MASTERING MARKETING

A free Workshop for Outdoor Rec Businesses

creative startups®

This workbook belongs to:

Bold and brilliant ideas may inspire you to leap before you look.

~

Never fear, the ground will rise up to meet you.

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MASTERING MARKETING: A Workbook for Outdoor Recreation Entrepreneurs

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Marketing in a Wild World: Explore a Favorite Brand

Sometimes it's easier to analyze someone else's marketing strategy. Take a minute and pick a company or brand you like - that is in a different industry than your own.

Company you picked: _____

Visit the company's website, YouTube, and Facebook or Instagram page.

In pairs, answer the following questions about each of the brands you chose:
1.) Note two types of customers the brand seems to target. Why do you say these two customer segments?

2.) What are the core messages you see for each of these segments?

3.) What **feeling** is the company selling to these segments? Is it the same feeling for both? Why do you say this?

4.) What three words describe the company - from the marketing communication you have reviewed?

Now, repeat this exercise with a brand you admire in the outdoor recreation sector.

"People don't buy what you do, they buy why you do it."
— Simon Sinek

Case Study: Your Company, Your Brand

Visit your websites, YouTube, Facebook, Instagram pages, or similar.

Answer the following questions about your companies:
1.) Note two types of customers the brand seems to target. Why do you say these two customer segments?

2.) What are the core messages you see for each of these segments?

3.) What **feeling** is the company selling? Why do you say this?

4.) What three words describe the company - from the marketing communication you have reviewed?

"Startups are a race against time."

Marketing in a Wild World: Your Goals

Marketing goals drive a firm's marketing strategy. Most businesses revisit their marketing goals at least quarterly, updating goals based on customer feedback, web and social media analytics, and emerging trends.

We hope your goals will change and evolve over the course of the next few weeks. For now, take a moment to jot down your goals.

A few ideas to get your creative mind kick-started:

- New knowledge and skills
- Number of newsletter subscribers
- Facebook followers or social media engagement
- In-bound Sales Leads
- Conversion Rate

Over the next 2 weeks:
1.)

2.)

Over the next 3 - 6 months:
1.)

2.)

"Good marketers see consumers as complete human beings with all the dimensions real people have." – Jonah Sachs

Core Messages: Customer Segmentation

"Everyone is not your customer." – Seth Godin

Small businesses and startups alike have limited marketing budgets and therefore need to focus marketing resources on customers most likely to buy their services and products.

The old way of doing customer segmentation is by demographics. And some of this information may be useful. However, by and large, most marketeers today will suggest small business owners shape their marketing strategies around segments defined by shared values, characteristics, identities, and needs.

Spend 20 minutes making a list of your most recent 10 or so customers. Place these in a table and add information next to their names including:

- How they found out about your business (channel)
- Why they bought your product/service (need/pain)
- What feeling they hoped to experience while/after buying from you

CUSTOMER	CHANNEL	NEED/PAIN	FEELING
Silivia Smith	our website	family outing for various ages	relief - easy to find something to make everyone happy

What commonalities are you seeing? What questions would you ask your customers to more accurately develop and sort customers into segments?

Visit Hubspot.com for an excellent article on Customer Segmentation.

Crafting Your Core Messages

Core messages should resonate with your customers - and be somewhat tailored to various segments. Thinking about your customer segments, work through these two challenges.

Segment 1: _____

What are they seeking to feel when they buy your product/service?

What kind of image would convey this feeling? Who is in the image?

What three words - single words - grab their attention? "Fun" or "safe" or "rewarding".

Do you have customers (big brands or well-known people) who use and trust your brand? Can you/do you refer to them in your marketing?

Does the buying process reflect your brand?

Segment 2: _____

What are they seeking to feel when they buy your product/service?

What kind of image would convey this feeling? Who is in the image?

What three words - single words - grab their attention? "Fun" or "safe" or "rewarding".

Do you have customers (big brands or well-known people) who use and trust your brand? Can you/do you refer to them in your marketing?

Does the buying process reflect your brand?

