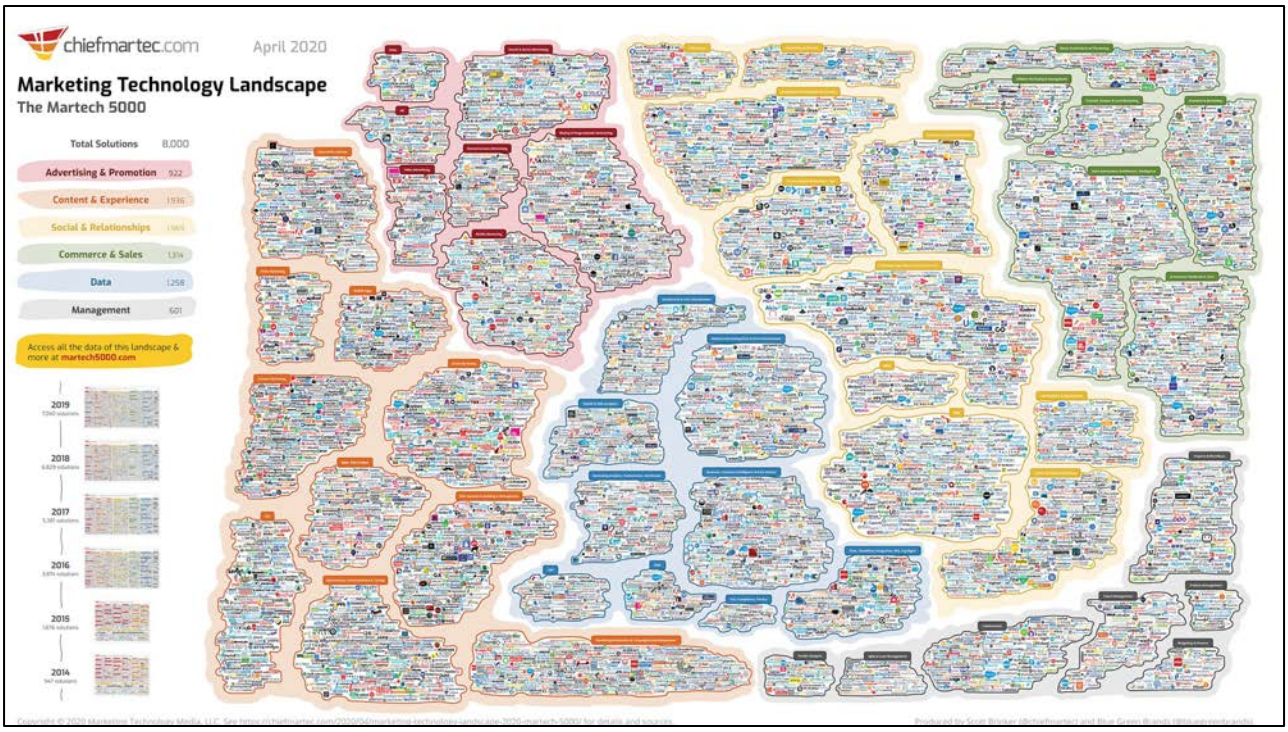
HOWTOPLAY
MARKETINGPOKER
And Win!
Marketing Basics - November 18, 2020
GEW 2020 - Fort Worth, Texas
GLOBAL
ENTREPRENEURSHIP
WEEK

Intro



This is this year's MARTECH5000 is actually a list of the TOP 8000 martech tools that you can use in your company.

https://chiefmartec.com/

It can be overwhelming, I get it.

In my career I have built a couple of agencies And started a couple of companies.

A little about me.
I have a passion for seeing small business succeed.
This takes many forms. I am a mentor at TechFW and the DEC

And have started PROXXY (www.remotechiefofstaff.com) to help small business leaders grow their companies.

So let me put all of this chaos into a construct that might help you make sense of it all

I am assuming everyone here has played poker at least once in their life.

I like Poker it has the same goals as most Marketing:

To Win
To Make Money

Ok lets shuffle the cards and get right to it.

HOW MANY TYPES OF MEDIA ARE IN MARKETING?

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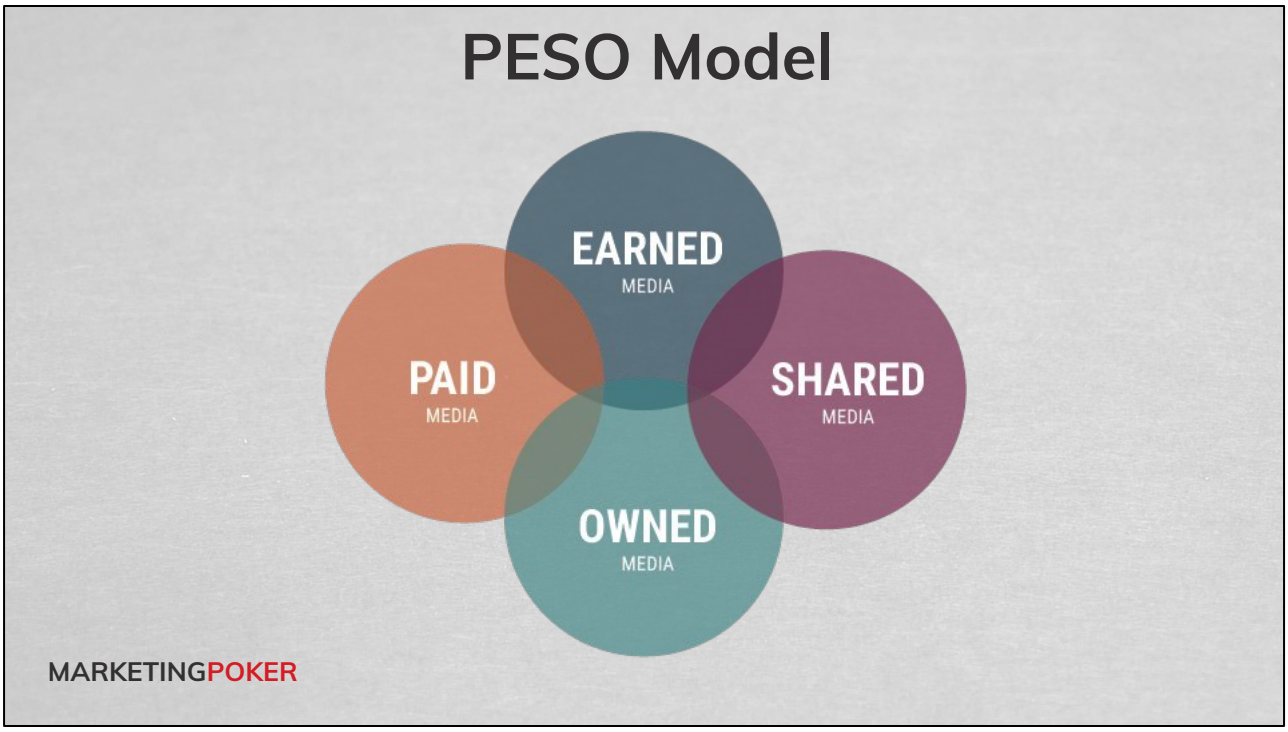
Ok, I have a hard question for you non marketers out there:
how many types of media are in marketing?
4



