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Empower NEET's for social entrepreneurship
-WEBINAR-

Digital Marketing for your social business

ISTITUTO DEI SORDI DI TORINO

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DIGITAL MARKETING AND COMMUNICATION TOOLS

WHAT IS MARKETING?

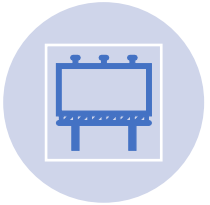
Marketing vs. Advertising

- Advertising **uses paid notices** in different forms of media to draw public attention to a company, product, or message, usually for the **purpose of selling products or services**.
- Advertising is one of many tools marketers use.

Marketing vs. Sales

- Sales is the process of actually selling products or services.
- **Effective marketing** aligns well with the sales process and **leads to increased sales**, but there is more to marketing than just supporting sales.

Marketing vs. Branding



- Branding is the process of “creating a unique name and image for a product in the consumer’s mind”.
- Marketing builds brands, and branding is an important strategic consideration in marketing, but marketing is broader than branding.

The role of Marketing

IDENTIFY
CUSTOMERS

- Understand customer wants and need
- Identify whom to target and how to reach them

SATISFY
CUSTOMERS

- Make the right **product** or service available to the right **people** at the right **time**
- Make everyone feel better off from the exchange

RETAIN
CUSTOMERS

- Give customers a reason to keep coming back
- Find new opportunities to win their business

Identify the Costumers

Identifying target groups

Establish guidelines

Establish communication channels

Satisfy and retain the costumer:

1. **Project/visual identity**
2. Different levels of dissemination and **impact**
3. Cooperative/collaborative work process
4. Use of different channels and supports
5. Accessibility

Effective objectives are:

S	M	A	R	T
SPECIFIC	MEASURABLE	ATTAINABLE	RELEVANT	TIME BASED
What, Where, How? A specific goal is defined	Gives feedback let's one know when the goal is complete.	Who? Goals must be asignable to individuals or groups	Realistic goals are challenging yet attainable	When? Timeframe must be aggressive yet realistic

Implementation of Marketing Strategies

Implementation of Marketing Strategies

SWOT Analysis

INTERNAL FACTORS

STRENGTHS	WEAKNESSES

Financial, technical, competition position, human resources, product line

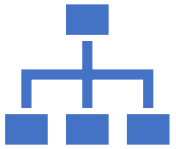
EXTERNAL FACTORS

OPPORTUNITIES	THREATS

Technology, competition, economic, political, legal, social trends

IMPACT

Impact assessment is an essential part of the process. Through it, the results obtained can be determined and guidelines and recommendations for future improvements can be generated.



The definition of appropriate indicators related to the different project activities is crucial: they should be foreseen at the beginning of the project and form part of the overall dissemination plan.

Such indicators may be both **quantitative** (numbers and percentages) and **qualitative** (related to perceptions of participation and experience) and ideally should also be easily measurable.

Level	Possible stakeholder	Example of impacts
PARTICIPANTS	Participants directly involved in the project (as individuals), implementers of the project. **For example** participants of a youth exchange, volunteers or participants in structured dialogue.	The impact can be seen as gaining new competences, higher level of employability, change of educational path, better inclusion in the community, higher responsibility for common matters, change of behaviour and attitudes.
PROJECT TEAM	People directly involved in the planning and implementation of the project (as individuals), typically affiliated with one of the partner organisations in the project. **For example**: partner organisations' staff, trainers, moderators, freelance agents, volunteers.	The impact can usually be seen in their future work in related areas: new competences about the usage of new tools, working with specific groups or issues, increased motivation for work, change of behaviour and attitudes.

