

**MARKETING
& SOCIAL MEDIA
TO MAXIMISE SALES**

- **Number one thing you want to learn from this workshop**

INTRODUCTION

- Your target audience
- How to speak to your potential clients
- How to reach your potential clients
- Creating great content
- Q&A



BREAK



- Social media
- Tips to get people to buy
- Is your marketing working?
- Q&A



**YOUR TARGET
AUDIENCE**

DIFFERENT TARGET AUDIENCES



*The people you
help for free*



*Potential paying
customers*




Funders

FOCUS YOUR MARKETING

- Do you need marketing for all of them?
- Targeting everyone = targetting no one
- Tailor your marketing to each audience

WHERE ARE THEY?

- Where do they spend time online?
 - What do they read and listen to?
 - Where do they spend time in person?
- 



HOW TO SPEAK TO YOUR TARGET AUDIENCE

**YOUR TARGET AUDIENCE
IS THE HERO**

YOU ARE THE GUIDE



FEATURES AND BENEFITS

Features	Benefits
Soy wax	No need to worry about nasties in the air
Three wicks	Feels more comforting with more light
Profits go to support disadvantaged children	You're helping disadvantaged children

FEATURES AND BENEFITS

SAMSUNG

Galaxy Z Fold2 5G




Folded, it's a phone. Unfolded, it's a tablet.

1

Life is easier on iPhone.

And that starts as soon as you turn it on.



2

FEATURES AND BENEFITS



1



2

EXERCISE

- **What are the features and benefits of your product/service?**




HOW TO REACH YOUR POTENTIAL CLIENTS

MARKETING TOOLS - DIGITAL

- Social media (Instagram, Facebook, LinkedIn, X, TikTok, Threads)
- Email marketing
- Content marketing
- Search Engine Optimisation
- Using allies to spread the word
- Paid advertising

EMAIL MARKETING

- Use your mailing list more often (or create one)
 - One email = one topic
 - Keep it CLEAR
 - What's in it for them?
- 

SEARCH ENGINE OPTIMISATION (SEO)


- Create valuable content on your website
- Focus on keywords people will search for
- Get links to your site on other websites
- For local services/products, update your Google My Business



ADVERTISING

- Social media advertising isn't a magic solution
- Google advertising is hard
- Advertise where your audience is
- Negotiate the rate for advertising space (magazines, websites)

USE YOUR ALLIES

- Create a list of allies with similar audience
 - Email them with a simple ask
 - Return the favour
- 


MARKETING TOOLS - OFFLINE

- Posters / Flyers
- PR
- Print advertising

POSTERS AND FLYERS

- Where is your target audience in person?
- Businesses with the same target audience
- Simple is best (use Canva for design)

PR

- Select relevant publications
 - Find your angle (very important)
 - Keep your press release short
 - Send your press release in the body of the email and early
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- **What marketing tools are you using?**
- **Are they really suited to your target audience?**
- **Could you stop using them?**
- **What new marketing tools could you use?**
- **What do you need to investigate?**

YOUR TURN




**CREATING
GREAT CONTENT**

- Educational
- Entertaining
- Inspirational
- Promotional (once in a while)

**ENGAGING
CONTENT**

Poor content = No engagement

YOUR CONTENT PILLARS

- 3 themes that you'll talk about all the time
 - Around your product / service
 - Lots of topics under each pillar
- 

EXAMPLES

Candle business

- 1- Relaxation
- 2- Sustainability
- 3- Styling your home

Asian Food in Edinburgh

- 1- Asian food
- 2- Cooking tips
- 3- Edinburgh

Personalised children's clothing

- 1- Parenting
- 2- Clothing for kids
- 3- Sustainable lifestyle

TOPICS UNDER EACH PILLAR

Candle business

- 1- Relaxation
- 2- Sustainability
- 3- Styling your home

1 -Relaxation

Mindfulness tips

Breathing exercises

Switching off when working from home

Self-care

Carving time for yourself when you have kids

Yoga

Time in nature / Forest bathing

Camp fires

Nice smells

Candles

EXERCICE

- **Decide on your 3-4 content pillars**
- **List topics under each of them (if you have time)**

Content pillar 1: Relaxation	Content pillar 2	Content pillar 3	Content pillar 4
Mindfulness tips Breathing exercises Switching off when working from home Self-care Carving time for yourself when you have kids Yoga Time in nature / Forest bathing Camp fires Nice smells Candles			

Q&A



BREAK



SOCIAL MEDIA

FOCUS ON A FEW CHANNELS

- Where are your target audiences?
- Different channels for different audiences
- Do one or two channels really well
- Social media isn't everything


SOCIAL MEDIA UK DEMOGRAPHICS

	Gender	Age
Facebook	52% women 48% men	25-34 years old (24%) 35-44 years old (19%)
Instagram	57% women 42% men	25-34 years old (29%) 18-24 years old
TikTok	66.25% women 33.75% men	18-24 years old (40%) 13-17 years old
LinkedIn	56.3% men 43.8% women	25-34 years old (55%) 35-53 years old
X (Twitter)	68.1% men 31.9% women	25-34 (38.5%) 35-49 (20.7%)

