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D2.3 IFS Pilot Course Report

"**Freelance school**"
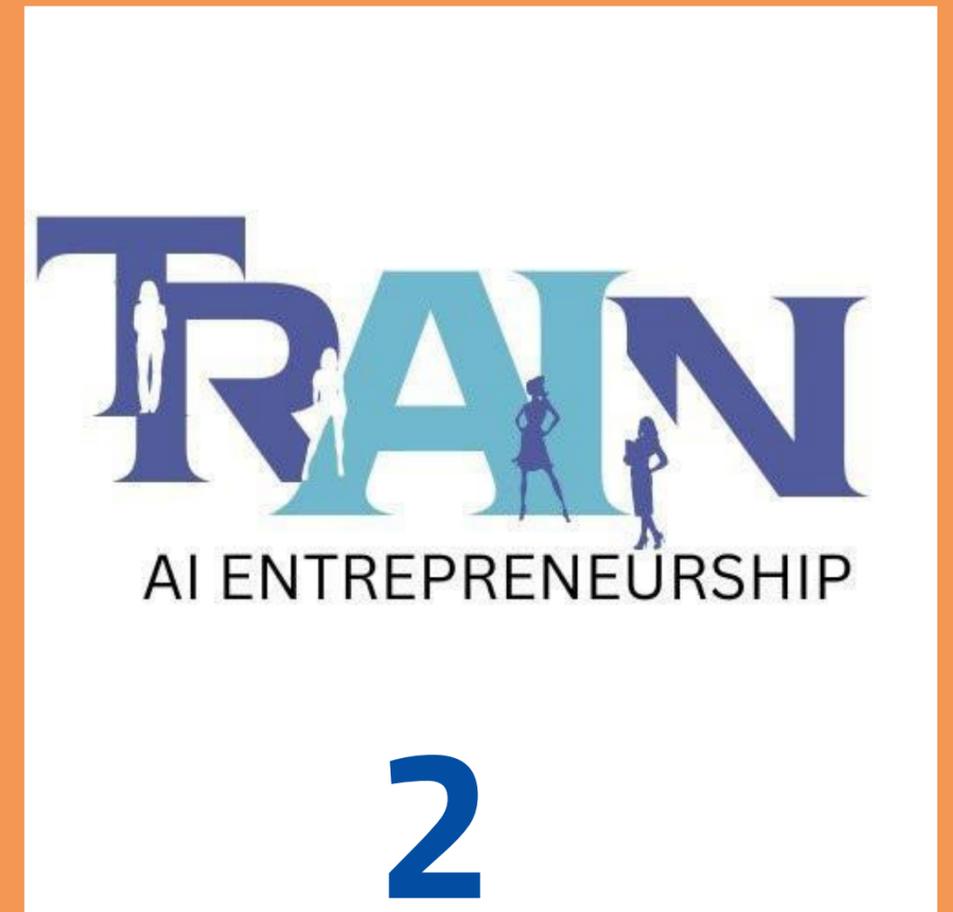
TRAIN
AI ENTREPRENEURSHIP

2

Marketing is -

Marketing is an activity aimed at creating demand and achieving the goals of the enterprise through maximum satisfaction of consumer needs.

Marketing is about competitiveness.

Marketing is the art of being needed.

Marketing is not about what you sell, it is about why people buy.

Marketing is a way to the heart and wallet of the consumer.

Marketing is.....

