## Digital Strategy

#### Piquant Marketing





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#### Outline

Wednesday, November 20, 2019

Planning your Marketing

Marketing Channels and Budget

Where to Start

Marketing Tips

Key Learnings





# Planning Your Digital Marketing

#### **DEMOS**

- Direct contact and engagement with customers
- Should be the highest converting marketing tactic you execute
- You have the opportunity to hit every sense and answer every question

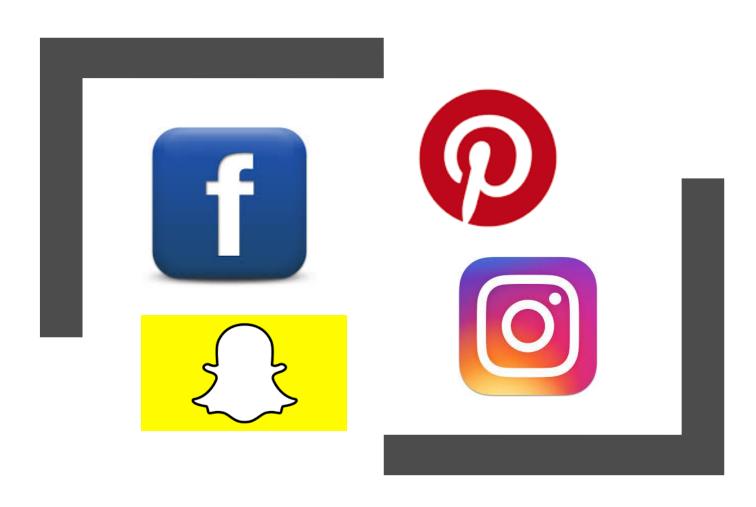


How do you create the experience of a demo for a customer when you're not face to face?



## Marketing Channels & Budget

### Marketing Channels & Budget



- Focus on low-hanging fruit: build it and then leverage it
- Budget wisely: don't put all eggs in one basket except in the very beginning
- Digital Marketing is a long-game





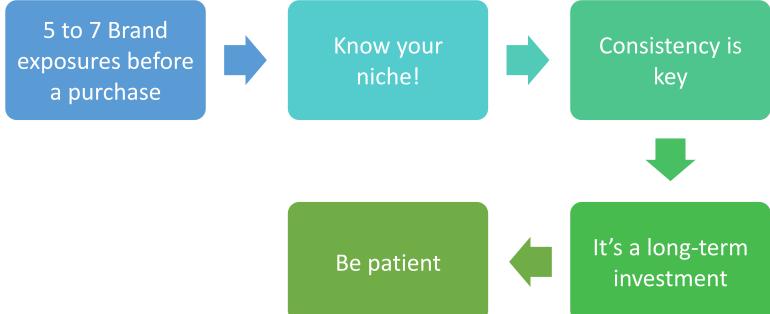
Where to Start



- Create a game plan: where to start and where do I want to be?
- Digital channels Facebook and Instagram can be effective and affordable but know your longgame
- Influencer Marketing: a highly effective tool that all CPG companies should consider using

# Marketing Tips









#### Key Learnings

Be strategic with your demo's and use your learnings to guide your other marketing outreach efforts.

Attack the low-hanging fruit first but know where you want to go.

Remember to focus on your niche and be consistent.

You want repeat exposures so a small group you can reach repeatedly is better than a large audience you can reach only once.



# Questions?