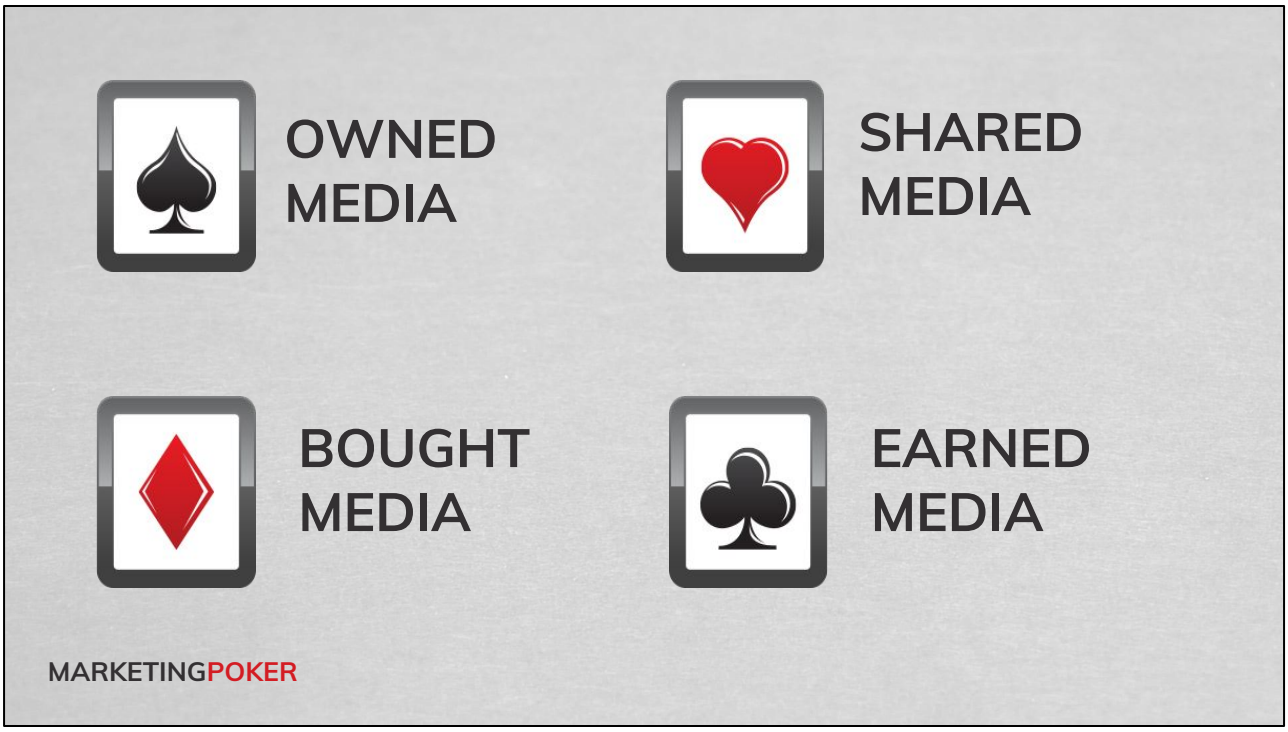
According to the PESO model there are 4

It is a great model and if you want some extra credit I would suggest reading up on it, but in less you are a marketing professional that is probably more information than you really need.

https://spinsucks.com/communication/peso-model-breakdown/

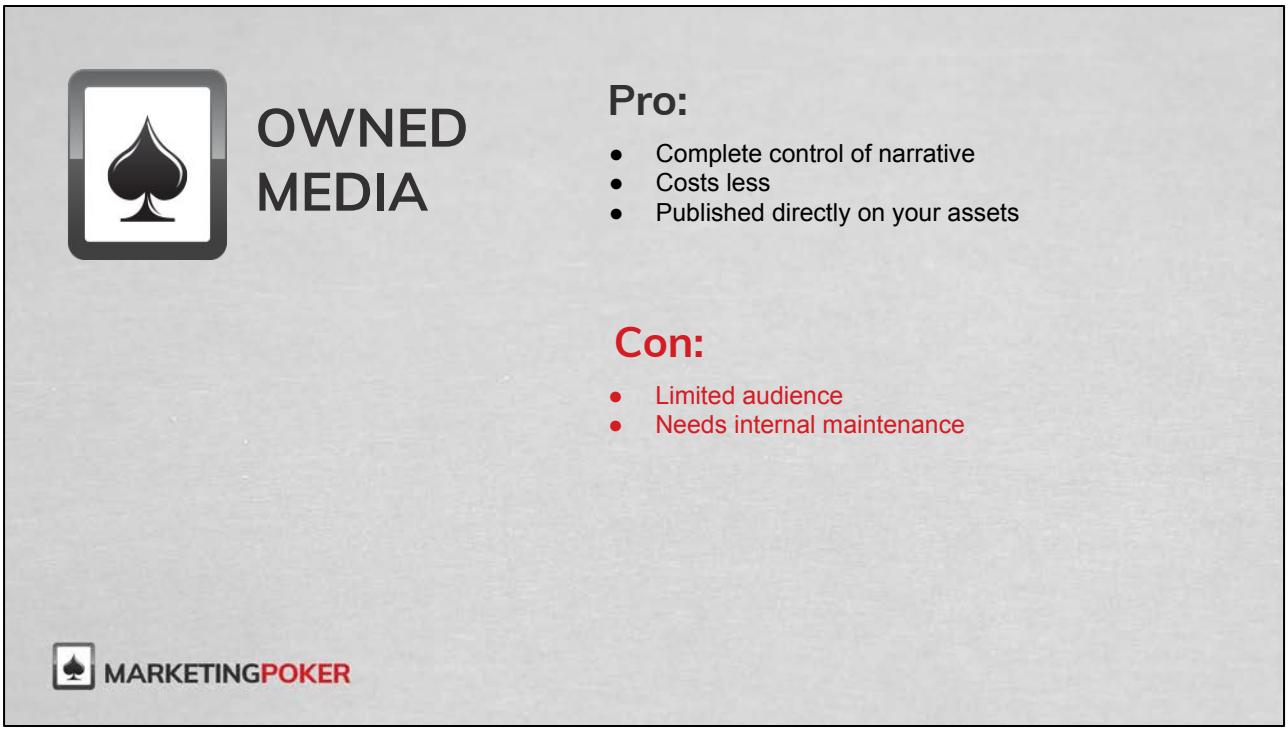
So here is a question that probably everyone can answer:

Question: how many suits are in a deck of cards?
4



Spade - Owned
Diamond - Bought
Spade - Earned
Heart - Shared

Let’s break each of these down.



Owned Media:

Pro:

- Complete control of narrative
- Costs less
- Published directly on your assets

Con

- Limited audience
- Needs internal maintenance

Types:

- Website
- Newsletter
- Digital and Physical Store Front
- Packaging
- Leave Behinds
- Business Cards
- Invoices
- Email Footers
- Blogs
- Podcast
- White Papers
- Infographics