KNOW - LIKE - TRUST



ENGAGEMENT IS KING

- Likes, comments, shares...
 - No engagement = no growth/visibility
 - Good for the algorithm
 - Good for your audience
- 


- Create good posts
- Make your posts easy to read
- Ask questions
- Ask people to tag others
- Run a competition
- Use strong "hook"
- Reply to all comments

TIPS TO BOOST ENGAGEMENT


EXERCICE

- **Write 5 ideas (or more) of social media posts to boost engagement**
- **Share one in the chat**


SCHEDULE YOUR CONTENT TO STAY CONSISTENT

- Inside Instagram or Facebook
 - Inside the Facebook Business Suite
 - Software like Hootsuite, Buffer, Planoly
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TELL PEOPLE TO BUY (OFTEN)

- Ask for the sale
 - Tell them clearly how to buy
- 

WRITE A GOOD POST

1. Choose your content pillar and topic
 2. Is it relevant to your potential clients?
 3. Decide on Educational / Inspirational / Entertaining / Promotional
 4. Write a bad draft
 5. Edit your bad draft
 6. Add a call to action or question at the end (what do you want people to do?)
 7. Add your hook (first sentence)
 8. Add white space and emojis to make it easy to read
 9. Add hashtags
 10. Post or schedule
 11. Reply to comments
- 

GOOD POST



weare_oi Need help deciding on a gift?

Whether you're treating yourself or spoiling someone you love, we've got all your gift needs covered this winter and Christmas season

Plus, for every gift you purchase, you'll also donate essential clothing to someone experiencing homelessness

Looking for inspo? Check out our top picks in our '2023 Gift Guide' blog on our website

#weareoi #purposedriven #outsidein #purchasewithpurpose
#oionyou #outerwear #christmas #giftguide #christmasgift
#wintermadewarmer

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Strong hook - Short and grabs your attention



Short paragraphs with white space in-between



Emojis

Clear call to action



Relevant hashtags



NOT SO GOOD



grassmarketcommunity DAY 4 ❤️ #12DaysofGCP

In April, we sprang into spring! Being in nature, from walking to open water swimming, brings huge benefits. Help support our Members Outdoor Activities. Just £50 pays for a minibus for a day. PLEASE DONATE via Xmas Appeal Link in Bio

THANK YOU ❤️

[#GCPXmasAppeal](#)

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EXERCICE

- **Write a good social media post**

1. Choose your content pillar and topic
2. Is it relevant to your potential clients?
3. Decide on Educational / Inspirational / Entertaining / Promotional
4. Write a bad draft
5. Edit your bad draft
6. Add a call to action or question at the end (what do you want people to do?)
7. Add your hook (first sentence)
8. Add white space and emojis to make it easy to read
9. Add hashtags

POSTS TO ASK FOR THE SALE

Pure promo

Benefits


Social proof / testimonial

Behind the scene / unboxing / how it works

Storytelling

3 reasons to buy x

ALL CHANNELS

- Post when people are most active (schedule)
 - Clear call to actions to boost engagement (tell people to share, comment, save...)
 - Don't overthink your hashtags (Ask ChatGPT for help)
 - Interact with other accounts (like, comment) - Put a timer
 - Run a competition for your followers
 - Ask employees to engage
 - Ask friends to engage
 - Show faces and personality - Humans connect with humans
 - Create 3 or 4 design templates and use them
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ANALYTICS

- Check your analytics once a month
- Note key metrics
- Ask yourself “Why” and “So what”
- Adjust your strategy

WHAT AI CAN HELP YOU WITH

“Give me 5 Instagram hashtags for this post”

“Can you... improve this post / make it more chatty / make it shorter?”

“Can you add emojis to this post?”

“Can you give me 5 ideas of social media posts about x?”

