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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
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
Marketing Tips
Marketing Tips

5 to 7 Brand exposures before a purchase → Know your niche! → Consistency is key

Be patient → It’s a long-term investment

Know your niche!
Consistency is key
It’s a long-term investment
Be patient
5 to 7 Brand exposures before a purchase
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?