MARKETINGPOKER

Website
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Digital and Physical Store Front
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Leave Behinds
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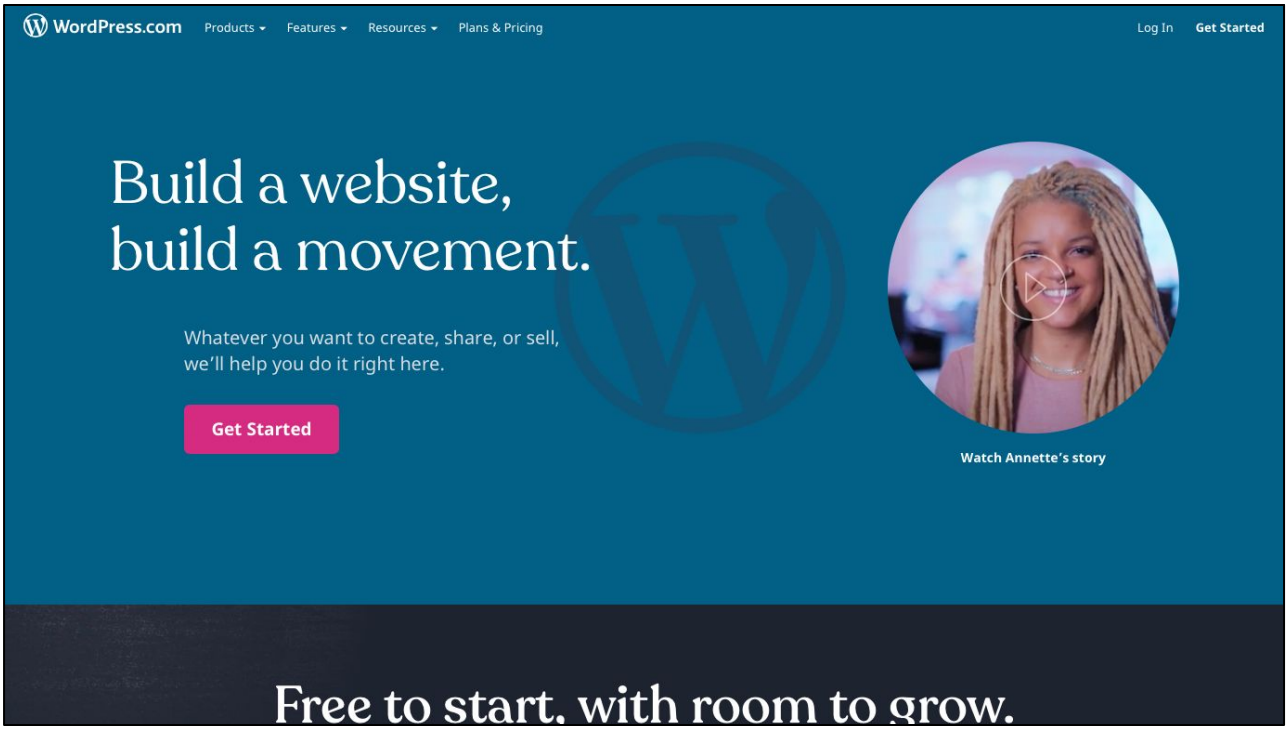
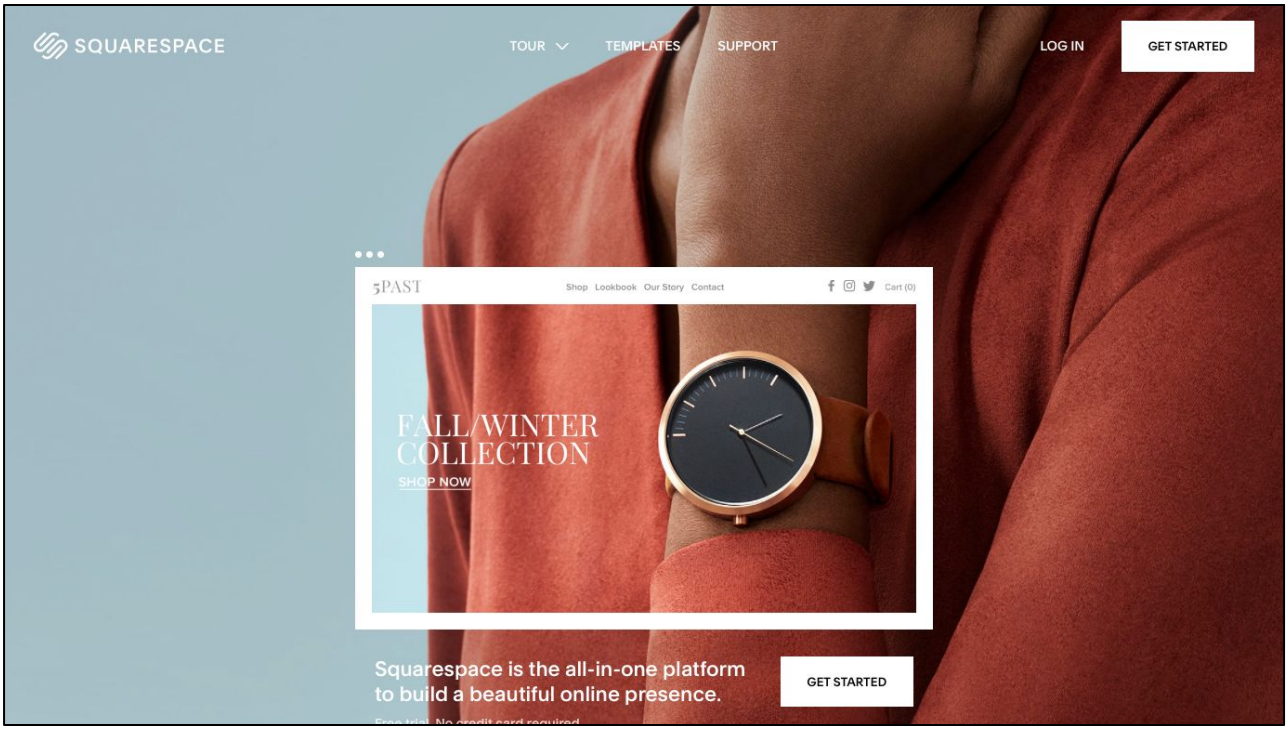
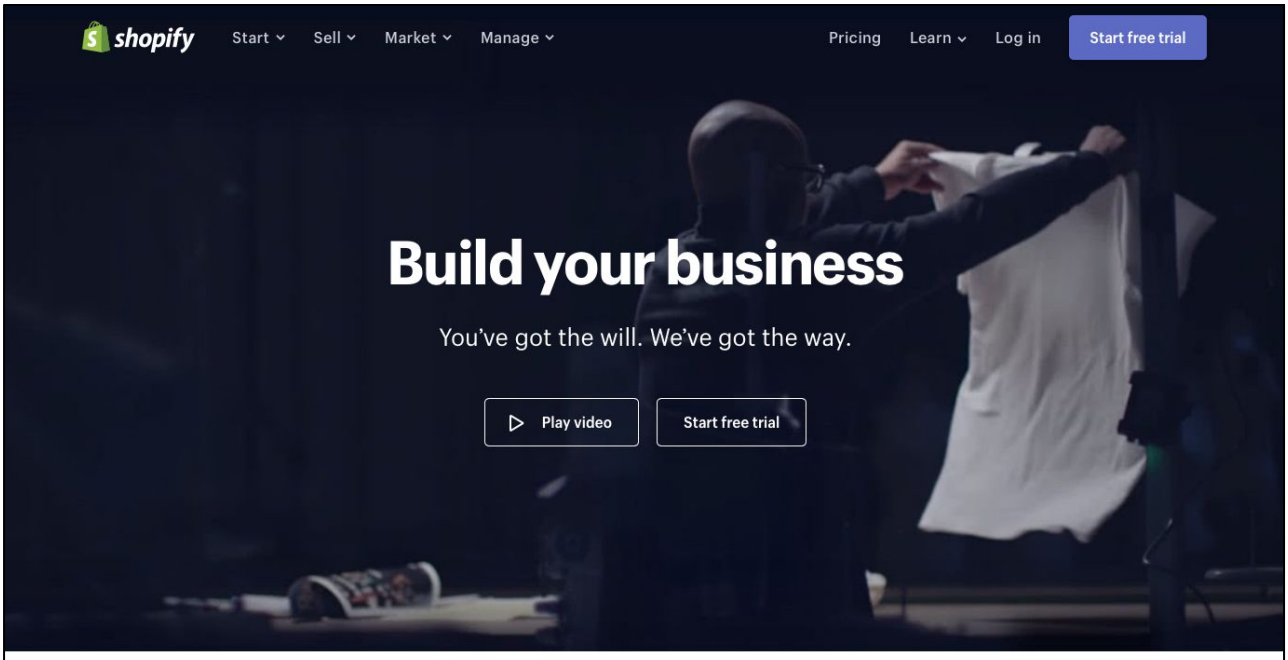
White Papers
Infographics



