



# THE FIRST STEPS IN SOCIAL ENTREPRENEURSHIP

“Module 4 – Digital Marketing

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# Table of Contents

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<b>COPYRIGHT STATEMENT OF THE TRAINING MATERIAL</b>	2
<b>4.1 WHAT IS MARKETING AND DIGITAL MARKETING?</b>	3
4.1.1 The Marketing	3
4.1.2 The Digital Marketing	3
<b>4.2 CREATING A MARKETING STRATEGY</b>	4
4.2.1 THE SWOT analysis in Digital marketing	4
4.2.2 The Marketing Mix	5
4.2.3 Segmentation in Digital Marketing	6
<b>4.3 SEETING UP YOUR DIGITAL FOOTPRINT</b>	7
4.3.1 The Website	7
4.3.2 Email List	8
4.3.3 Social Networks	8
4.3.4 Google Analytics	8
4.3.5 Content	9
<b>4.4 EXAMPLES OF DIGITAL MARKETING STRATEGIES</b>	9
<b>REFERENCES</b>	11



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# 4.1 WHAT IS MARKETING AND DIGITAL MARKETING?

## 4.1.1 The Marketing

The majority of the people, mainly those who haven't worked on marketing or even some of those who have few experiences on it, believe that marketing is just advertising or selling. This is a misconception. Let's first learn of what is not and later we can clearly understand of is actually. The videos bellow present of what is NOT and what is Marketing.

### What IS NOT marketing?



### What IS marketing?



In addition to what is mentioned in the videos above, for a complete understanding, we have to add to key terms that are crucial for the marketing, those are the customers "needs", the customers "desires/wants" and the customers "demands".

A **need** is something that is essential and important for the people. People's needs are either physical such as eating, water, heating, or social such as belonging in a family or having friends.

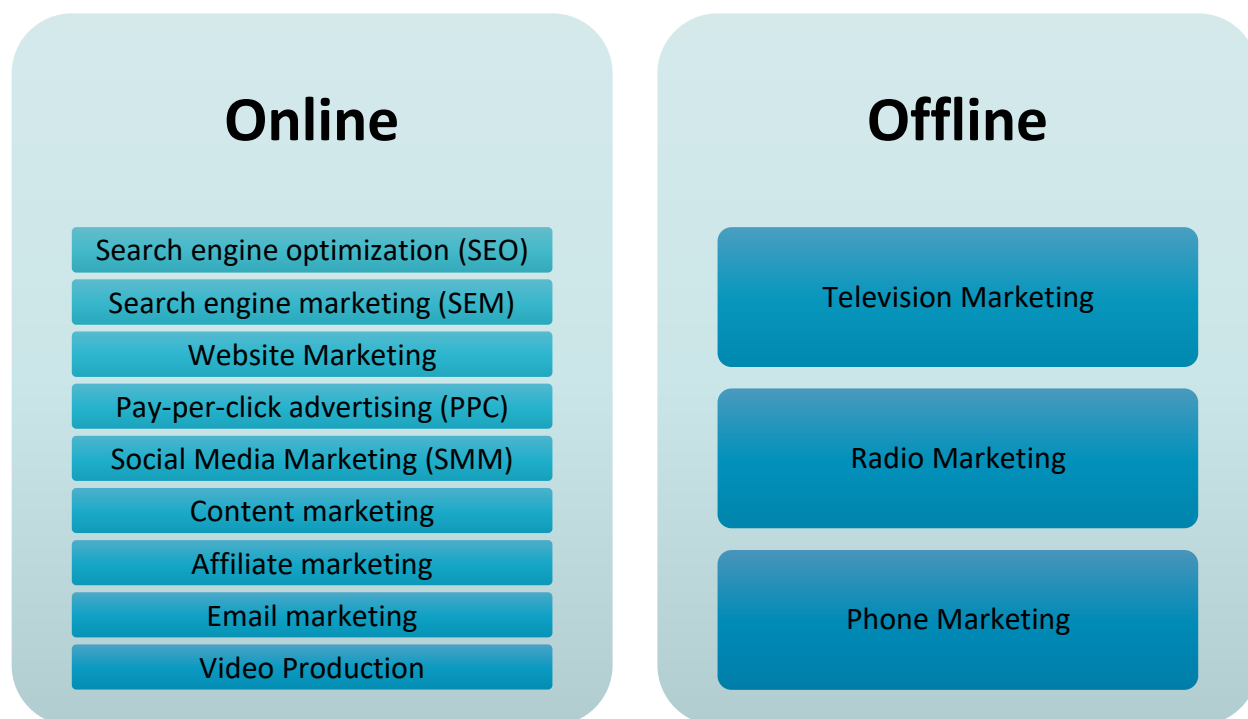
A **desire or want** is a strong feeling of wanting to have something or wishing for something to happen. For example, you may need to have food, but you want a particular kind of food like pasta.