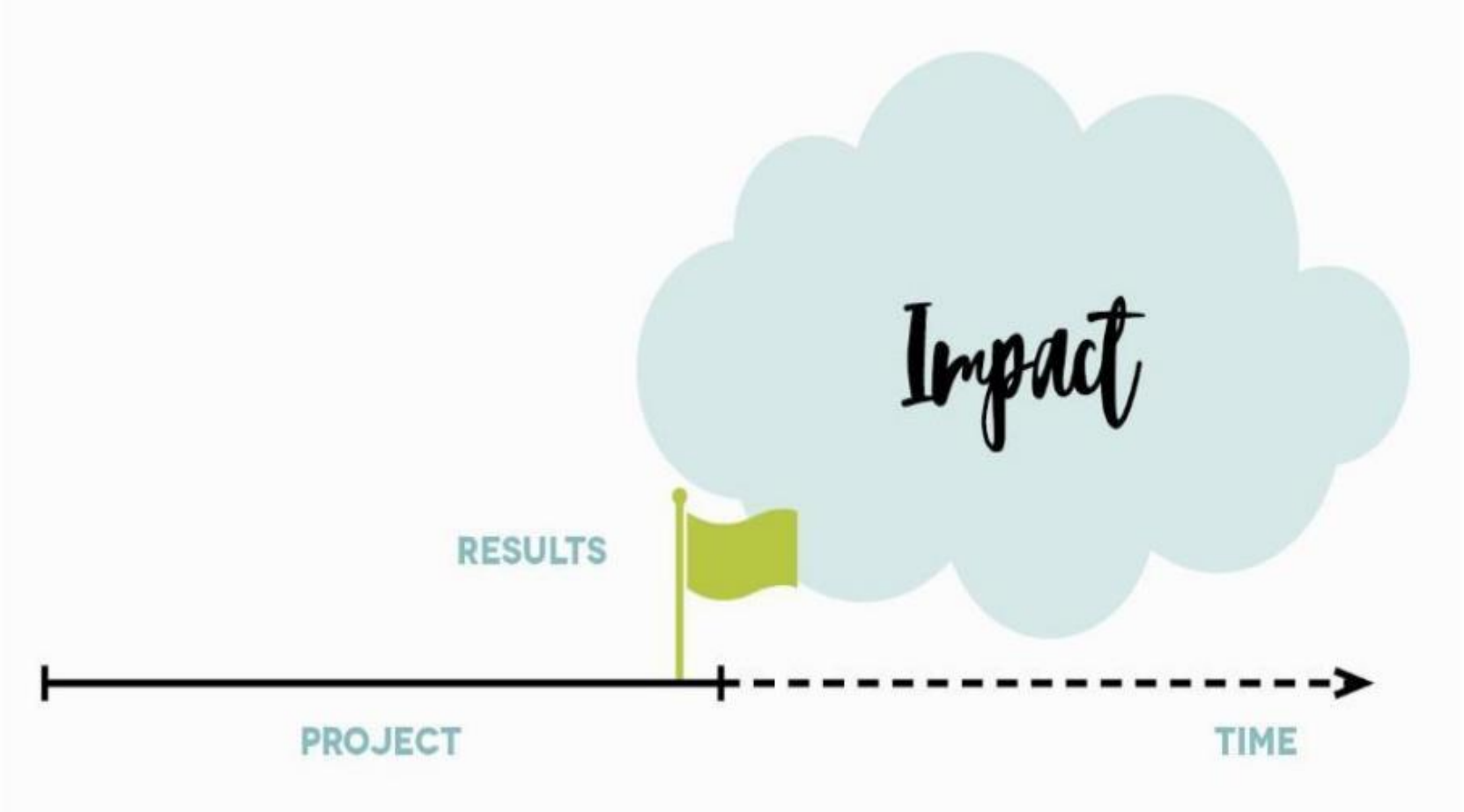
Level	Possible stakeholder	Example of impacts
PARTNER ORGANISATIONS	Organisations directly involved in the implementation of the project (as collective stakeholders). **For example:** partner organisations in a youth exchange or volunteering projects.	The impacts are typically related to the future development of the individual organisations: renewed organisational structure, implementation of a program guideline into work, better inclusion of young people with fewer opportunities into organisation. With different organisations the impacts can, of course, differ greatly, since organisations enrich each other through the project in areas where they themselves are strong.
OTHER INDIVIDUALS, GROUPS AND ORGANISATIONS INVOLVED IN THE PROJECT	Individuals, groups and organisations not directly involved in the project, but linked to it and benefiting from its results. **For example:** participants in online courses, website visitors, the people that were directly helped by volunteers, peer groups of young participants, family members of young participants, the school where part of the project activities takes place, (local) administrative structures.	Impacts are usually similar to impacts described in upper levels of this table, just for different stakeholders. Upper lines speak about internal stakeholders and this line speaks about external ones.

Level	Possible stakeholder	Example of impacts
LOCAL LEVEL	People, organisations and structures in the local environment. We can speak about local level if a service or measure is accessible to a higher number of inhabitants or organisations from this local environment.	Systemic impacts that mainly affect the local environment: approved acts on a local level, renovation of a public space, new function of a public building, increased level of recognition of youth issues on local level or higher percentage of young people practicing sport in their free time.
BROADER LEVELS	National, international or sector level.	Usually systemic impacts: changes to the school system in a particular country, certification of an educational programme, changes to strategic and policy documents, training of youth workers on a highly specific topic on the international level.

The point of projects is not in the activities, it is in the impacts!

Start with impact, not with activities.

Impact goes beyond results



What kind of DIGITAL marketing exists?

- ***Email Marketing***
  Email marketing is a method of digital marketing in which companies send emails to prospects and customers.
- ***Search engine optimization (SEO)***
  This method of digital marketing is also known as SEO and refers to the process of optimizing a website for search engine visibility.
- ***Social Media Marketing***
  Businesses use this method to reach potential customers who already spend a lot of their time on social media platforms. It makes it easy for brands to interact with their customers and build a relationship. It can also help drive leads and sales.