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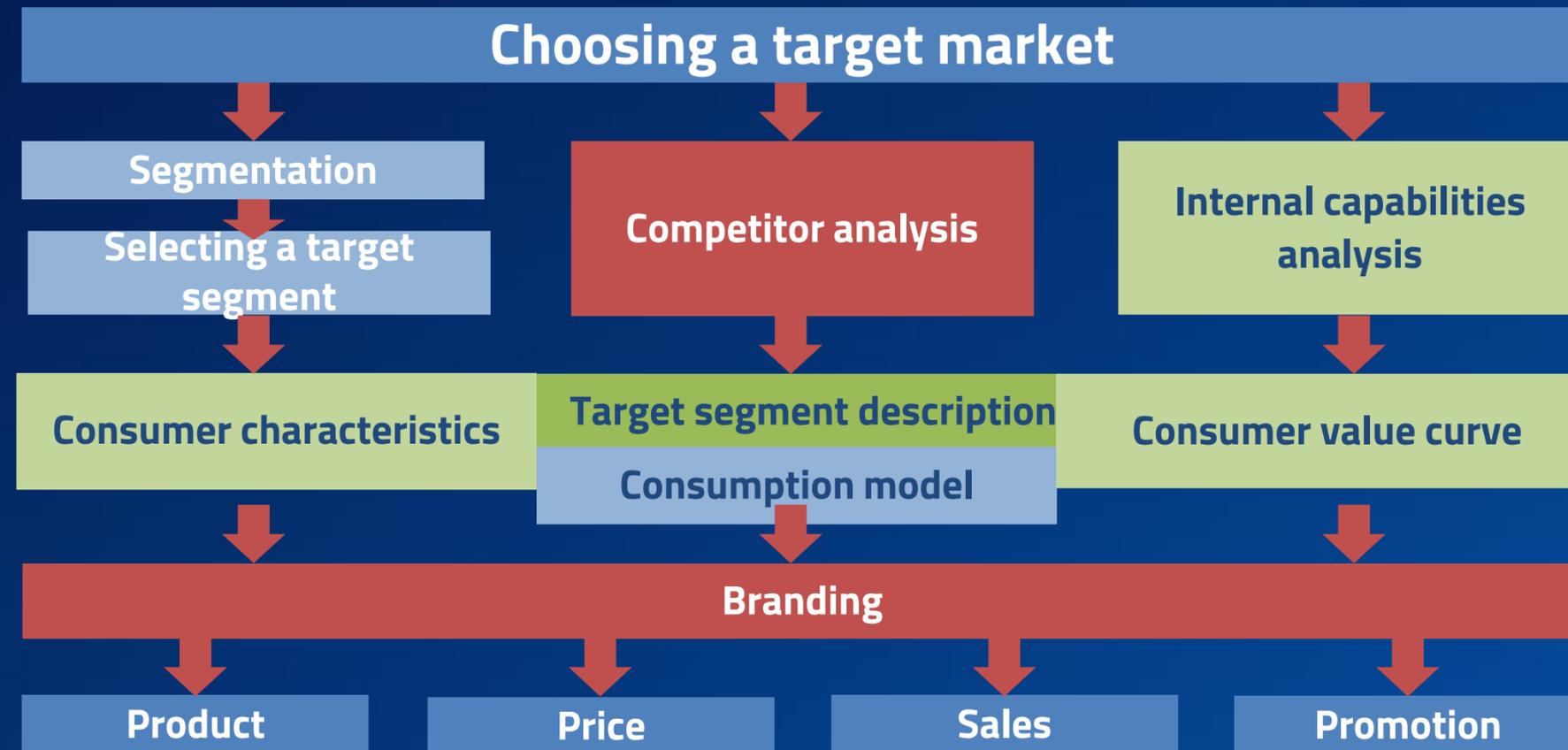eit Food

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The role of operational and strategic marketing

Operational marketing	Strategic marketing
Action-oriented	Analytical orientation
Existing opportunities	New opportunities
Non-product related variables	Product related variables
Stable environment	Dynamic environment
Reactive behavior	Warning behavior
Day-to-day management	Long-term management
Marketing Department	Cross-functional

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Marketing plan

Marketing Goals

This is where you need to understand why marketing research and technology are needed in business, th

what goals are achieved through marketing.

If your goal is to increase profits by 30%, then the marketing goals will be:

- increasing entry into the epicenter of sales;

- increasing and maintaining consumer flow in the epicenter of sales;

- increasing the speed of converting potential consumers into buyers;

- strengthening market positions.

Marketing research

Marketing research can be defined as the complete and objective collection and analysis of infor related to solving marketing problems.

The role of marketing research is to assess the marketing situation, to provide activities with infor that allows you to create an effective business marketing program.

The goals of marketing research:
- reduce uncertainty and minimize risk in the process of making management decisions;
- information support for marketing and business activities;
- identify and model the patterns and trends of market development, assess the market situation, det market capacity and provide a demand forecast;
- analysis and forecast of one's own business opportunities (potential and competitiveness), the sta prospects for the development of the market segment.

Marketing research process algorithm

Formulating the goal and objectives of marketing research

Selection of research directions, sources and methods

Collection of necessary information

Analysis of collected information and interpretation of data

Preparation of a report and recommendations on the research results

Portrait of our client

- gender;
- age;
- religion;
- marital status;
- nationality;
- profession, education;
- annual income;
- preferences/passions/hobbies;
- how to spend free time;
- favorite brands (clothes, car, dishes,
- cell phone, etc.);
- lifestyle

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Portrait of the target audience (Persona)

To create a portrait of your ideal buyer, try to imagine which people are most likely to turn to your products and services.

Here are the questions that will help you:

- What do they do?

- How old are they?

- What are their hobbies?

- What is their salary?