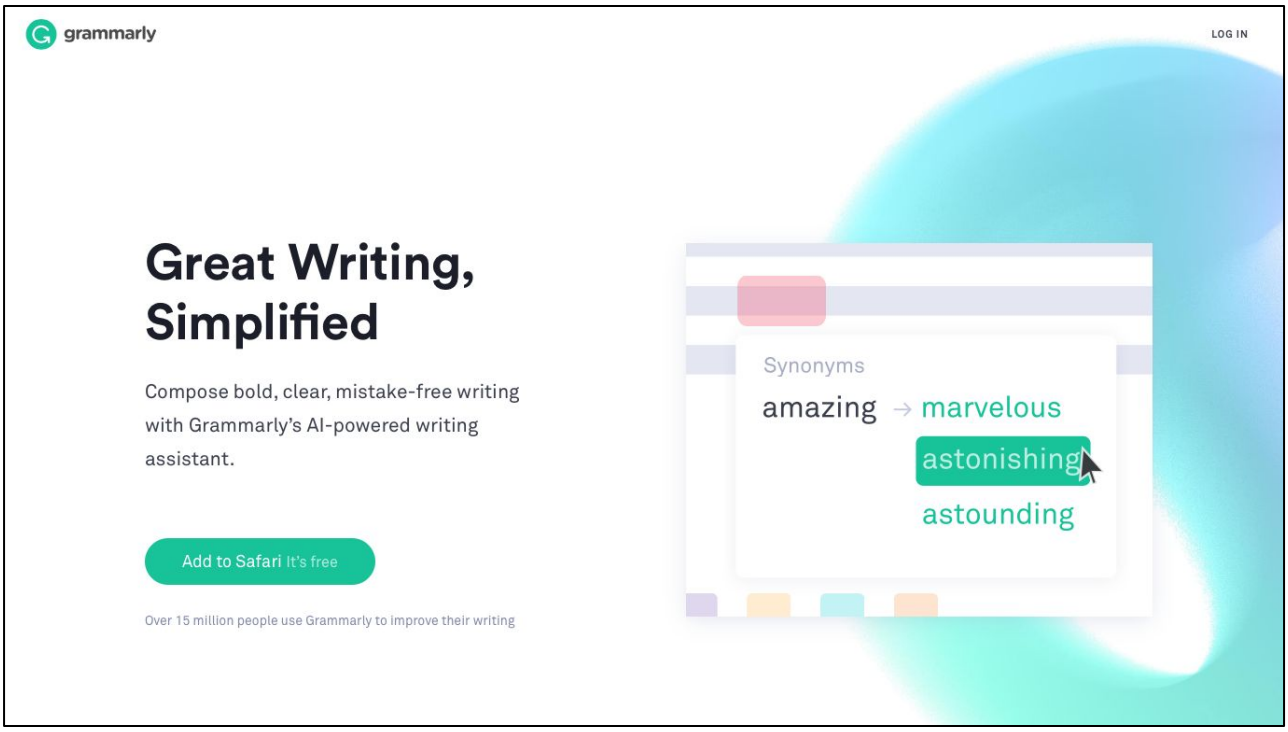
If you need a website I recommend Wordpress.com or Wordpress.org if you have the technology chops



If you want a turn key all in one no technology required solution for your website: Squarespace.com

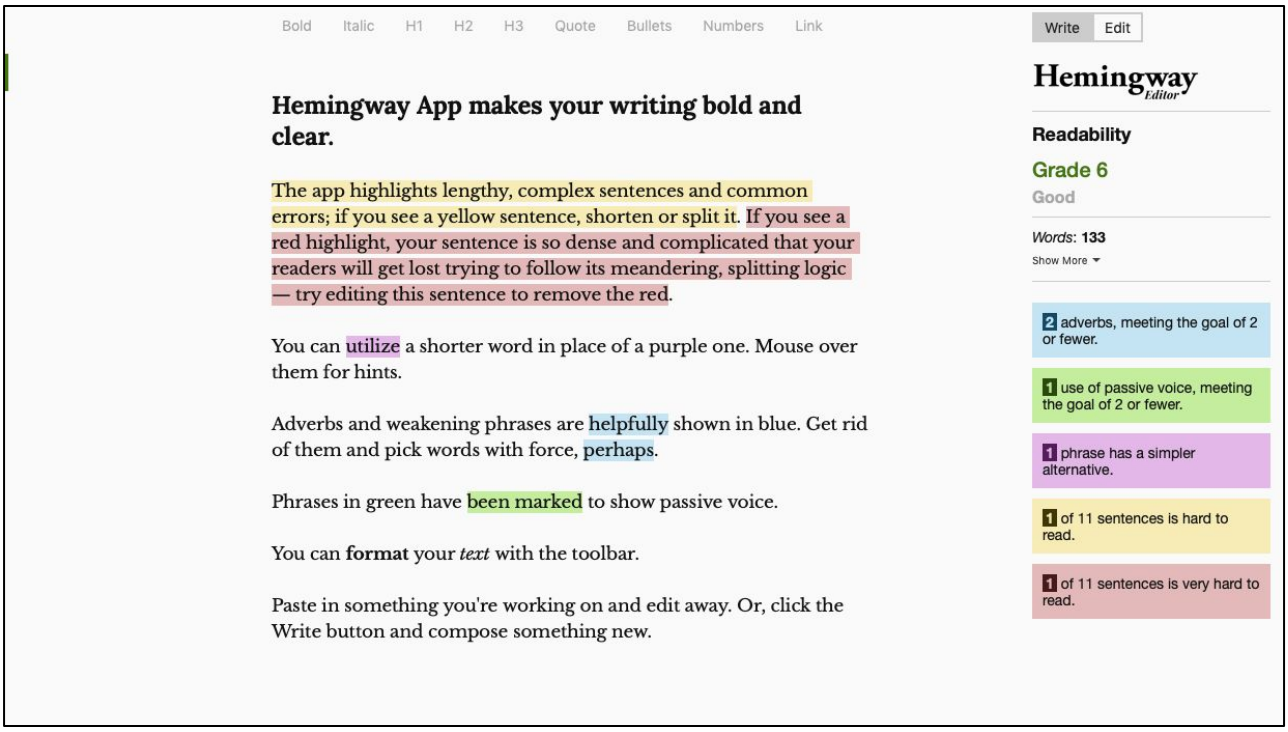


If you need a storefront - Shopify.com

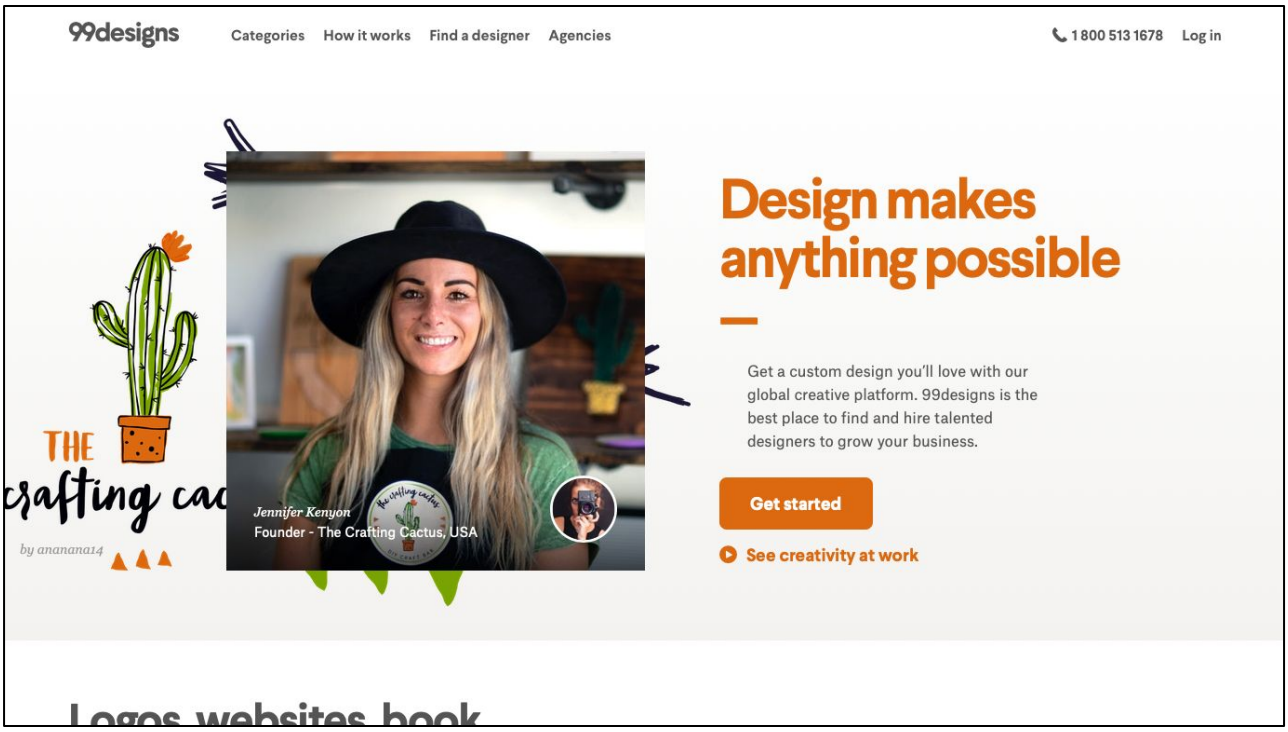


All owned media needs to be written well. Get the Grammarly plugin for everything. It will correct your writing syntax. No more missing oxford commas.