Newsletter

[Free Newsletter Maker with Online Templates | Adobe Express]

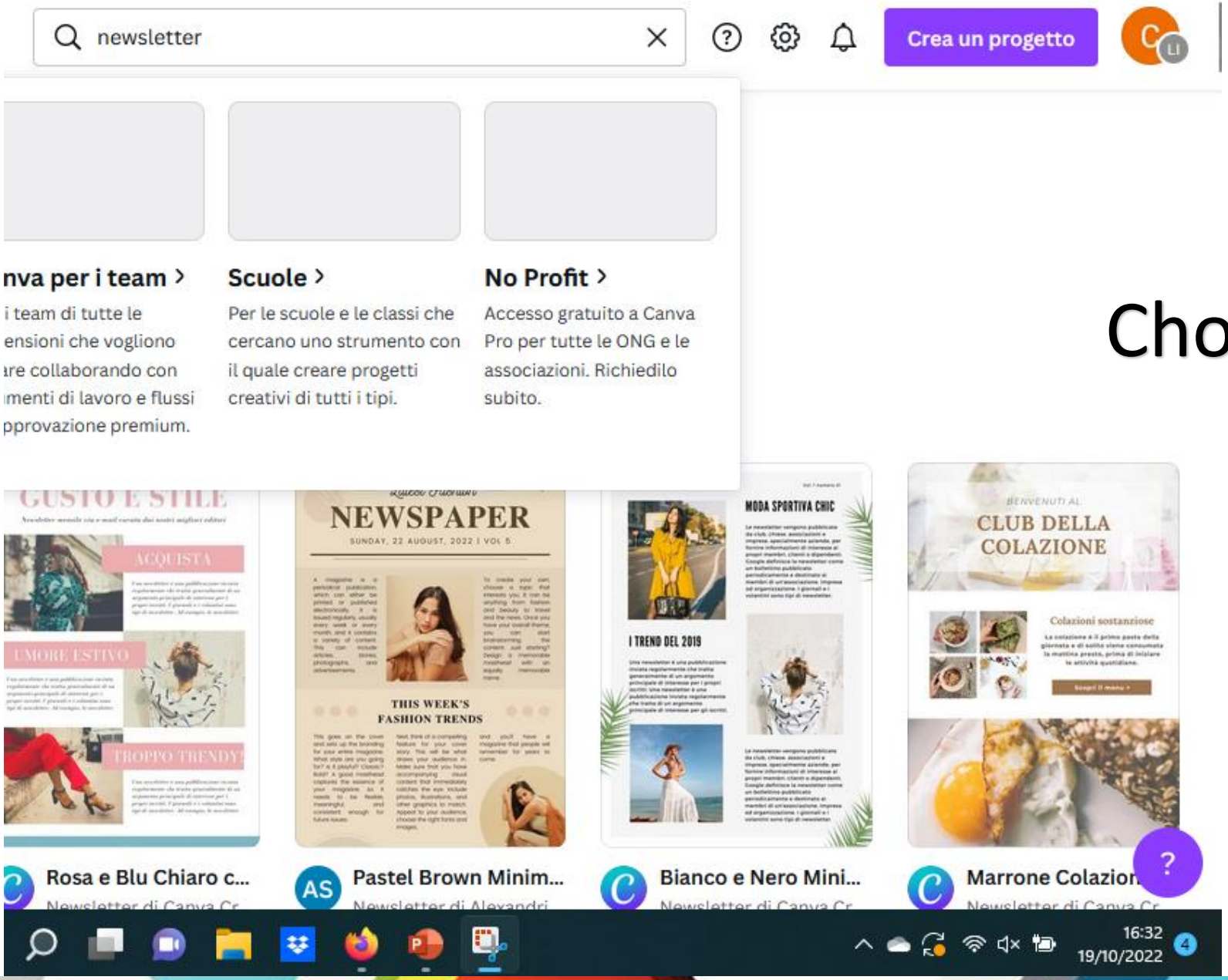
[Online Newsletter Creator - Make A Free Newsletter | Canva]

[All Your Digital Marketing Tools in One Place – Sendinblue]