- Where do they live?

- What are their goals for the present and the future?

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## A tool for planning, analyzing risks and goals when developing a marketing plan – SWOT analysis

SWOT analysis is a strategic planning method that involves identifying internal and external environmental factors and dividing them into 4 categories:

Strengths: internal capabilities (skills, potential) or resources that can lead to the formation of a competitive advantage

Weaknesses: types of problems, areas of activity that are not being implemented well enough, or resources, a subsystem of potential that are being used inappropriately or inefficiently

Opportunities: alternatives that can be used to achieve goals (outcomes)

Threats: any processes or phenomena that impede movement towards achieving goals
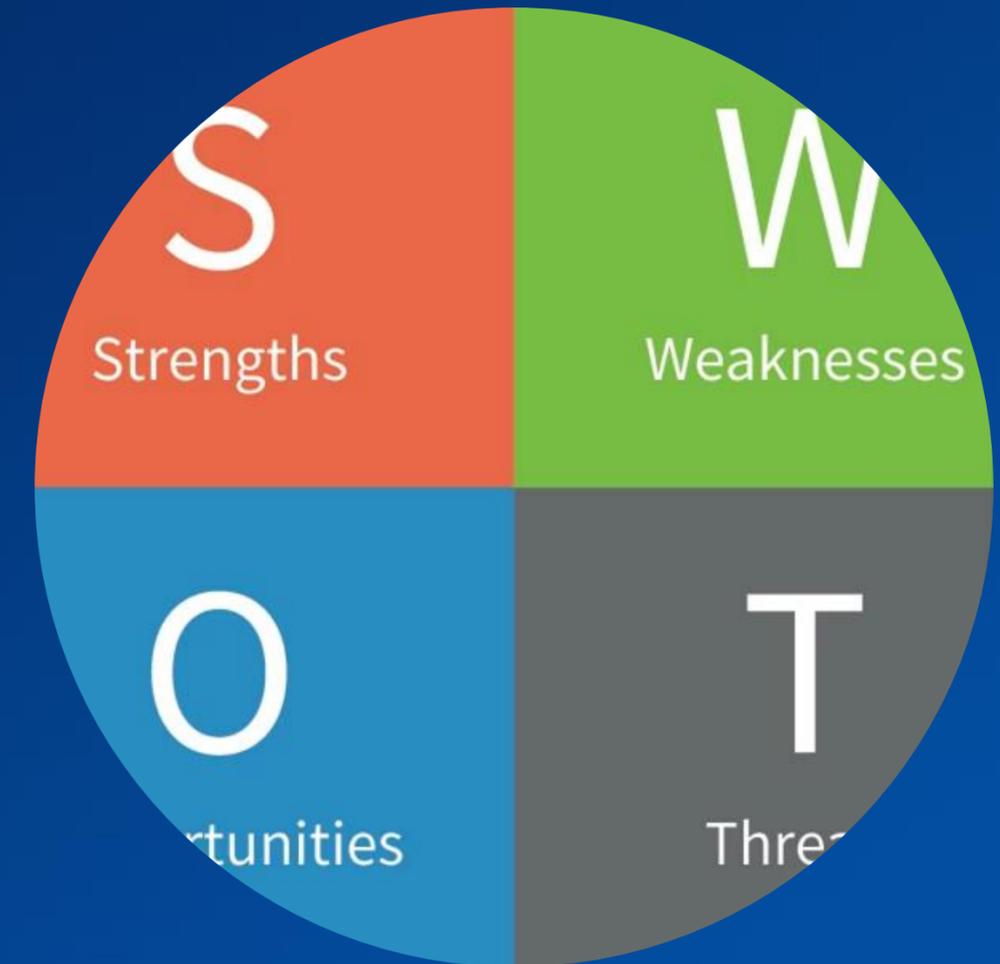
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SWOT -ANALYSIS

Strengths/Weaknesses

What are the strengths/weaknesses of your business?

What do you do better than everyone else?

What are your strengths/weaknesses that your customers see?

What is your unique selling proposition (USP)?

How can you increase your profits?

Threats:

What obstacles do you face?

What do your competitors do that you don't?

Are there quality standards for your offering that change frequently?

Are there any challenges you face?

Can your weaknesses seriously threaten your business?

Opportunities:

What opportunities do you see?

What interesting trends are happening in your niche?

What changes in politics, society, technology are beneficial to you?

S (strengths)	W (weaknesses)
1.	1.
2.	2.
3.	3.
O (opportunites)	**T (threats)**
1.	1.
2.	2.
3.	3.