Create a Draft Marketing Message

We invite you to draw! Or make a collage. Or create a graphic in Canva. But, make sure you capture the feeling, words, and where they can buy your product/service.

*"Speak to your audience in their language about what's in **their** heart." – Jonathan Lister*

The Numbers That Matter

Marketing effectiveness can be measured. You know that from watching your revenue go up or down! But there are several numbers you can track that will help you make data-driven decisions to ensure your revenue keeps going up. These include:

1.) Emails opened, In-coming Calls, Website Visits, Newsletter Opens, Clicks, Forwards
2.) Conversion
3.) Cost of Customer Acquisition (CoCA)
4.) Return on Marketing Spend (ROI)
5.) Customer Retention Rate
6.) Lifetime Value of Customers

Gather as much data as you can to figure out for your business each of the above numbers.

1.) Emails, Calls, Visits, Opens, Clicks, Forwards

How many people make inquiries about your product/service to you monthly?
~ By phone

~ By email

How many people visit your website daily? Weekly?

How many new people "like" your Facebook page weekly/monthly?

How many new people comment on your Instagram posts weekly/monthly?

If you send a newsletter, how many people open it, click on links, forward it to others?

Which content seems to engage people the most?

The Numbers That Matter, continued...

2.) Conversion

$$\frac{\text{People who bought after seeing my targeted Facebook advertisement}}{\text{People who saw my targeted Facebook advertisement}}$$

$$\frac{\text{150 people paid me after seeing the ad}}{\text{4,562 people saw the ad}} = 3.2\%$$

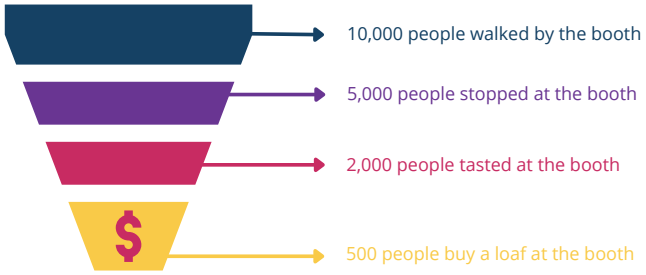
conversion rate

How many potential customers become paying customers after engaging with your brand?

How many people, as a percentage, who click on your website, end up buying from you?

How can you increase the Conversion Rate of customers moving through your sales funnel?

Draw your sales funnel and estimate conversion.



Conversion rate = 500/10,000 = 5%

The Numbers That Matter, continued...

3.) Cost of Customer Acquisition (CoCA)

Next, what are all the marketing and sales costs you have to cover to get your product/service into the hands of your customer and be paid?

Item	Cost
Staff time (marketing, booth)	8 hrs * 18/hour = $144
Website & Images	$350
Social Media Ads	$225
Transportation	$35
Farmers Market Booth Fee	$325

Assume 500 Customers
$1,079 total cost/ 500
$2.16 cost per customer if 500 buy

Your Biz's CoCA

Item	Cost

Many entrepreneurs underestimate the entire CoCA and the time it takes to reach and sell to customers. How can you decrease time to sell (decrease your sales cycle) and increase conversion rates?

"Just because you can measure everything doesn't mean that you should." – W. Edward Deming

The Numbers That Matter, continued...

4.) Return on Marketing Spend (ROI)

$$\frac{\text{Revenues}}{\text{All marketing expenses}}$$

$$\frac{\$67,340 \text{ annual revenue}}{\$11,544 \text{ annual spend on ads, print} + \$10,000 \text{ annual spend on my time}} = 3.1$$

For every $1 spent on marketing, we brought in $3.10

Your Biz:

$$\frac{\quad}{\quad} =$$

5.) Customer Retention

What percentage of your customers are repeat customers?

What percentage of your sales are from repeat customers?

What percentage of your customers buy something more expensive from you over time?

Based on the above calculations on your business, why would it be important to achieve repeat customers and increase the **6.) Lifetime Value of Customers?**

How can you generate more repeat business?