https://app.grammarly.com/

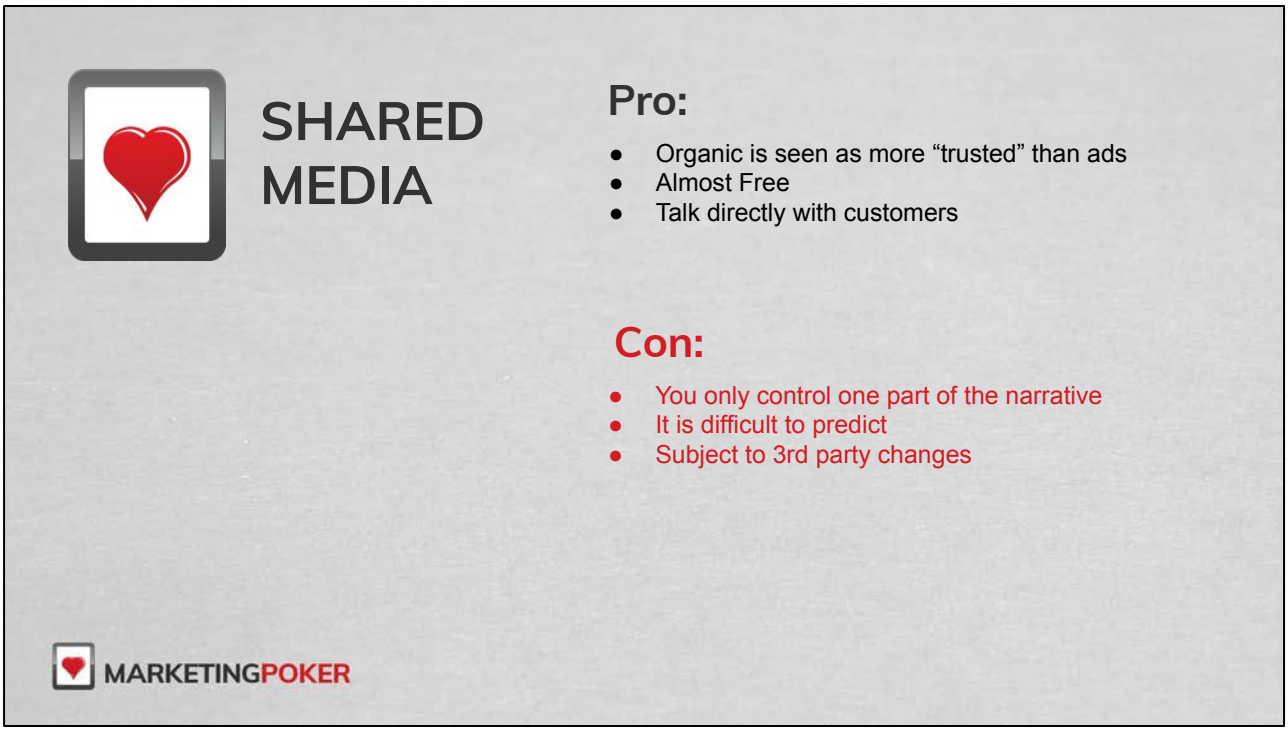


And if you want your writing to be more clear I love the Hemingway Editor: http://www.hemingwayapp.com/



If you need anything designed that you own - 99designs.com
Low cost high quality services for your business.

Gary V Content Model - How to take one piece of content and stretch it.
https://www.garyvaynerchuk.com/the-garyvee-content-strategy-how-to-grow-and-distribute-your-brands-social-media-content/



Shared Media

Pro

- Organic is seen as more “trusted” than ads
- Almost Free
- Talk directly with customers

Con

- You only control one part of the narrative
- It is difficult to predict
- Subject to 3rd party changes

Types:

- Social Media
  - LinkedIn
  - Facebook
  - Twitter
  - YouTube
  - Instagram
  - Pinterest
  - TikTok
- Affiliate Marketing Campaigns
- Influencer Campaigns
- Text Based Campaigns

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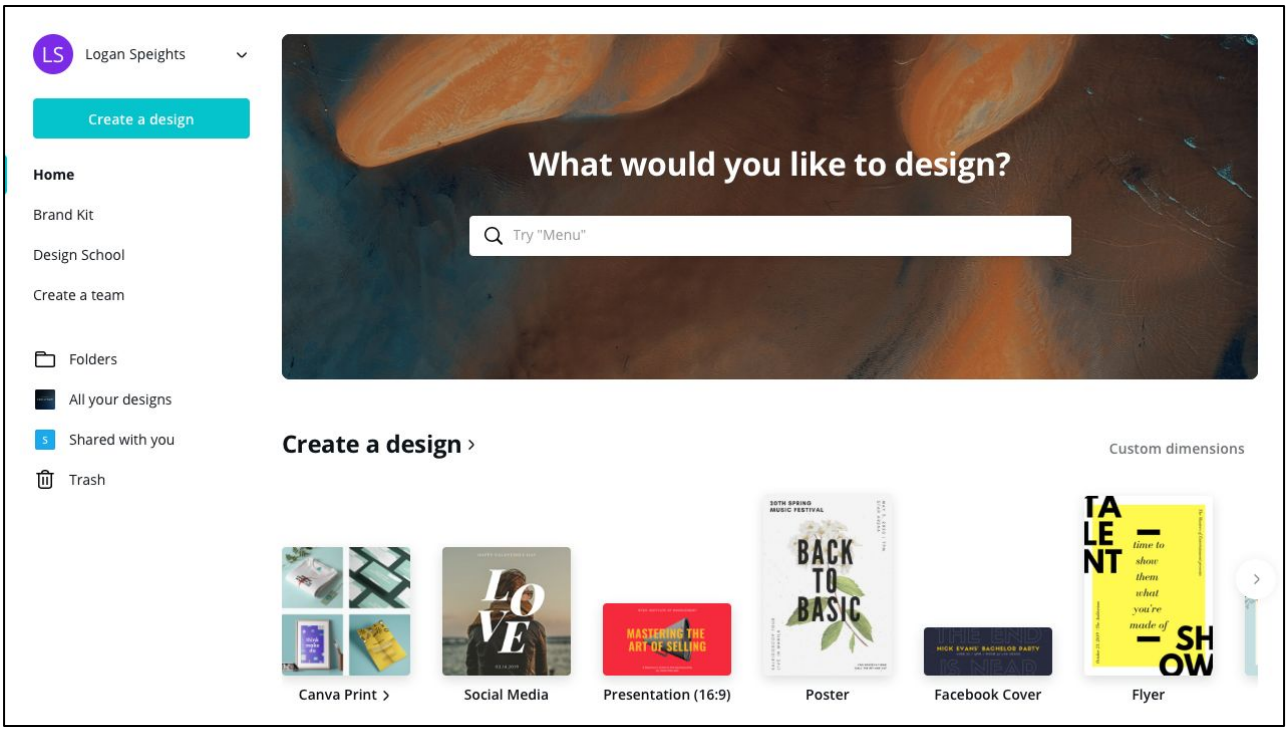
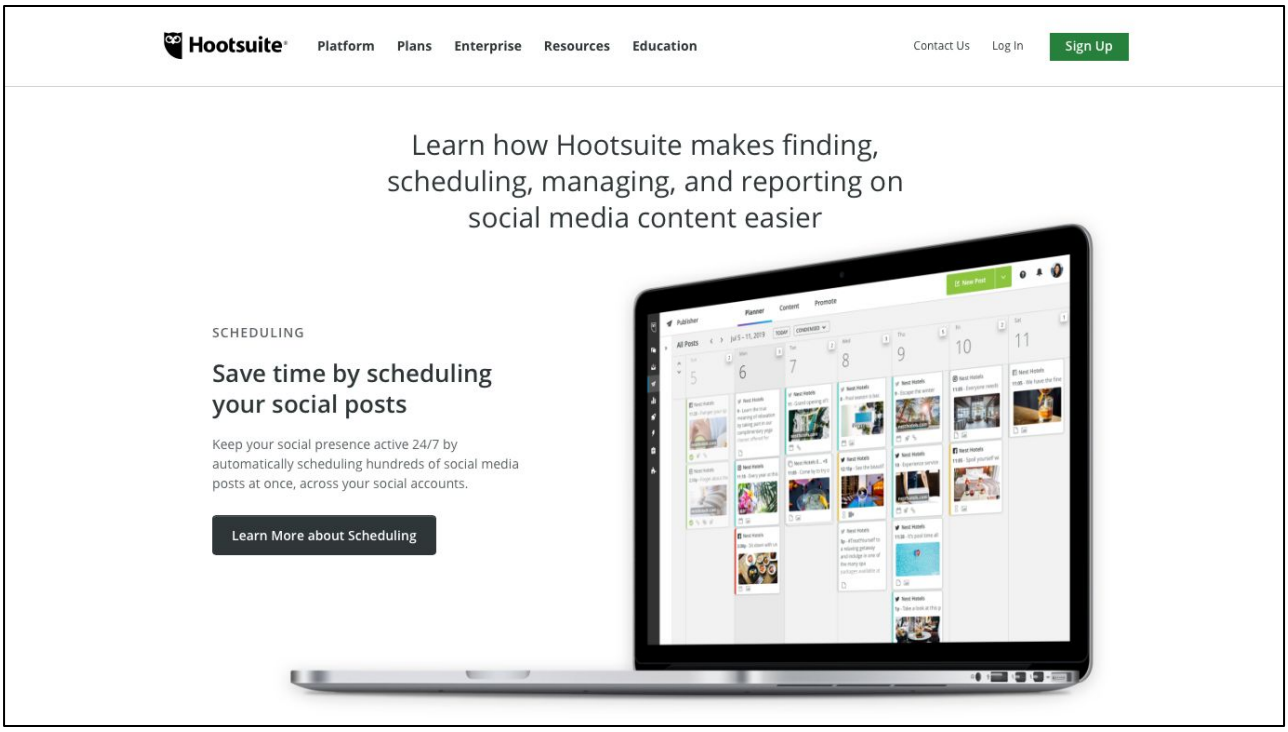
Organic LinkedIn
    Personal Pages and Company Page
Organic Instagram
Organic Facebook
Organic Twitter
Organic YouTube
Pinterest
Reviews
Affiliate Marketing
Influencer Marketing
    https://hypeauditor.com
Text Based Marketing