Marketing complex

Product: the production, sale of goods or provision of services needed by consumers.
Price: developing the right pricing strategy.
Promotion: informing consumers about the offered goods and services.
Place: choosing the ways and methods of distribution.

«4P» of a Seller

«4C» of a Consumer

Product	Consumer needs and wants
Price	Consumer cost
Place	Convenience
Promotion	Communication

with your target audience.

Evolution of marketing tools system concepts

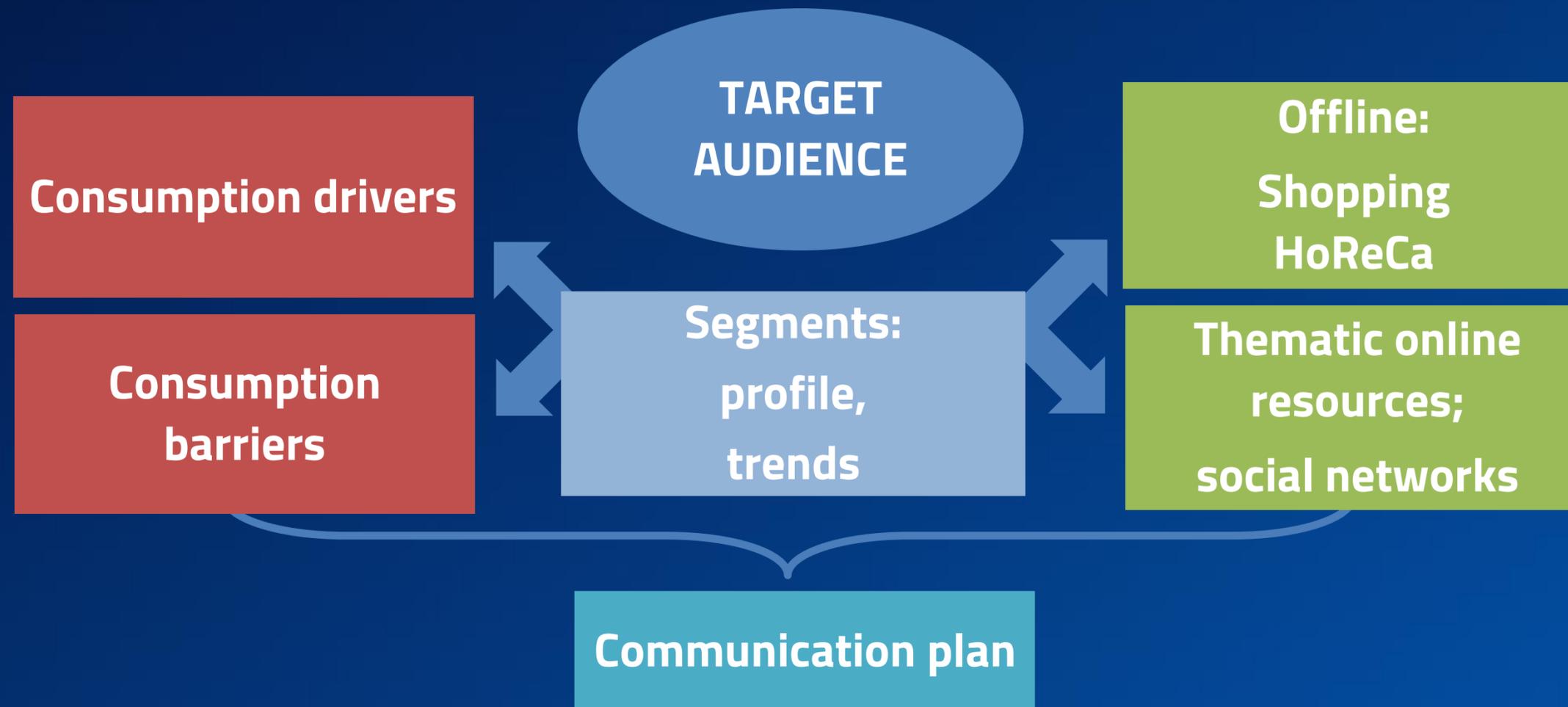| Complex	Elements	Translation
4 P	Product Price Place Promotion	Продукт Ціна Місце (розподіл) Просування
5 P	4P + People	4P+ Люди
6 P	5P + Publicity	5P + Публічність
7 P	5P + Process + Physical Evidence	5P + Процес + Фізичний доказ
8 P	7P + Perceptual psychology	7P + Психологічне сприйняття
10 P	5P + Personnel +Package +Purchase + Probe +Public Relations	5P + Персонал + Упаковка + Покупка + Апробація + Зв'язки з громадськістю
12 P	5P +Personnel + Package + Purchase + Public Relations + Process + Physical Premises + Profit	5P + Персонал + Упаковка + Покупка + Зв'язки з громадськістю + Процес + Навколишнє середовище Прибуток