If your digital marketing strategy shows what specific customers' needs or wants your product or service meet, then there is a bigger possibility to reach your potential customers digitally.

A **demand** is the variety of options your product can offer to the customers. It might be a demand on tastes (sweet, salt, spicy ect), on colors, on shapes, on design etc. People always tend to have a variety of options so they can make the decision of choosing the best option among others by taking into account of their budget.

## 4.1.2 The Digital Marketing

**Digital marketing** is any form of marketing **that involves digital media**. Digital marketing can be done both **online and offline**.



## 4.2 CREATING A MARKETING STRATEGY

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The marketing strategy is the first step you need to do. It helps you to identify your customers, understand their needs, and implement the most effective methods.

You will need to **create a flexible strategy that can respond to changes** in customers' demands.

First of all, you will need to identify which are the strengths and the weaknesses of your business.

**SWOT analysis** is a useful tool that **helps you to have a clear image of your reputation in the marketplace.**

### 4.2.1 THE SWOT analysis in Digital marketing

**S**  
STRENGTHS

- What technologies do you use?
- Promotion of small business is easy as it is cost effective
- Being recognized as a brand has become much easier

**W**  
WEAKNESSES

- What your competitors do better than you online?
- Which areas need to be improved in your online activity?
- What additional digital resources will you need?

**O**  
OPPORTUNITIES

**Anything happening outside which might actually benefit you if you take advantage of it?**

- What opportunities exist in the digital world?
- What are the online customers' trends?

**T**  
THREATS

**Anything happening outside which you need to be able to defend yourself from?**

- New regulation affecting marketing practices (GDPR)

SWOT analysis is a source of information for your strategic planning.

## 4.2.2 The Marketing Mix

Marketing mix means putting the right product (or service), in the right place, at the right price, and at the right time.

The **benefits** of the Marketing Mix are:

- ✓ It facilitates the communication process.
- ✓ It guides to improve your business.
- ✓ It helps in differentiation.
- ✓ It informs the customers about the product, services or facilities that your business provides.

### Product

A product, or a service, refers to a good that your business offers to the customers. It's also the experience that users or customers have with this product or service.

- How and where will they use it?
- What problem does it solve?
- What attracts people to your service?

### Place

A place refers to the distribution or placement of the product or service. You have to position the service or the product in a place that is accessible to potential customers/byers.

- Will it be sold in your business or online?

### Price

The price of a service is the amount that the customer pays in order to have it in his/her own availability. It's critical to choose the right price. The price has a big impact on the entire marketing strategy.

- What is the customers' perceived service value?

### Promotion

Promotion is very important component of marketing as it can increase the recognition and sales.

Product, Service or Idea	Place	Price	Promotion
Functionality	Location	List Price	Media
Quality	Facilities	Discounts	Advertising
Appearance	Convenience		Special Offers
Uniqueness			Communication

Below, we will present you real examples of the Marketing Mix.

## 4.2.3 Segmentation in Digital Marketing

Segmentation, which is also used as market segmentation, **is the process of dividing the potential customers into smaller groups**, or segments, **based on qualities or characteristics that they have in common**, such as age, gender, income or behavior.

The **importance** of segmentation is that:

- ✓ It saves time and money
- ✓ It builds better relationships with customers

## The 4 basic pillars of market segmentation

Geographics	Demographics	Psychographics	Behavioral
Country	Age	Interests	Usage rate
City	Gender	Values	Usage situation
Population	Education	Personality	Customers' status
Climate	Family Size	Activities	Benefits sought
Language	Occupation	Life Style	
	Income		

Let's see what is Market Segmentation in more details!



## 4.3 SETTING UP YOUR DIGITAL FOOTPRINT

### How do I start?

1. Website
2. E-mail List
3. Social Networks
4. Google analytics

### 4.3.1 The Website

- Have a URL that is easy to remember.





- All the important information about your products, services, offers, organization mission and vision, and your team should be visible.
- The website should be well structured and easy to navigate.
- The design and colors should have a nice look.
- The website should be smart device friendly, and have a responsive design for mobile phones, tables and iPads.

Examples of social enterprises websites: <https://www.socialsupermarket.org/about/>

## 4.3.2 Email List

Start building your email list by including your existing contacts!

- Personal network
- Professional network
- Social media contacts

This way you will start creating a networking community for your enterprise.

