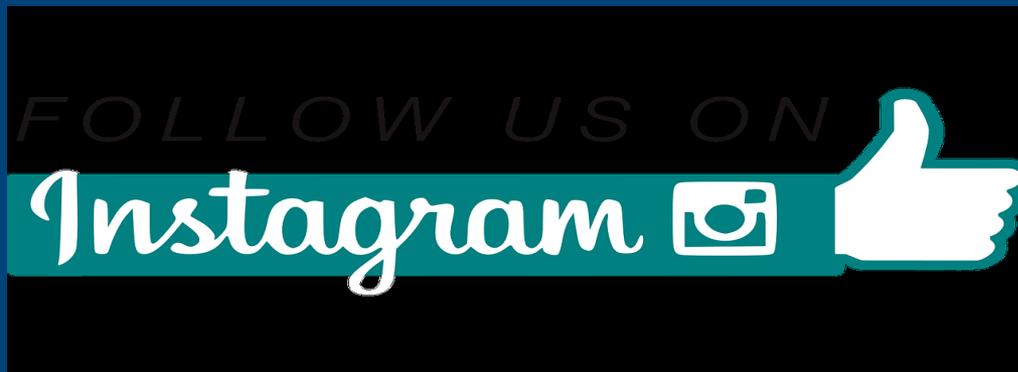
Instagram is a photo and video-sharing social networking service owned by Facebook and launched in 2010. The idea behind it is to be able to share and disseminate photos and videos that have been edited through the application with a variety of filters and effects that used to only be available to professional photographers and studios.



Using Instagram for Marketing & Communication 2/3

What is an Instagram follower? It is an Instagram user who has opted to “follow” another user which means he can see all the content posted by that user in their “feed”.

What is an Instagram influencer? It is an Instagram user who has a lot of followers (thousands or even millions) and he is usually paid to showcase services or products and motivate his/her users into suing them.





Using Instagram for Marketing & Communication (3/3)

Instagram is suitable for the marketing and promotion of products and services -particularly those with a strong visual component- for example fashion, jewellery, cosmetics, food items, furniture, art, etc.





Using Twitter for Marketing & Communication

1/2

What is Twitter?

Twitter is an American online news and social networking service on which users post and interact with short messages known as “tweets” , it incorporates -once more- the idea of “followers” who are people who have chosen to “follow” your content.



Using Twitter for Marketing & Communication 2/2



Using Pinterest for Marketing & Communication 1/2



Using Etsy for Marketing and Communication



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