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Integration of SMM campaigns into the overall marketing strategy of the business structure

BUSINESS GOALS

Place in the market

Sales level

Sales efficiency

Marketing goals

- Expand existing target audience
- Attract a new target audience
- Increase the frequency of consumption and use of the product
- Increase target audience loyalty

Communication goals

- Create demand for the product
- Ensure the level of product recognition
- Fix the image of the product in the mind
- Encourage product purchases

SMM Goals

- To form a culture of consumer patterns
- Create/Change brand reputation
- Monitoring consumer patterns
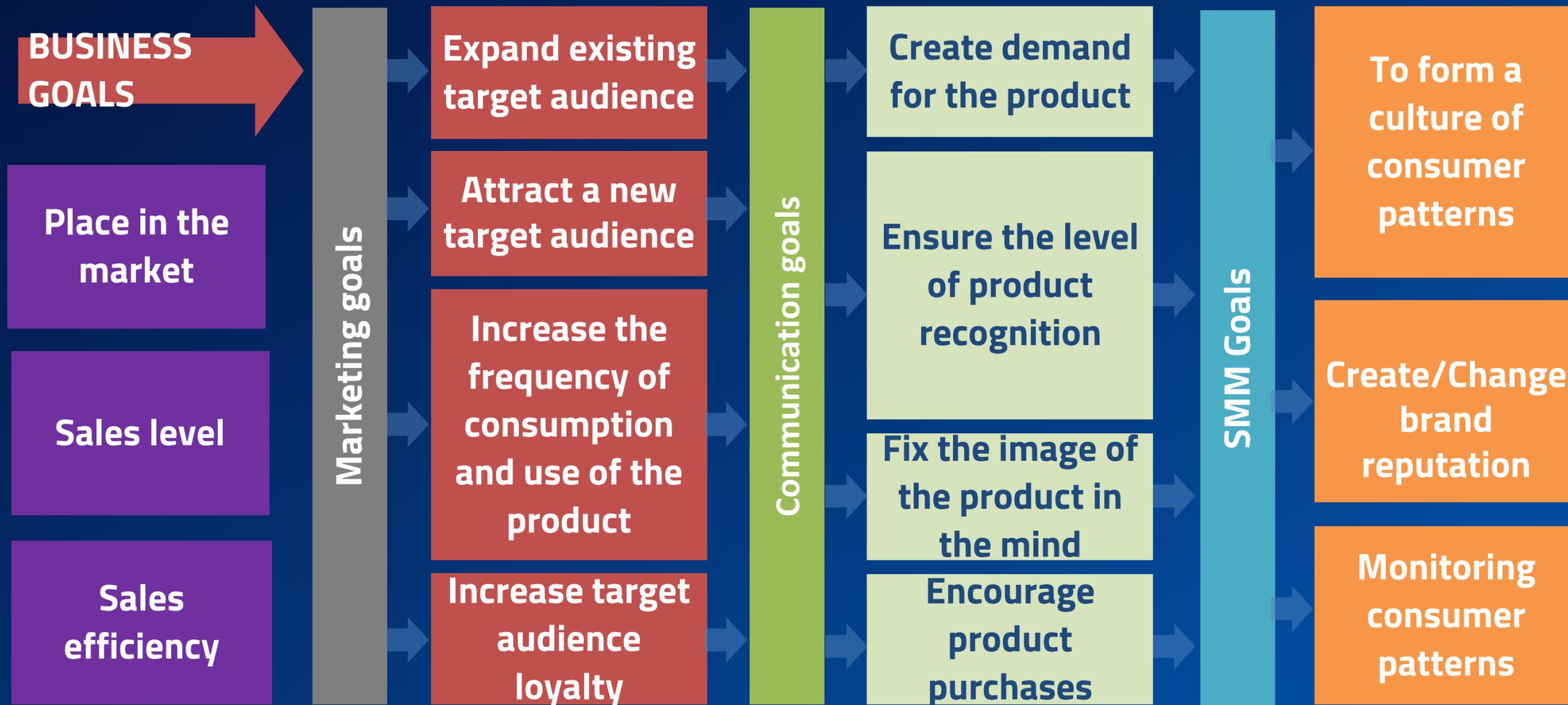
Integration of SMM campaigns into the overall marketing strategy of the business structure

Promotion on Facebook

Advertising Objective

1. "Awareness" Objective: We show advertising to people who are more likely to pay attention to it. FB automatically adjusts the display mode so that the user remembers the advertisement.