Visit Qualitrics.com for an excellent article on Lifetime Value of Customer

The Numbers That Matter

1.) Emails, Calls, Visits, Opens, Clicks, Forwards

2.) Conversion

3.) Cost of Customer Acquisition (CoCA)

4.) Return on Marketing Spend (ROI)

5.) Customer Retention Rate

6.) Lifetime Value of Customers

"Marketers have to stop reporting on activities and start reporting on business outcomes." – Allen Gannett

Channels

In-bound Marketing: When people reach out to you.

Channels on which you receive in-bound marketing.	Customer segment associated with each channel.	Conversion Rate

Out-Bound Marketing: When you reach out to people.

Channels via which you send out-bound marketing.	Customer segment associated with each channel.	Conversion Rate

YOUR NOTES and OBSERVATIONS:

"If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing." – Guy Kawasaki

Channels

In-bound and Outbound Marketing "Audit"
Work on reviewing two or three channels - related to your goals - where you want to make improvements.

1.) Select two of your goals and identify which customer segments, channels campaigns, or channels these are related to.

Goal 1 _____

Goal 2 _____

Channel 1 _____

Channel 2 _____

Channel 3 _____

ACTION ITEMS & NOTES:

Website Design

Audit Another's Website - take five minutes to review another company's website.

Consider:
~ The three Core Messages I see are:

_____

_____

_____

~ The feeling I have:

_____

_____

~ The Call to Action that I noticed first - or that compelled me to act:

_____

_____

~ One area/text/image that could be a bit better is:

_____

~ Based on your website, a change I want to make to mine is:

_____

_____

Customer Relationship Manager "CRM"

How do you collect customer / partner / vendor contact information currently?

How might using a CRM improve your sales?

Visit Zapier.com to learn more about CRM

Newsletters

The best newsletters . . .

If I were to send a newsletter I would be able to dedicate _____ hours per month to it.

The value my newsletter could share with readers would be . . .