## 4.3.3 Social Networks

- Facebook
- Twitter
- LinkedIn
- YouTube
- Instagram

## 4.3.4 Google Analytics

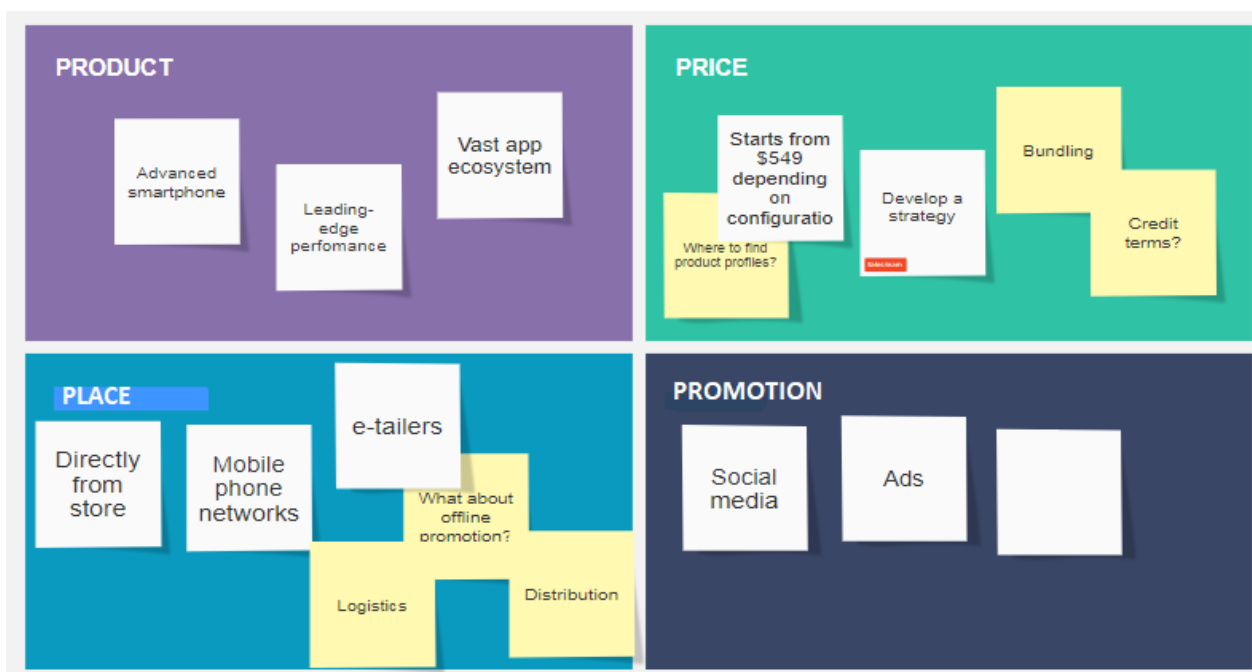
- The most widely used web analytics service on the Internet.
- A free web analysis tool offered by Google.
- Tracks the Website traffic
- Provides websites with reports
- Provides an SDK that allows gathering usage data from [iOS](#) and [Android](#) Apps, known as *Google Analytics for Mobile Apps*

### 4.3.5 Content

- Relevant to the products/services
- SEO friendly
- Easy to read
- Unique information

## 4.4 EXAMPLES OF DIGITAL MARKETING STRATEGIES

*The example of advanced smartphones!*



Miro.com

In this example, the main product will be advanced smartphone. Each item will cost \$549. Customers can buy it from the shop or online. The way that the item can reach new people is through social media and ads.

## *The example of Costa Coffee Shop!*



Tastelemington.com

Costa Coffee Shop is one of the most popular coffee shops in the world.

### **Product**

The main product of the company is coffee, but the company offers a variety of coffee flavors and types. The most famous and usually most consumed are: espresso, cappuccino, Latte, Americano. The company also sells some of their branded machines such the costa coffee machine to other businesses.

### **Price**

Costa Coffee has a diverse price list. Each product has a different cost. The price is at premium range because of its value and high quality. The price is also formed based on competition analysis. The company believes that price is secondary for the customers who wants a good quality coffee.

### **Place**

Costa Coffee operates in 31 countries with around 3300 shops. The company started in India in 2005!

### **Promotion**

At the beginning, the company followed the strategy of word of mouth to promote its product. Later, on the new products, they provided free samples to their customers so they got immediately a first feedback and customers impression. Along with the samples they offered discounts and they focused on the promotion through the digital media campaign. A campaign that the company followed was ShakeUpSummer which promotes company's cold coffee. Moreover, they printed their logo on the cups served to the customers.

## *The example of Coca-Cola!*



### **Product**

Coca cola has a wide product range. The company offers coca cola, coca cola light, coca cola green, Fanta, sprite and etc. The products are sold in various packaging and sizes. For example, a coca cola is sold in bottle or tin, in 300ml, 500ml or 1lt.

### **Price**

Coca Cola follows two price strategies in their marketing mix. They charge different prices for products in different segments.

### **Place**

Coca Cola operates in 200 countries in the world. The products are available in almost all retail shops and supermarkets. Coca cola also distributes products to hotels and restaurants.

### **Promotion**

The promotional strategy of coca cola focuses on ad campaigns like TV, on print media, sponsorship, online ads etc.

For additional reading and examples follow this [link!](#)

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