2. "Reach" Objective: We show advertising to the maximum number of target audiences.

3. "Increase traffic" Objective. Suitable for most cases. Allows you to show advertising to those who are more likely to go to the landing page on Facebook or to the website page.

4. "Engagement" Objective. Advertising is shown to those who are more likely to react to the content and interact with it (comments, retweets, likes, responses to invitations and acceptance of offers).

Promotion on Instagram

Maintaining an Instagram account.

Defining the target audience.

Developing a content plan, rubric.

Divide the description into paragraphs.

Use emoticons (emoji).

Creating and selecting target hashtags:

- branded/unique #itschooleasycode

- thematic — #fooddelivery

- popular general — #wedding.

Use 3-10 hashtags in a post.

Photo/video content, reels, design and layout of posts Copywriting. Publishing posts according to the content plan.

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Promotion on Instagram

Converting an account to a business profile

name, descriptor, avatar and account description in the profile header;

login (1-2 words through "_", in English)

name (30 characters, in Ukrainian)

Description:

indicate information about the company;

indicate the region in which the company operates;

phone number;

website or link to a community in another social network;

indicate contact information on (Viber, WhatsApp, Telegram)

Advertising on Facebook and Instagram

Features:

- **Two types of payment: prepayment, postpayment.**

- **Advertising is highly automated.**

- **Text should not occupy more than 20% of the image (FB and Instagram), otherwise the reach will be less.**
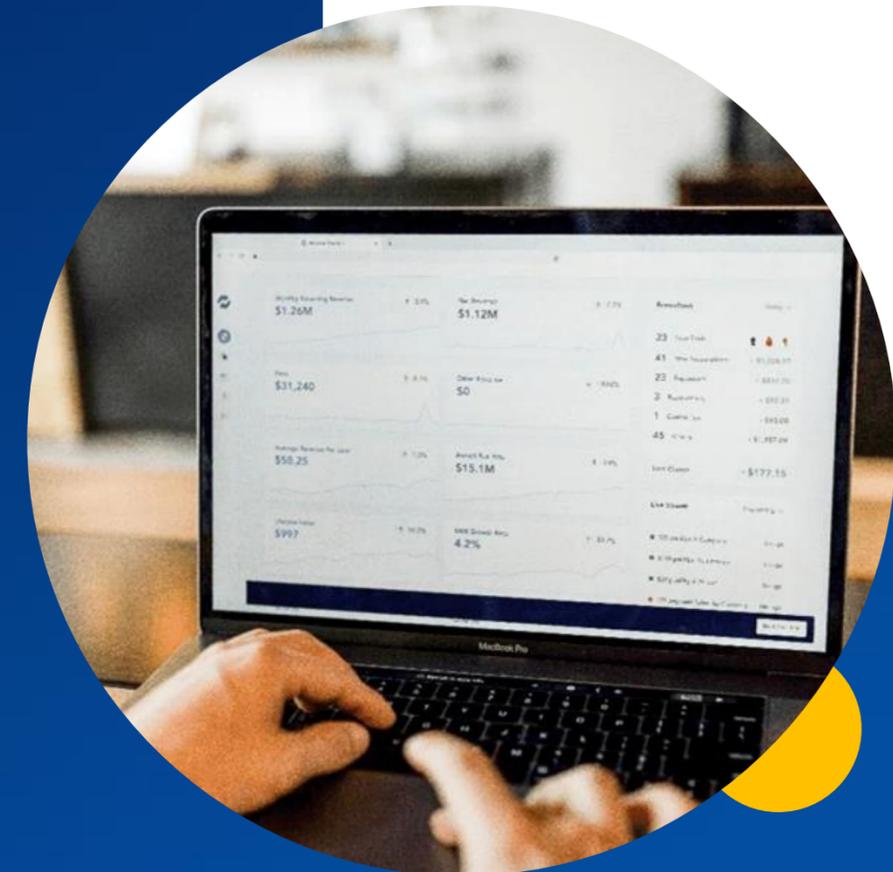
Promotion on YouTube

Youtube channel design.

Creating a Youtube channel already presupposes the existence of an idea and direction, knowledge of the target audience, goals.

Creative design: the best videos will not find viewers if a ridiculous name for the channel on Youtube is chosen. Or if it is poorly designed.

Content strategy

The global goal for business videos on YouTube is conversion.

