



Entrepreneurship for the Creative Industries



Marketing for your Enterprise

Henry Loeser PhD



Marketing

Definition

- Positioning your product / service in the marketplace



Marketing

Marketing

- Mission, strategy, planning, research, analysis, tactics, branding, targeting segmenting, messaging, delivering, evaluating



Marketing

- Strategy – Objectives, Plan,
- Research – markets, sellers, buyers, segmenting, targeting
- Message – Brand, Value Proposition
- Delivery – Targets, Channels, Engagements
- Evaluation – Metrics, Execution, ROI



Marketing

Mission & Strategy

- Goals, objectives, plan



Marketing

Research

- Objectives, strategy, data collection, analysis, conclusions



Marketing

Research

- Markets, sellers, buyers, segmenting, targeting



Marketing

Message

- Brand, value proposition, design, formatting



Marketing

Delivery

- Objectives, strategy, channels, formats



Marketing

Delivery

- **Email marketing**
- develop relationships for brand building with current and prospective customers



Marketing

Delivery

- **Content marketing**
- consistently developing and distributing valuable content — blog posts, videos, infographics, ebooks, case studies, interviews, white papers, etc.



Marketing

Delivery

- **Search engine optimization (SEO)**
- making your website rank high in the search engine results pages (SERPs) for a certain term or keyword



Marketing

Delivery

- **Social media marketing**
- Facebook, Twitter, LinkedIn, Instagram, YouTube, Snapchat, and Pinterest to build your brand, grow your following, establish relationships, and generate sales



Marketing

Delivery

- **Word of mouth marketing**
- happy customers can positively affect other buyers' intention to buy.



Marketing

Delivery

- **Influencer marketing**
- people with a dedicated social media following — to mention or endorse your product



The Media Enterprise

Delivery

- **Offline advertising**
- **Radio, TV, print, outdoor, direct mail**



The Media Enterprise

Delivery

- Online advertising
- Display, search, native, paid social, affiliate



The Media Enterprise

Delivery

- **Community building**
- a group of people — ideally, your customers and target audiences — who come together because of their attachment to a product or brand.



The Media Enterprise

Evaluation

- Metrics, analytics, execution, ROI,



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