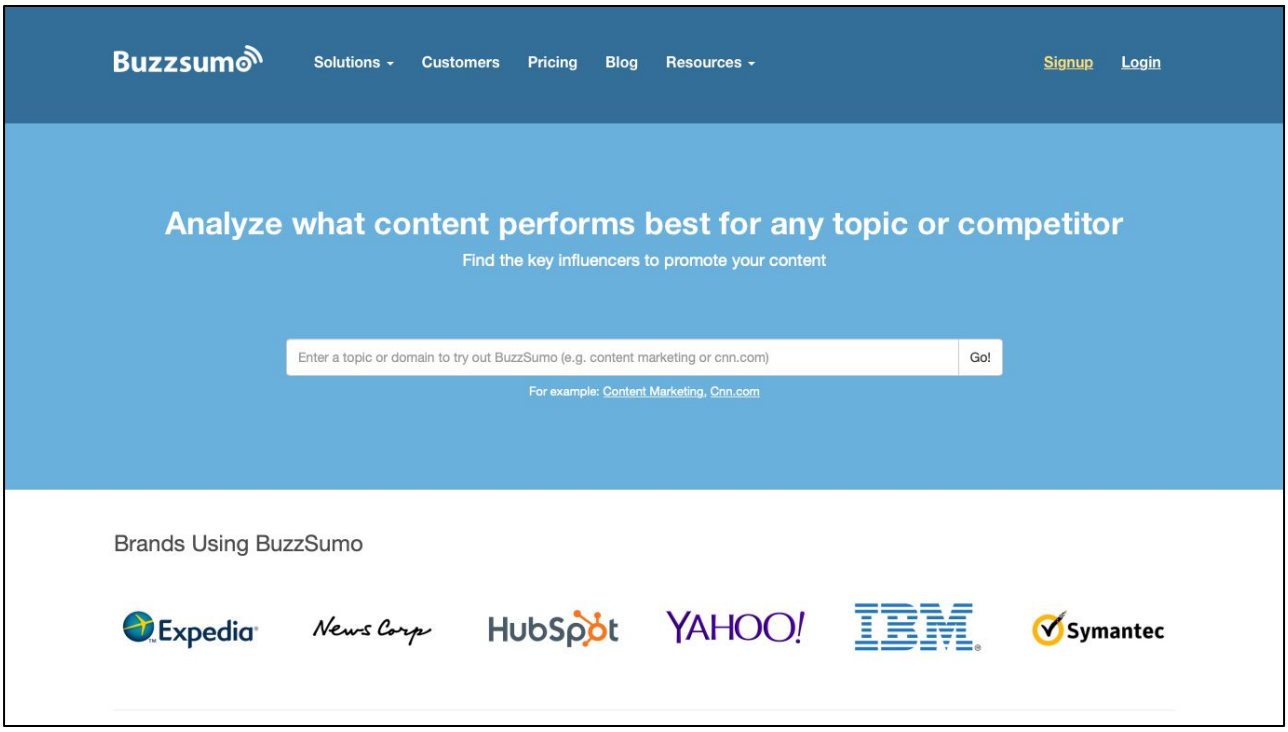


If you need to design social posts - Canva.com

It is worth the upgrade to pro for the free images and branding tools



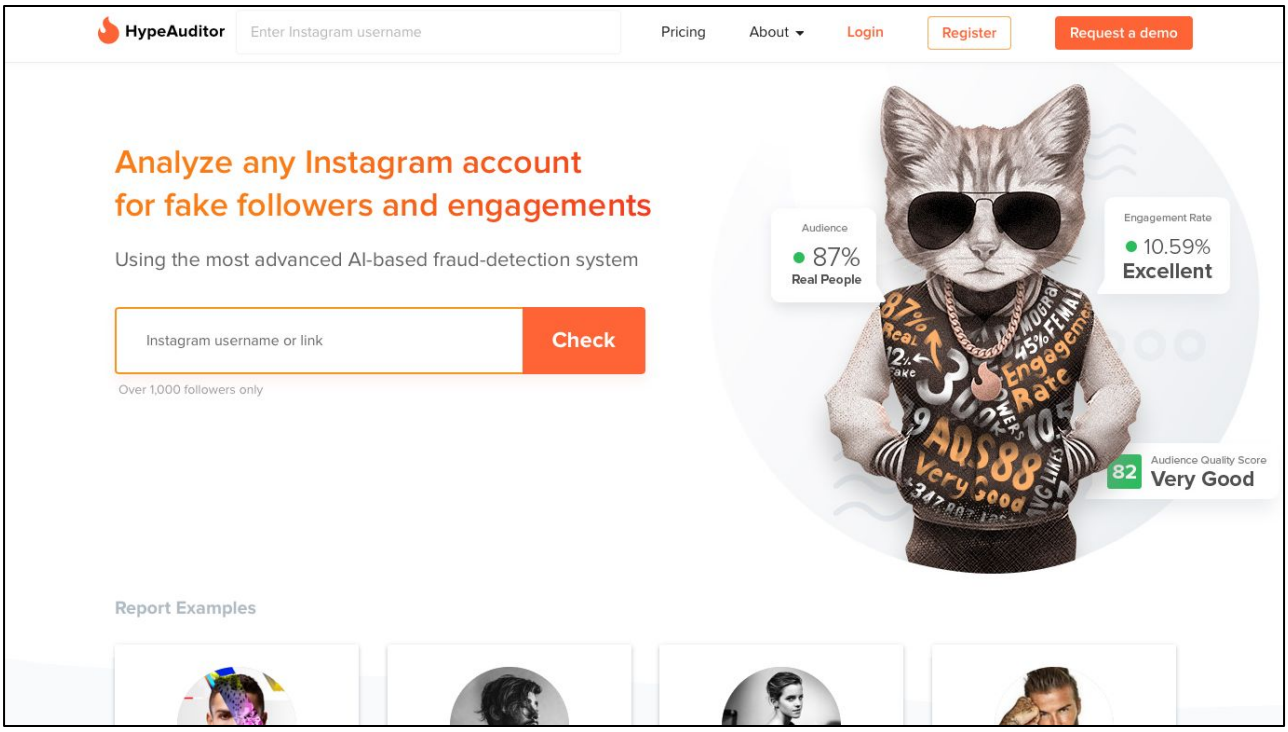
Hootsuite.com lets you schedule and manage all of your social media in one place.