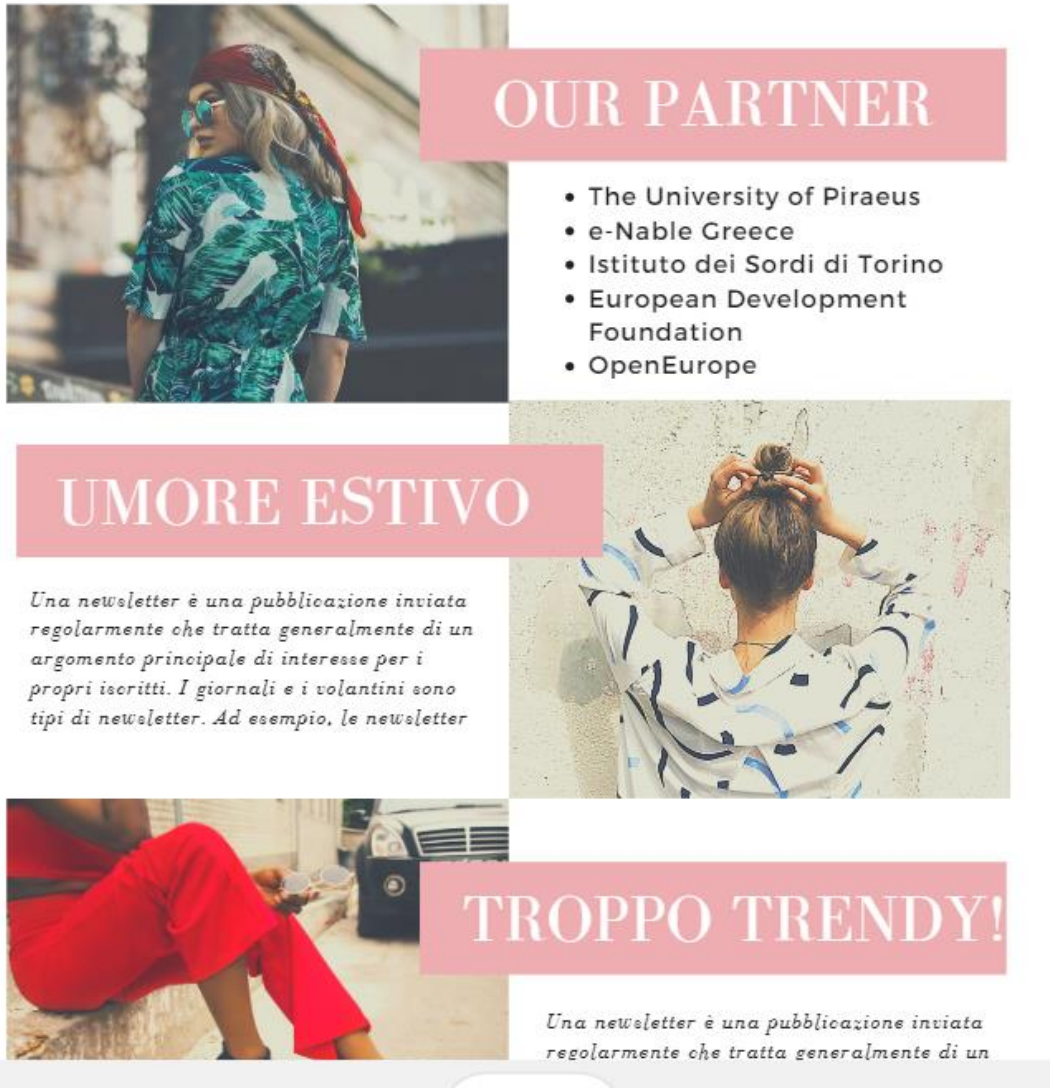
[Drive Sales | Mailchimp]

[MailPoet – email e newsletter per WordPress – Plugin WordPress | WordPress.org Italia]