Google Analytics

Some Terminology

Users

Sessions

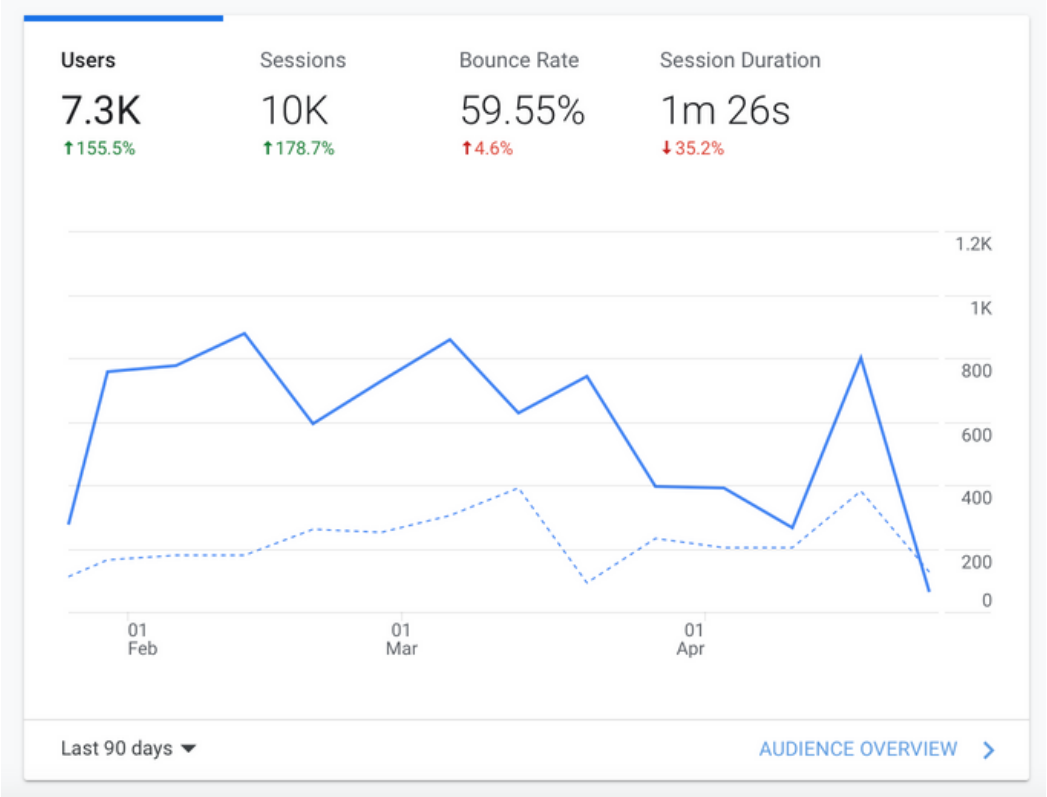
Bounce Rate

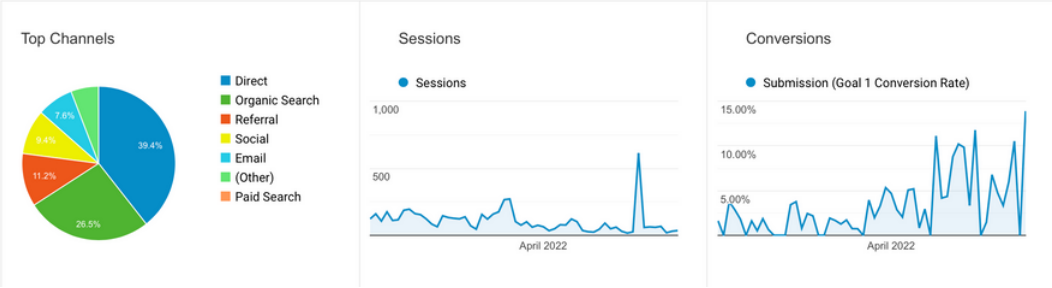
Session Duration

Acquisition

Behavior

Reports





Social Analytics

Some Terminology

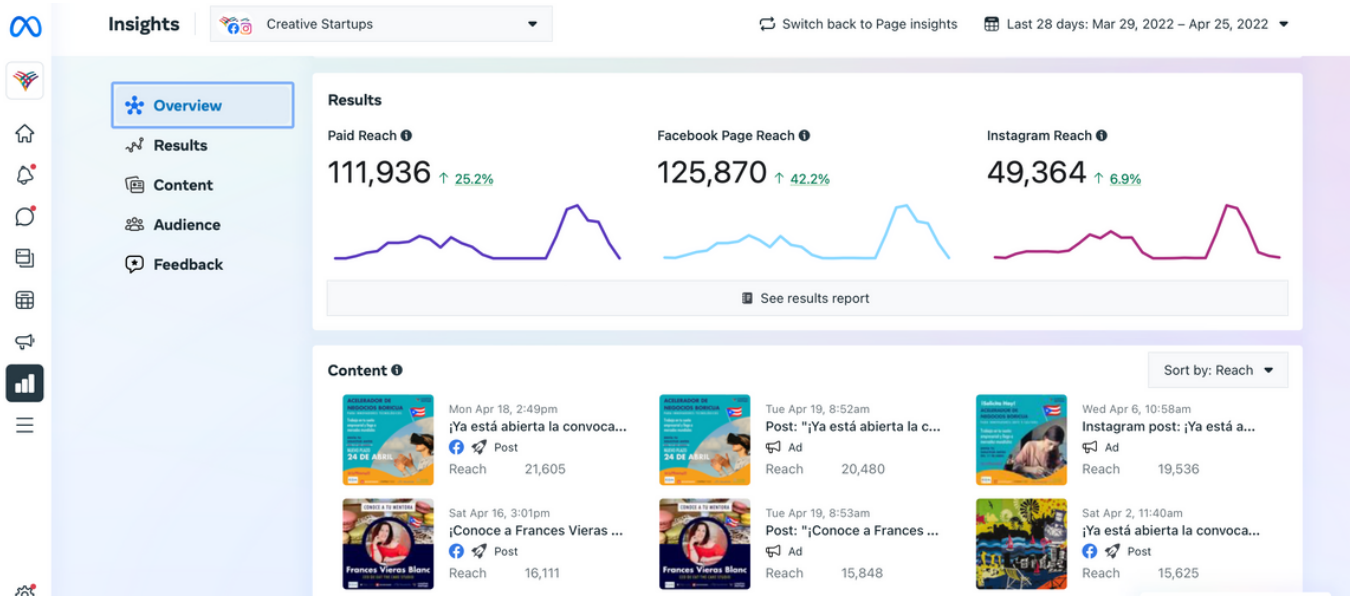
Reach

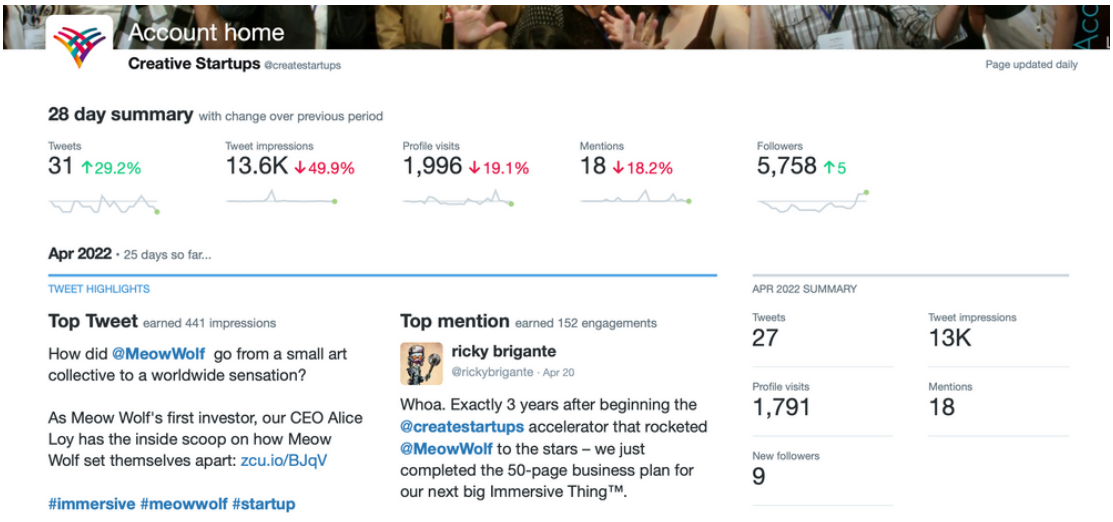
Impressions

Engagement Rate

Click through Rate

Reports





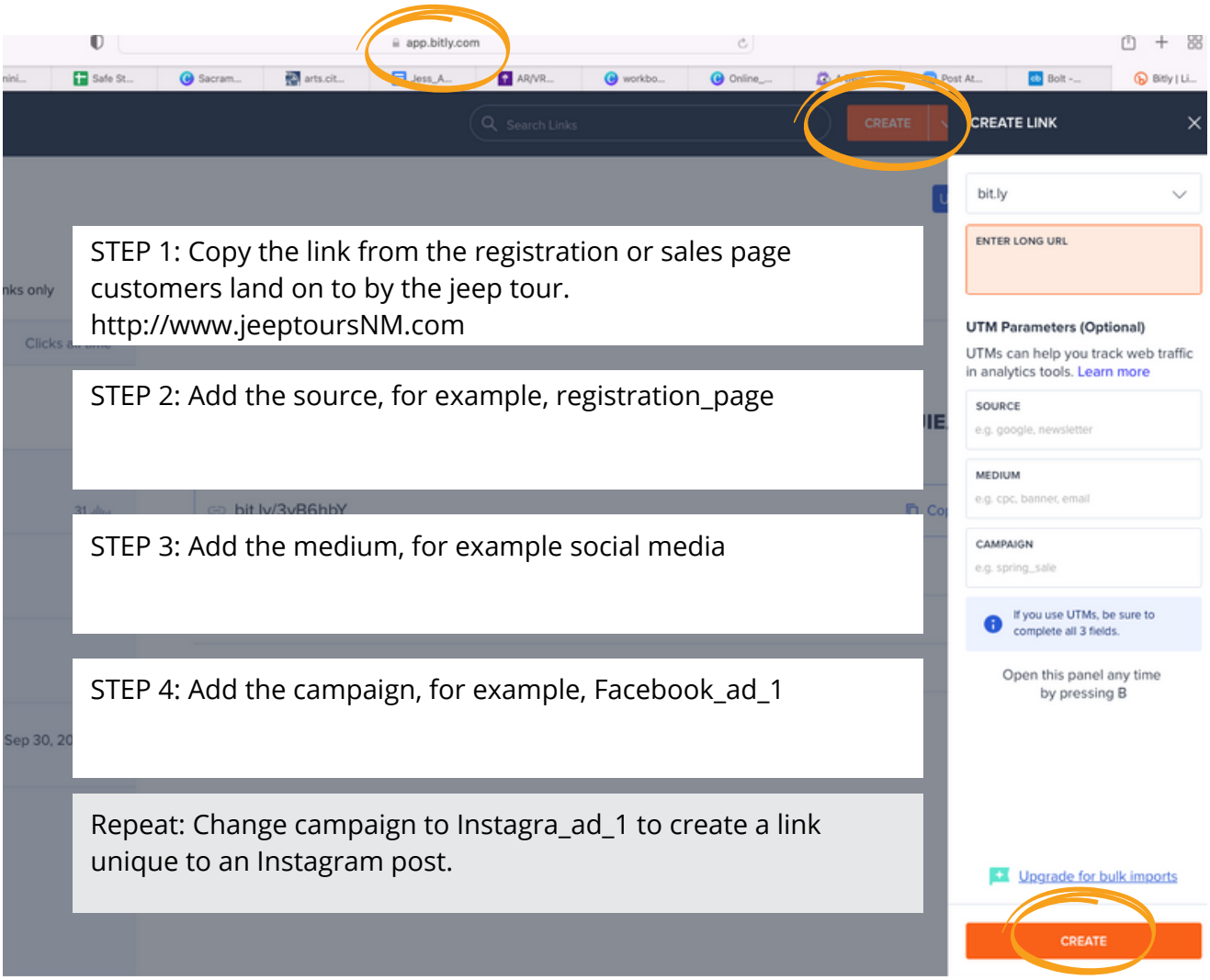
UTM Links or Codes

UTM codes help you track the performance of links you post so you can see where your traffic is coming from. UTM codes are bits of text you can add to a link to tell Google Analytics (as well as other analytics tools) a little bit more information about each link.

Essentially, UTM codes tell the story of how your traffic is coming to you.