Buzzsumo.com

The platform allows you to search influencers by topic, location, reach, and followers in addition to allowing you to see what content an influencer shares, review the topics they share most often, and the domains they share.

It is pricy, but if you are doing influencer marketing it is worth the price.



https://hypeauditor.com
Check for fake followers and engagements

BOUGHT MEDIA

Pro:

- Instant results
- Easy to track
- Control over message and copy
- Easy to target high intent customers

Con:

- Initially expensive
- Getting more expensive as competition increases
- Easy to get dependent on paid channels that do not scale with spend

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Bought Media

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- Instant results
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Con

- Initially expensive
- Getting more expensive as competition increases
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Types:

- Traditional Media
  - Billboards
  - Direct Mail
  - Newspaper/Magazine
  - TV
  - Radio
  - Telemarketing
  - Movie Theater Ads
- Sponsored Article Content (Pay to Play)
- Business Listings
- PPC
  - LinkedIn
  - Facebook/Instagram/Messenger
  - Google
  - Other Display Ad Networks
- Sponsorships
  - Podcasts
  - Local Events
  - Local Teams
- Geotargeting
- Retargeting

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PPC
- LinkedIn
- Facebook/Instagram/Messenger
- Google
- Display Ad Networks

Traditional Media
- Billboards
- Direct Mail
- Newspaper/Magazine
- TV
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Geotargeting
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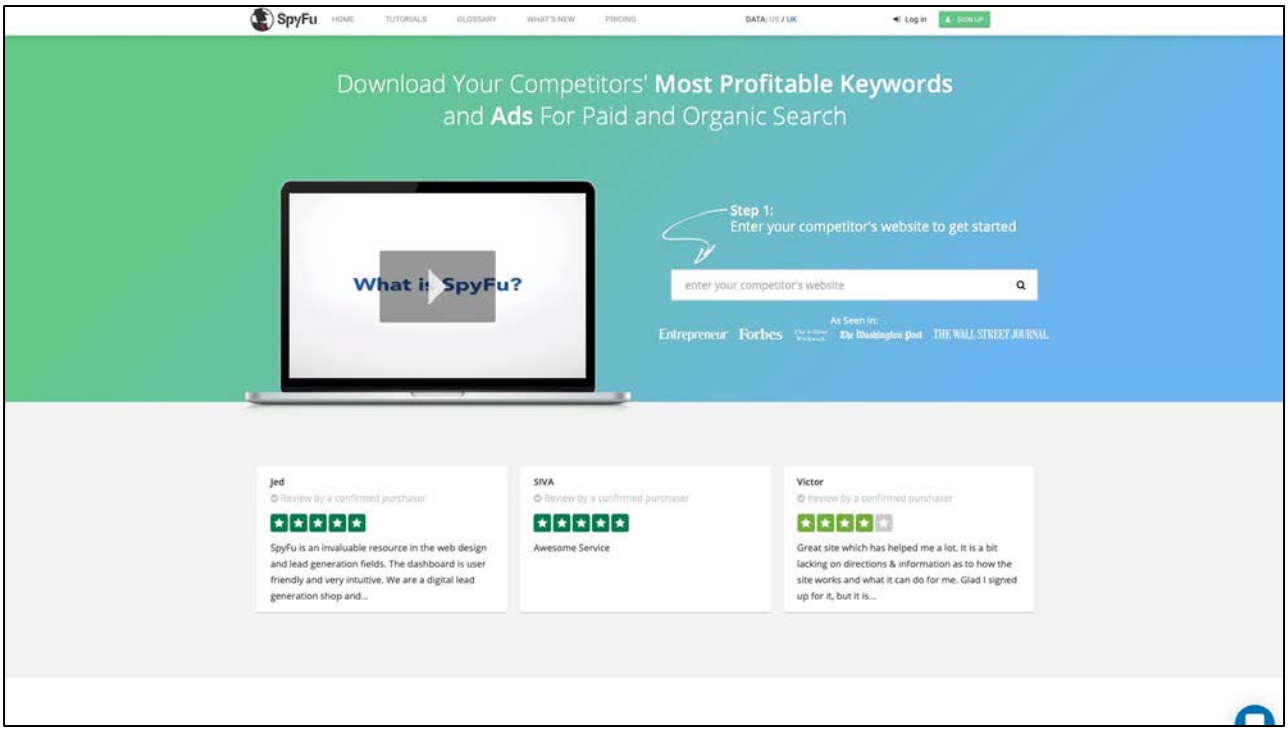
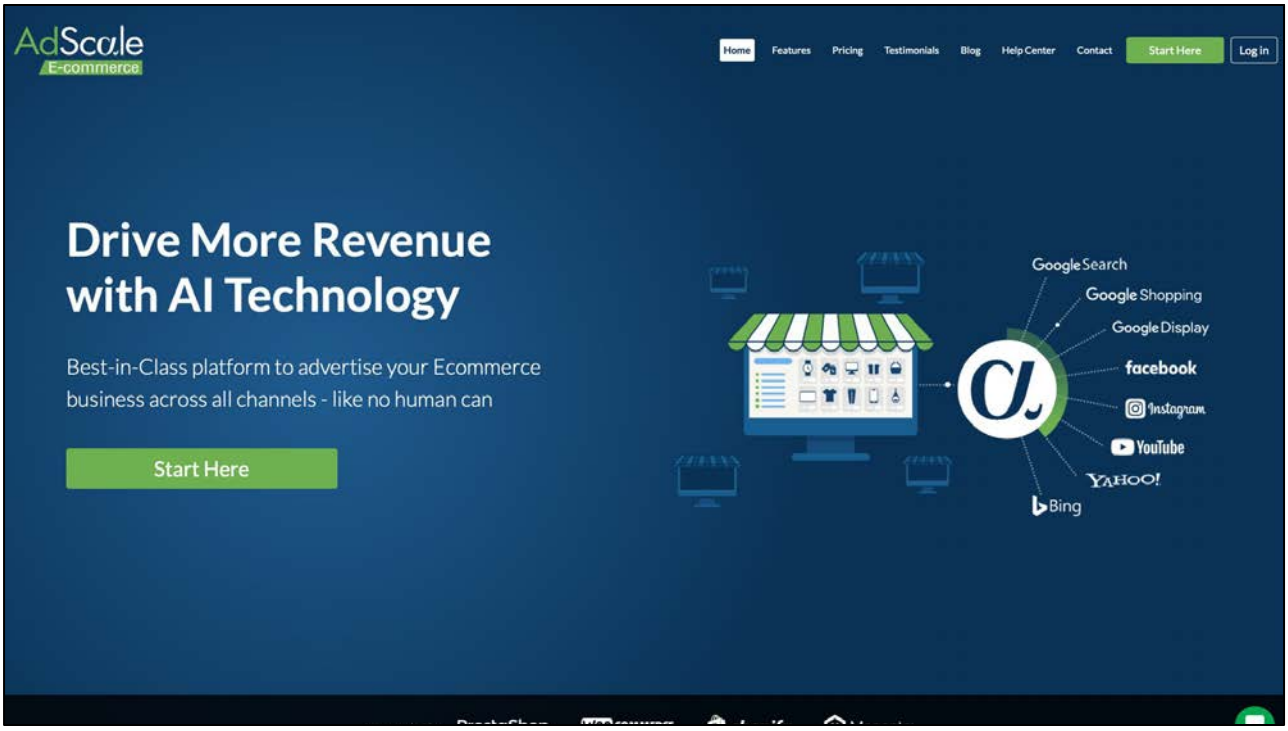