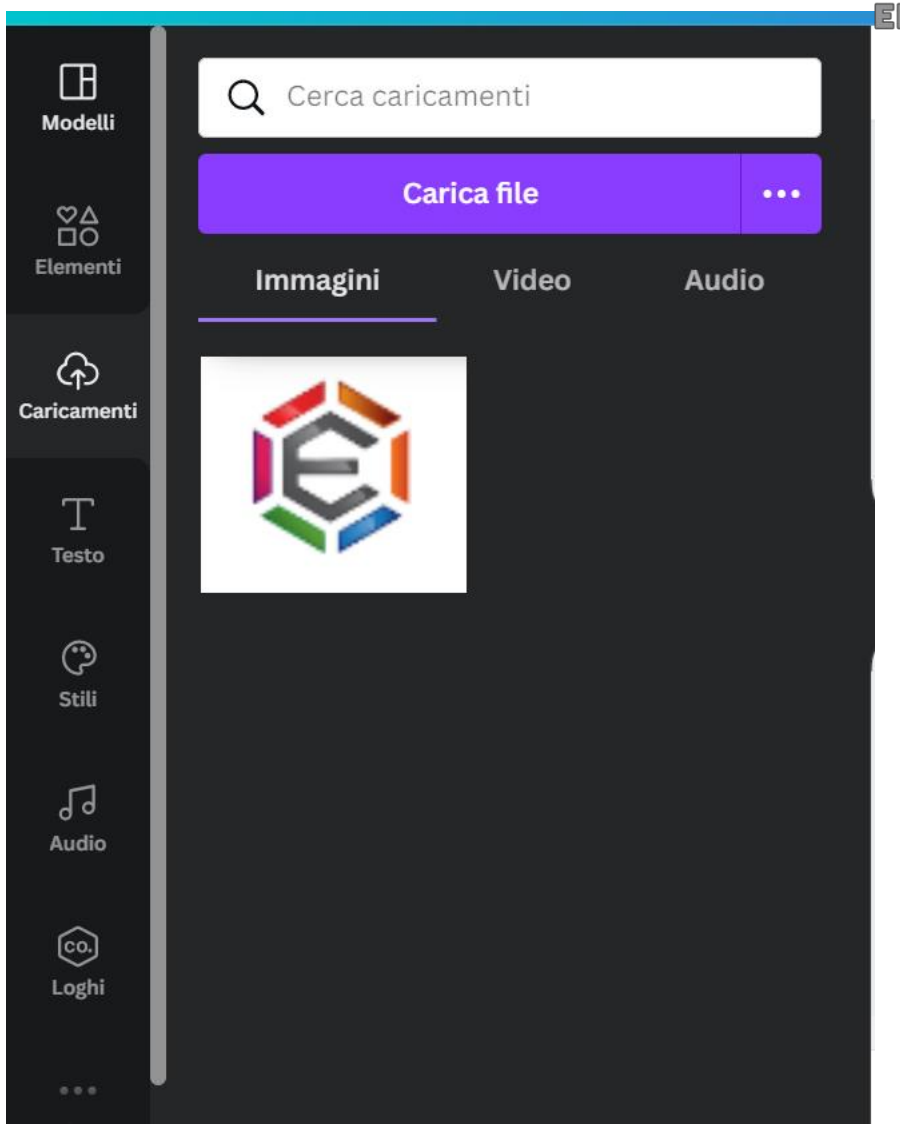
Choose your model



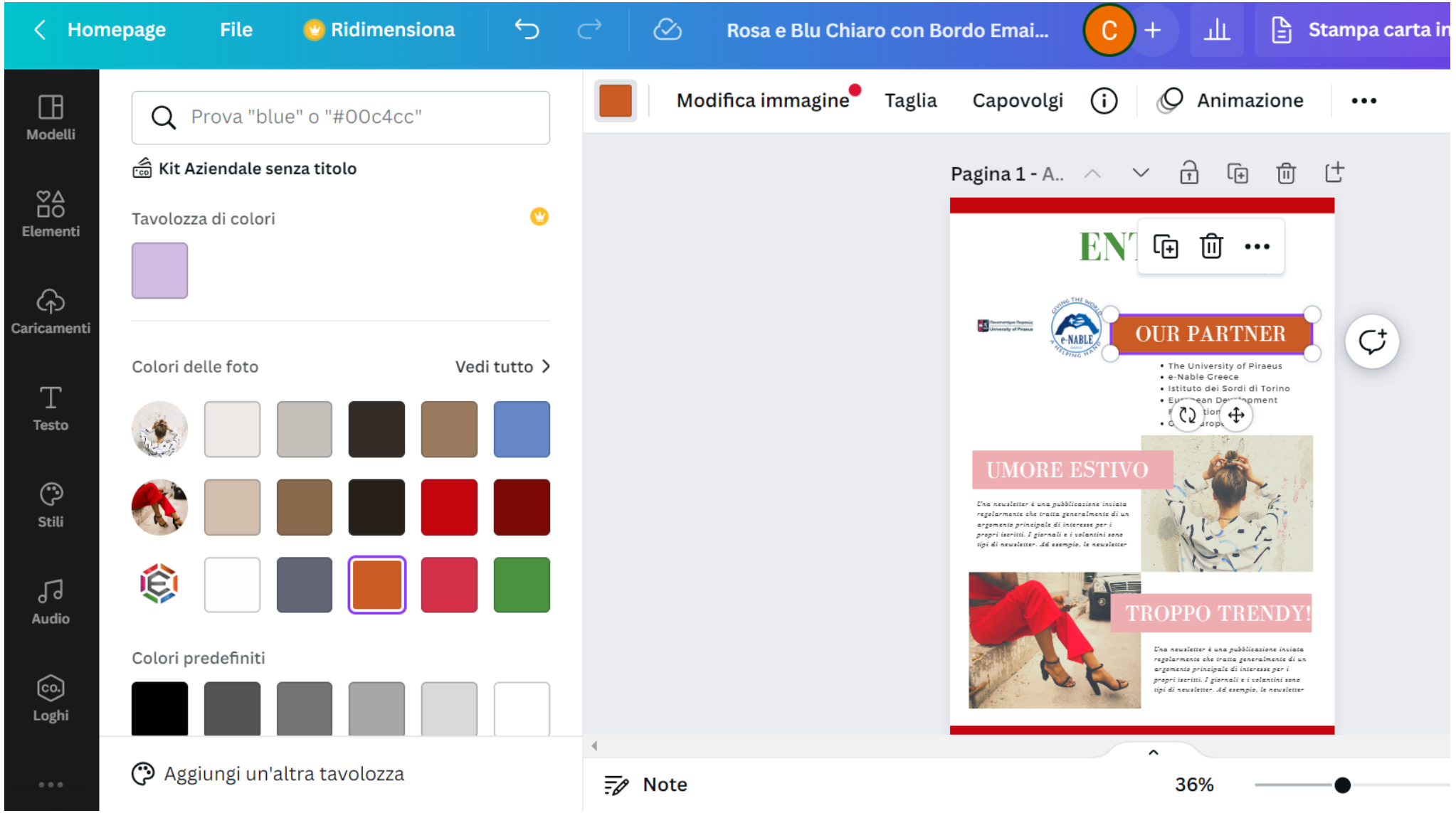
Modify the model



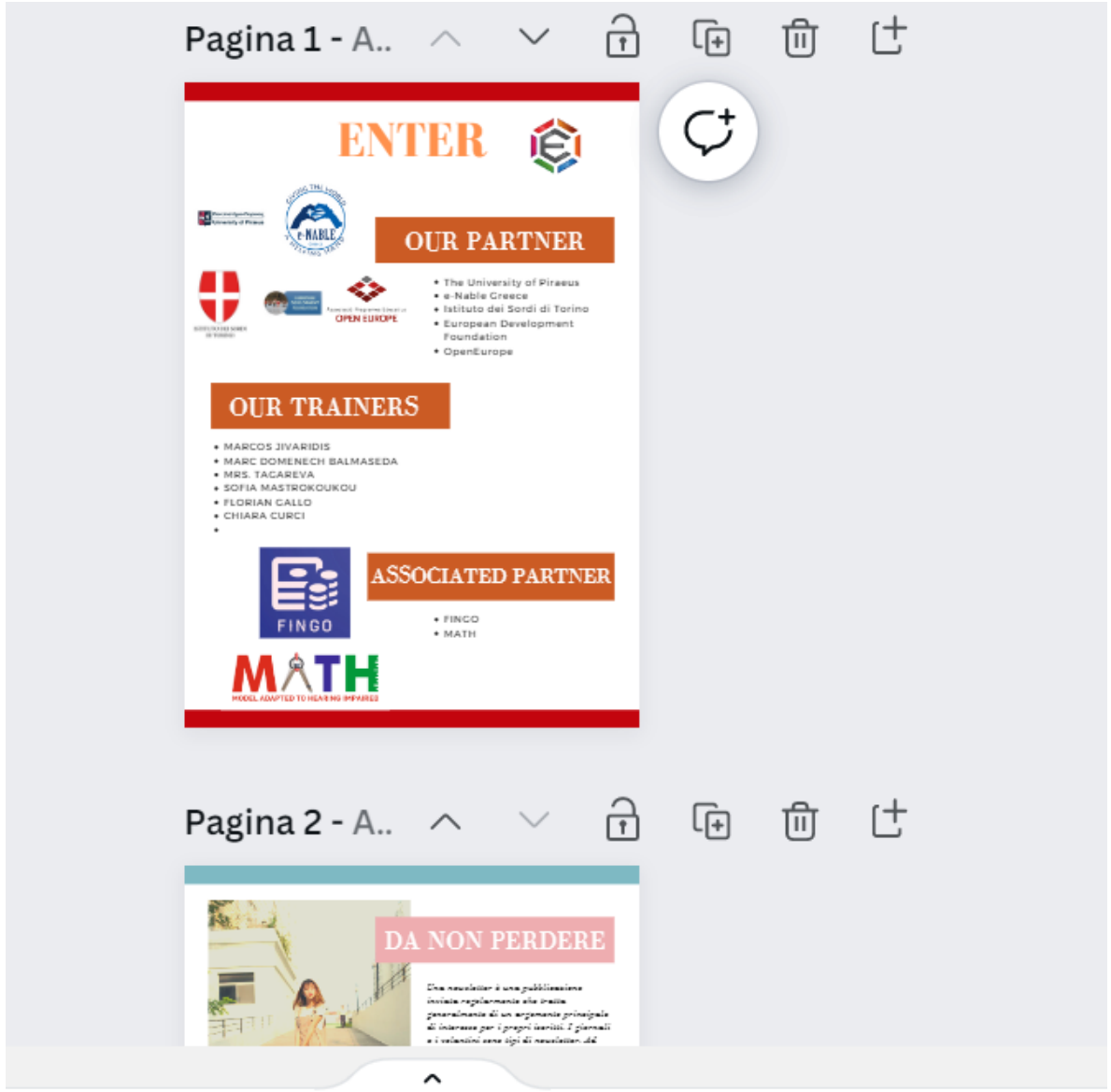
Add photos



Choose the correct colors



Delete the unnecessary pages



Change the name

SEO

Definition: SEO encompasses all activities aimed at improving “organically” the visibility of a website on search engines, **through better positioning**;

-The **SEM** (Search engine marketing) are the activities aimed at increasing the visibility and traceability of a website through search engines. (i.e Google AdWords)
-the Search Engine Report Page (abbreviated as **SERP**).
-The position of the links in the SERP, becomes a crucial element for the success of a site and thus of its ranking strategy on Google.

Fundamental factors for ranking:

- **Relevance** → popularity

- **Reputation** → number of 'followers' on social media (Facebook, Twitter, etc.) and backlinks.

Backlinks: links leading to a certain web page.

- **Reliability** → good content, relevant keywords, a good number of valuable **backlinks**.

- **Site loading speed**

- **Page usability**

How to get **backlinks**?

a) Share the articles you publish on your site, on relevant and important sites and on social networks.
b) Exchange links to your page with other blogs and sites. In this way, both sites involved in the 'exchange' of visits will acquire a backlink.
c) Buy advertising space on well-known sites.
d) **Actively participate in forums**, sites or blogs: you will receive more visits. In the case of forums, you can put the link to your page in your signature.

Tool for our Dissemination and Marketing

- Google My Business

The first step to help positioning in search engines is to register in Google My Business. Google Business Profile - Get Listed on Google (free of charge) → the product sheet of our activity with all the information that we will have previously entered: telephone, hours, images, web page address.