So, imagine you are promoting a spring sale on jeep tours and are putting social media ads on Facebook, twitter, and Instagram. You may wonder which ad and platform performs best. Using a UTM is easy and tells the story of which ad performed best.

We create UTM links using bitly - but there are other tools that work well, too.



Scheduling and Auto-posting

Meta Business Suite
~ Free
~ Go in to Planner (same tab as Insights)
~ Provides suggestions to improve outcomes

Schedule two posts!

Hootsuite
~ Has great info - FREE
~ Cost for lowest plan $49/month
~ Does all social platforms including YouTube, Pinterest - up to 10 accounts
~ Aggregates inbound messaging
~ Provides suggestions to improve outcomes
~ Can be tied in to Canva

Later.com
~ Cost for lowest plan $15/month - limited # of posts and no analytics
~ Does all social platforms including Tok Tok! YouTube, Pinterest - up to 10 accounts
~ Aggregates inbound messaging
~ Provides suggestions to improve outcomes
~ Can be tied in to Canva

Goals Check

Revisit the goals you set for yourself at the beginning of the course.

Goal 1: You have learned or gained . . .

Goal 2: You have learned or gained . . .

Over the coming 3-6 months you will work toward learning / gaining / doing:

What new knowledge did you gain in creating messaging?

How do you understand customer segmentation differently now?

What tools will you use (analytics, Canva, auto scheduling, or others, from this course?

NOTES & MUSINGS

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