

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?



Planning Your Digital Marketing

- What value are you offering with each interaction?
- What are you saying with each touchpoint?
- Where are you directing people?

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 long-game
- Influencer Marketing: a highly effective tool that all CPG companies should consider using

Where to Start

Marketing Tips

Marketing Tips

5 to 7 Brand
exposures before
a purchase



Know your
niche!



Consistency is
key



It's a long-term
investment



Be patient

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?