4 types of YouTube video content to promote your brand or products:

image - a video story about the company, the main "message" of your brand;

advertising - short videos about your products and current offers;

entertaining - informal content;

product - videos that talk about your main products

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Promotion on Pinterest

Creating a business account on Pinterest:

The marketplace does not charge an additional fee for creating a business profile, there is full access to analytics tools.

The ability to link up to four business profiles to the main profile.

In your personal account, click the icon in the upper right corner and click "add a free business profile", then follow the instructions.

Choose at least one business topic. Specify the field of activity, and Pinterest will provide suggestions for advertising content.

Specify the type of organization, add the site name, email.

Synchronize with accounts on other social networks.

Download the Pinterest button for your browser

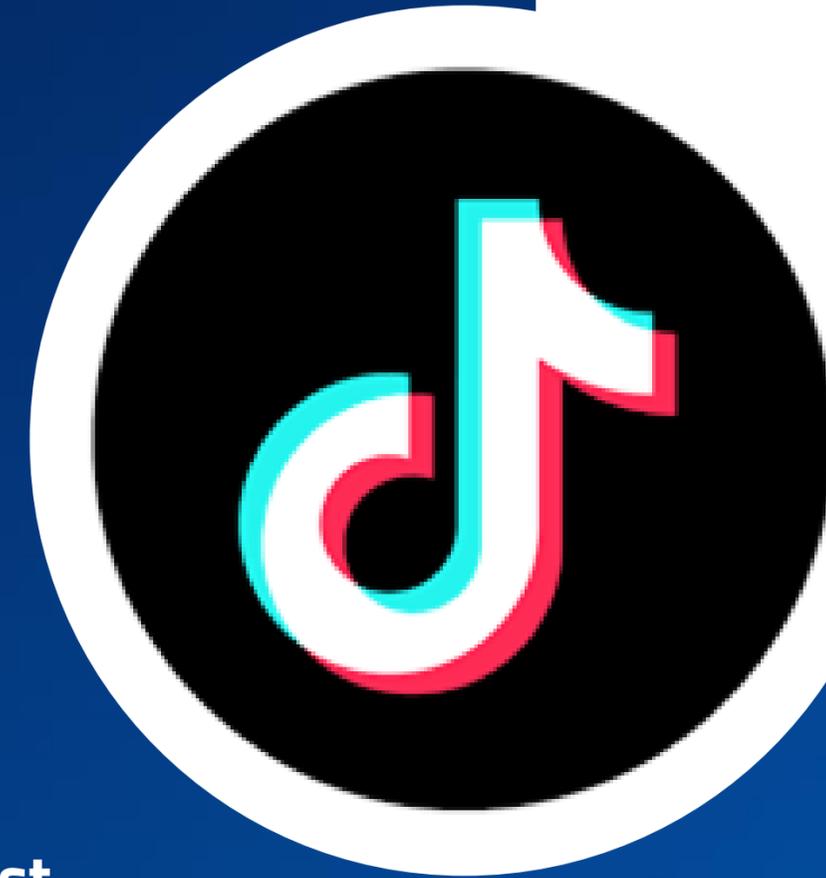HEI-TRAIN. HEI Transformation for
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Promotion on TikTok

Types of ads on TikTok:

- **Brand Embedding**

- **In-feed Video Ads**

- **Hashtag Ads**

- **Brand Lenses**

- **TikTok allows you to engage partner platforms as advertising platforms**

- **TikTok allows you to independently choose where to place your ads and show them where they will be most effective**

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Digital marketing analytics to achieve marketing goals

Key SMM performance indicators are:

- **growth in the number of community/group subscribers;**

- **reach of advertisements;**

- **reach of posts;**

- **targeted user activity;**

- **growth in site visits from the group on the social network and increased traffic;**

- **economic parameters;**

- **number of targeted actions taken by users**

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Practical task

Having united in groups, build a portrait of the target audience and determine social media for communication channels with the target audience in accordance with the idea that will be indicated on the slide in the group.

Record the results in a thesis.

20 minutes for group work.