PRO: very useful for people who search for your name or that of your company

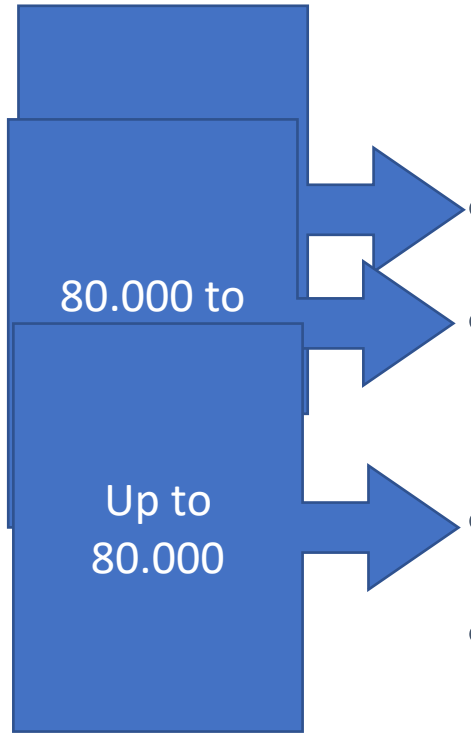
CONTRA: whith a generic search no guarantee to appear

TWO USEFUL TOOLS : FACEBOOK AND INSTAGRAM

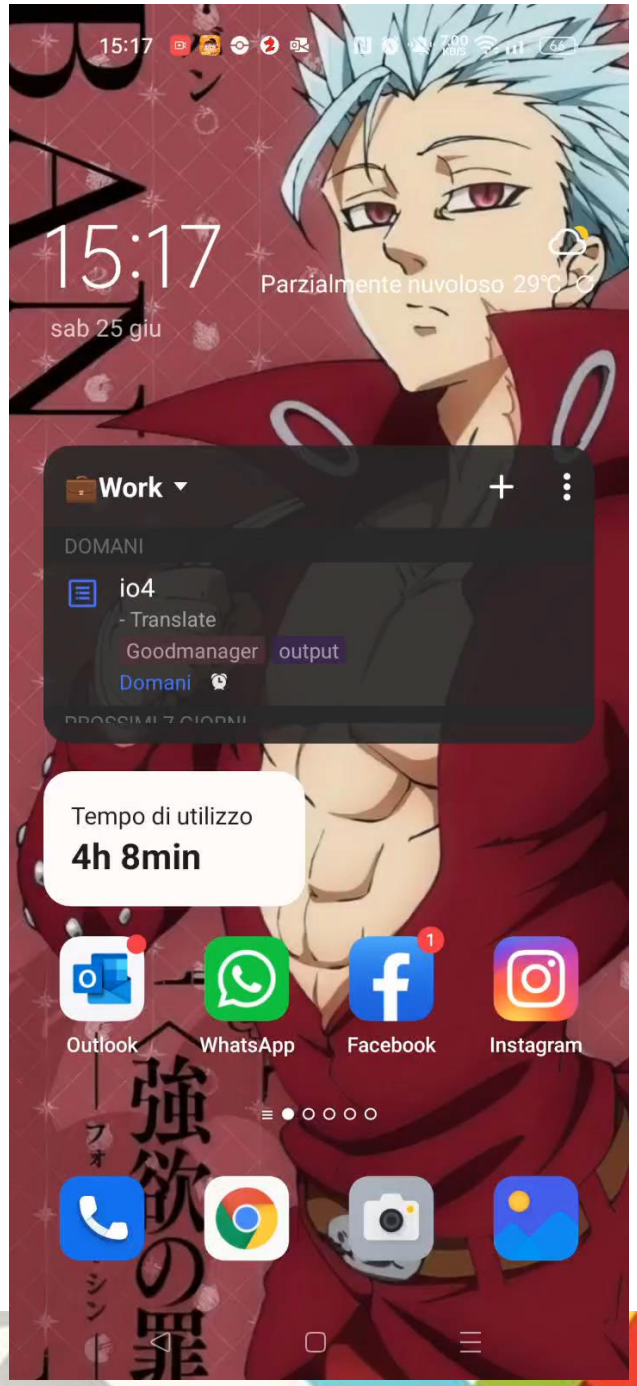
ABSOLUTE MUST WHEN TALKING ABOUT SOCIAL MEDIA:

- CONTENT: sharable and relatable, have your audience in mind (videos)
- Have your brand/immagine in mind
- Optimizing IG and FB name and bio
- Using **AR filters** on your stories amplifies visibility
- Collaborations
- (9) How To Get Your First 10,000 Instagram Followers (Without Buying Them), John Lincoln – YouTube
- 15-20 hashtags – not more than 30