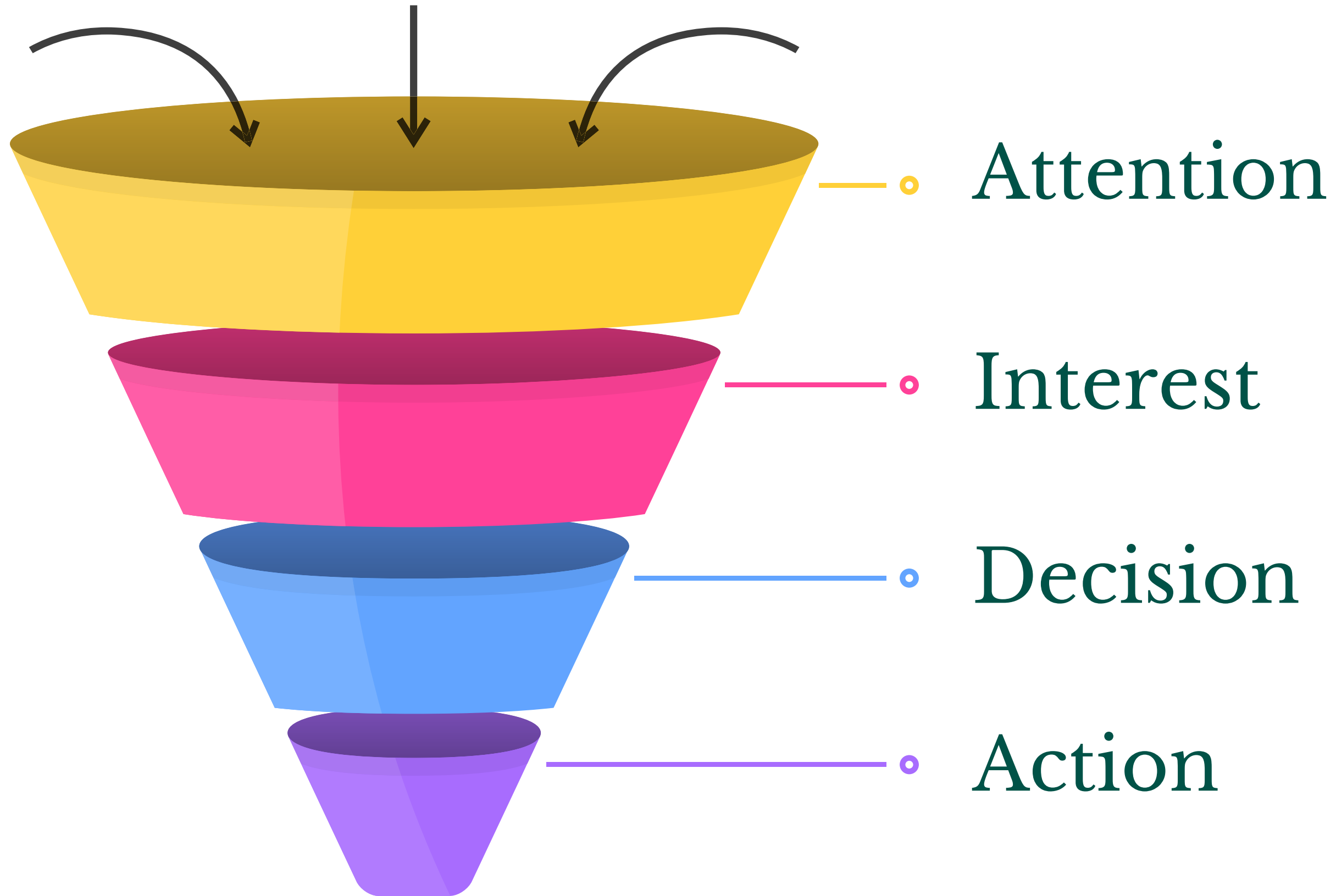
“I sell x. Can you give me ideas to boost engagement on Instagram?”

“Can you write a hook for this post?”



TIPS TO GET PEOPLE TO BUY

THE SALES FUNNEL



Stage	Goal	Marketing
Awareness	Attract and capture attention	Content marketing, social media, SEO
Interest	Educate and engage	email marketing, lead magnets, webinars
Decision	Nurture and convince	case studies, testimonials, demos/trials/taster
Action	Convert leads to customers	special offers, direct sales, follow-up emails

KEEP YOUR CUSTOMERS

Ask for customer feedback and act on it (provide a great service/product

Provide really good customer service

Stay in touch (follow-up emails, check-in calls, maintenance tips...)

Create valuable content to keep customers engaged (use email marketing)

Offer exclusive access/discounts

Boost referrals by asking

CALL TO ACTIONS - HOW TO

- Use action verbs (e.g., "Get", "Download", "Discover")
- Be specific about the action and benefit
- Align with user intent and stage in the funnel

"Click Here" vs. "Get Your Free Ebook"

CALL TO ACTIONS - DESIGN TIPS

- Colour contrast and readability
- Button size and shape
- Placement on the page
- Use of whitespace to draw attention

CALL TO ACTIONS - PITFALLS TO AVOID

- Being too generic or vague
- Overwhelming users with too many choices
- Poor placement or visibility
- Not aligning with the user's journey

**IS YOUR MARKETING
WORKING?**

YOU HAVE CUSTOMERS

Always ask: where did you hear about us?

Keep track of answers

Keep doing what brings you customers, drop the rest

YOU'RE STRUGGLING TO GET CUSTOMERS

People are engaging/seeing what you sell but not buying

Fixes

- Ask what's holding them back from buying
- Tell them to buy and how more often
- Make it easier to buy

YOU'RE STRUGGLING TO GET CUSTOMERS

People aren't engaging/seeing what you sell

Fixes

- Where are your potential clients? Be present there
- Create better content on social media

- **Your target audience**
- **How to speak to your potential clients**
- **How to reach your potential clients**
- **Creating great content**
- **Social media**
- **Tips to get people to buy**
- **Is your marketing working?**

Q&A

**LET'S
CONNECT**



Sophie Badoux