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Homework

1. Create a portrait of the target audience for your social entrepreneurship idea

2. Conduct a SWOT analysis of your social entrepreneurship idea

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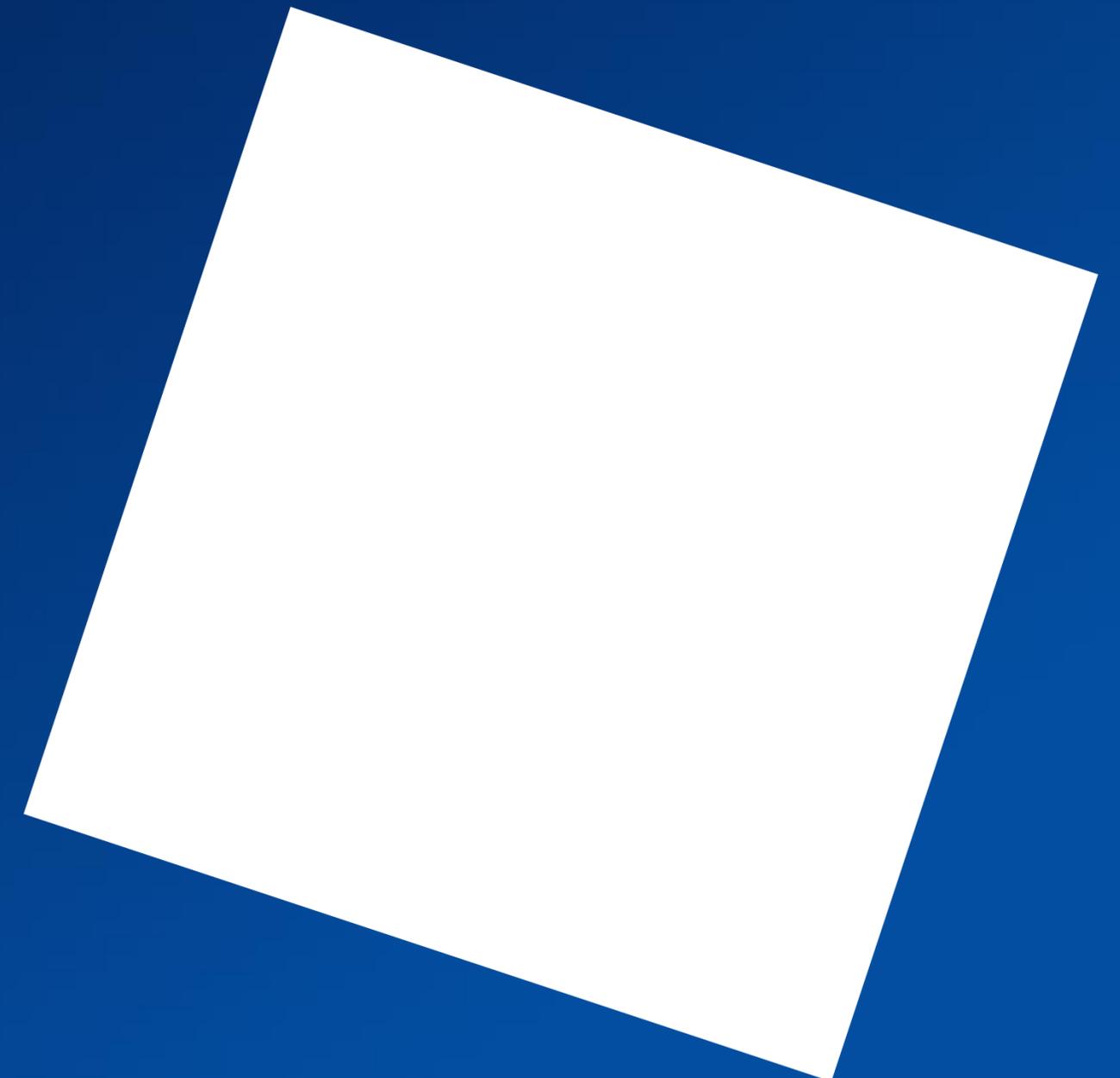Entrepreneurship and AI-Driven Innovation

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What to watch for inspiration

- **The Social Network (2010, USA)**

- **Jobs (2013, USA)**

- **"Madison Avenue Advertisers" (Crazy) (2007, USA)**

- **The Intern (2015, USA)**

- **Thank you for Smoking (2006, USA)**

- **Silicon Valley (2014, USA)**

- **The Founder (2016, USA)**

- **99 francs (2007, France)**

- **The Wolf from Wall Street (2013, USA)**

- **Syrup (2013, USA)**

List of free courses and platforms

- **SMM:** https://prometheus.org.ua/course/course-v1:Prometheus+SMM_F101+2023_T1

- **Digital marketing:** https://prometheus.org.ua/course/course-v1:Prometheus+DM101+2021_T1

- **Marketing: developing and selling a value proposition:** https://prometheus.org.ua/course/course-v1:Prometheus+MARKETING101+2015_T2

- **A selection of free courses from Meta in English (Facebook, Instagram) on marketing and promotion on social networks:** https://www.facebook.com/business/learn/courses

- **Free course from Google Digital Marketing Fundamentals:** https://skillshop.exceedlms.com/student/collection/718436-digital-marketing