SUPER SECRET RECIPE FOR HASHTAGS



- 3-5 Very popular hashtags
- 3-5 moderately popular hashtags
- 3-5 Niche-specific hashtags
- 1-2 Branded hashtags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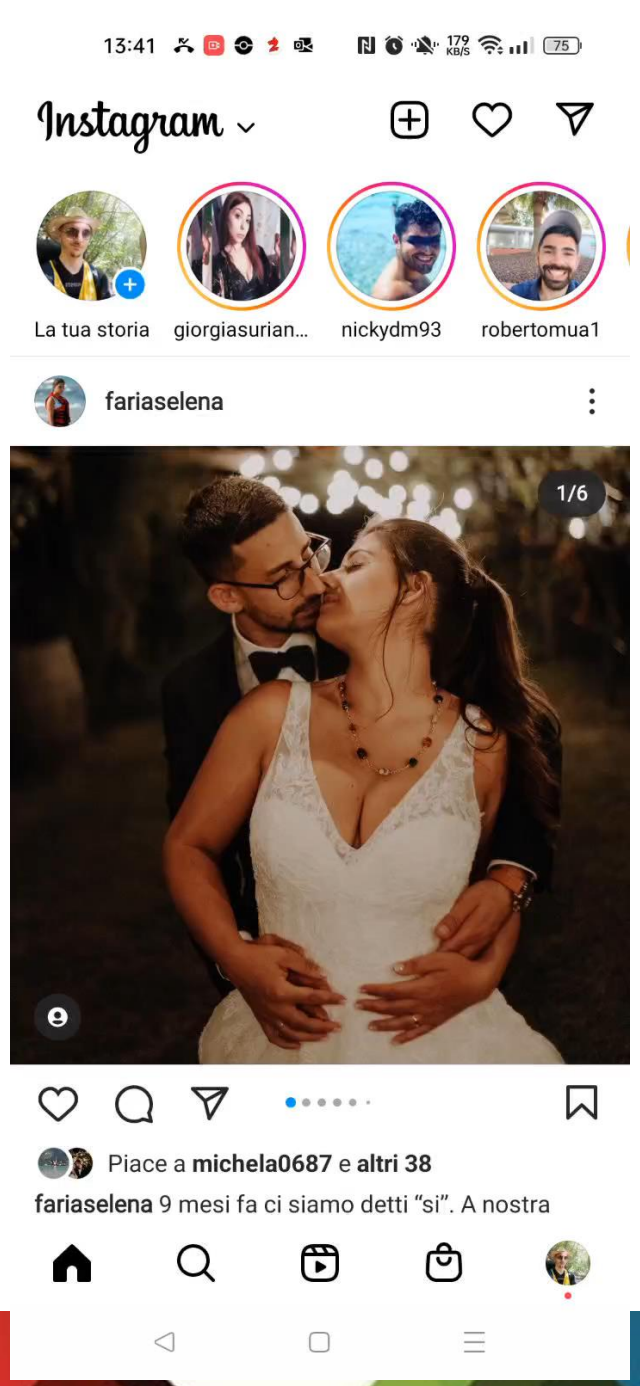
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Instagram
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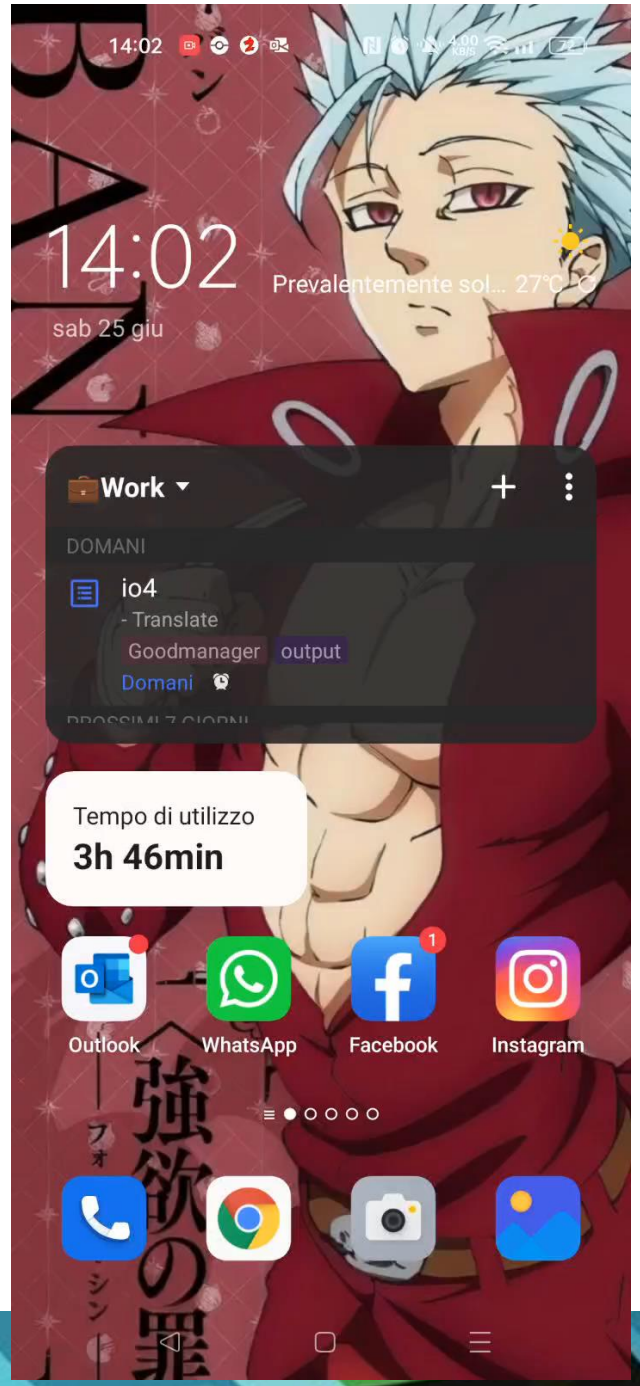
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Facebook
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Wrap-up

- When working as a team, have common goals and a clear strategy
- Digital Marketing aims to define the customer, satisfy them and retain them through actions and tools like:
- Visual identity, SMART and SWOT analysis, risk analysis, dissemination strategies, in particular:
  - Newsletter, SEO, social media
  - Hashtags, bio and name, insights,
  - Look at your audience, look at your similars