SpyFu.com

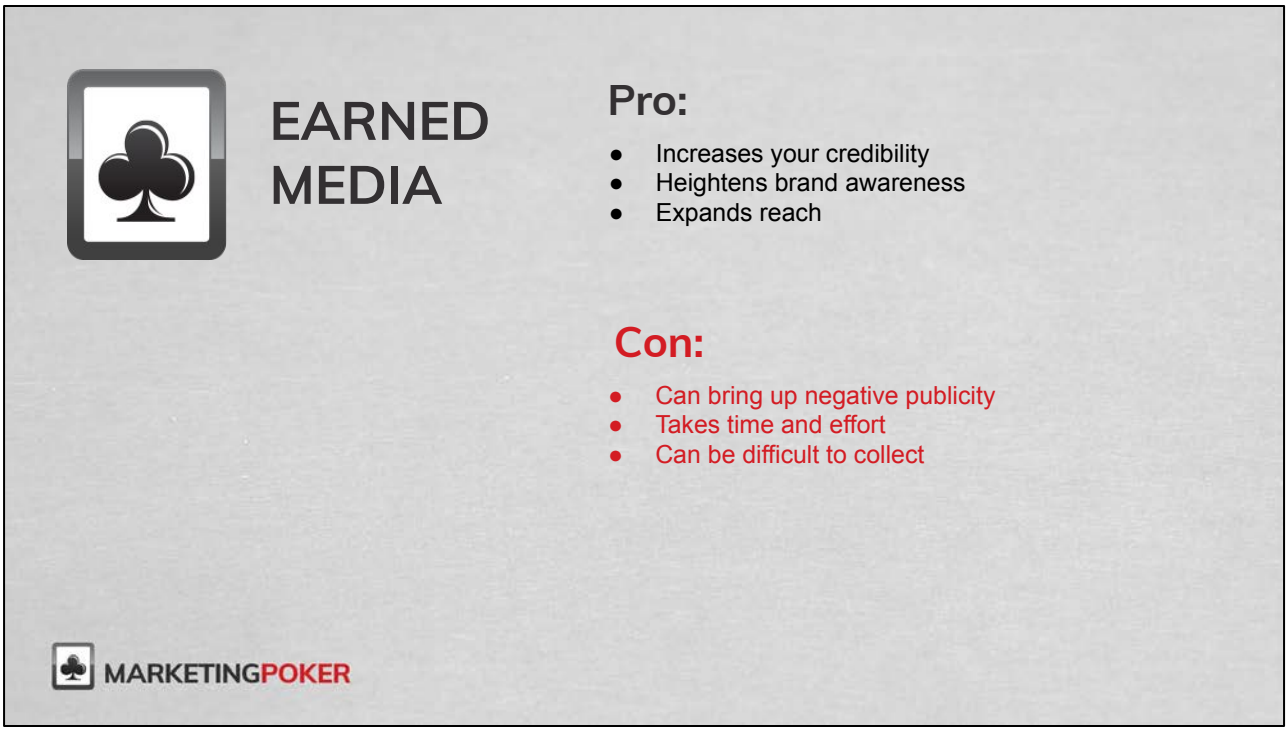
Find out what your competitors are spending on their PPC, and what keywords they are paying for.



https://www.adscale.com/

Automates majority of PPC for companies with products.

You only pay for management when you sell something.



Earned Media

Pro

- Increases your credibility
- Heightens brand awareness
- Expands reach

Con

- Can bring up negative publicity
- Takes time and effort
- Can be difficult to collect

DON’T HIRE A PR FIRM EARLY!

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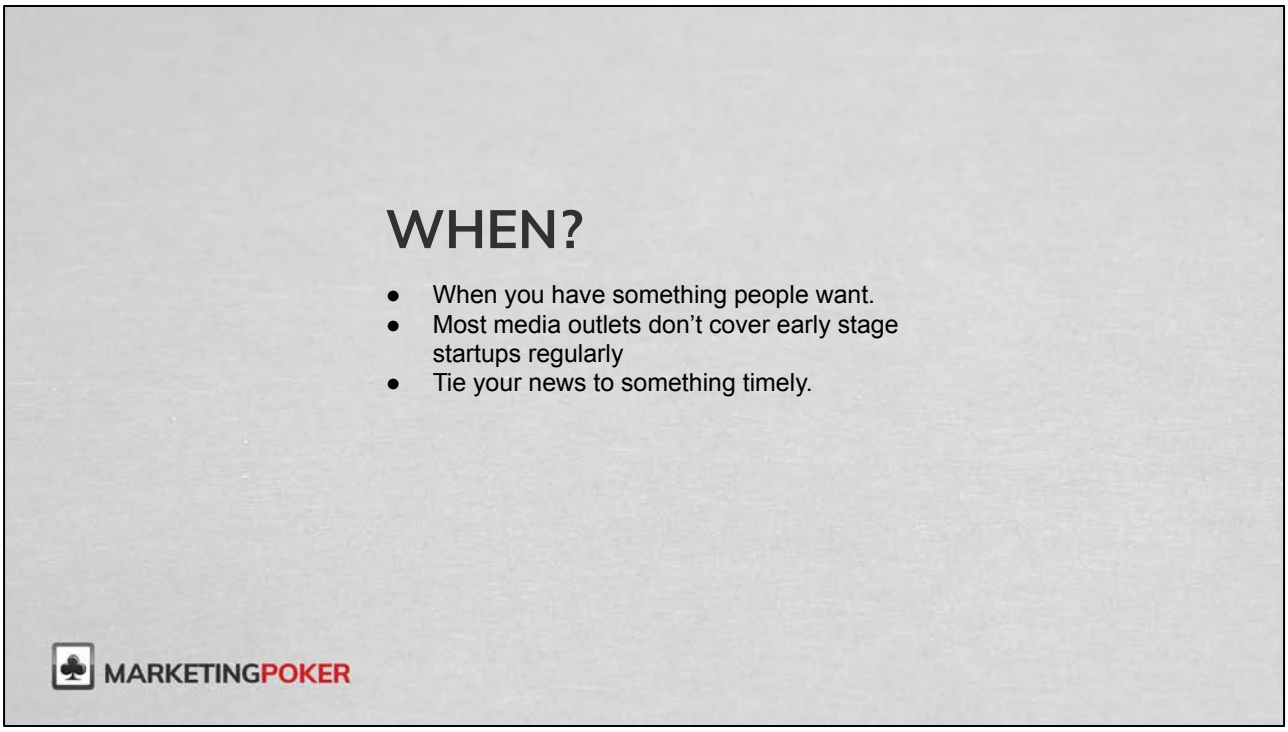

WHEN?

- When you have something people want.
- Most media outlets don’t cover early stage startups regularly
- Tie your news to something timely.

Types:

- Traditional Press Releases
- Articles
- External Blog Posts
- SEO
- Publicity from media outlets
- Word of mouth
- Customer Service
- Online communities
- Stunts

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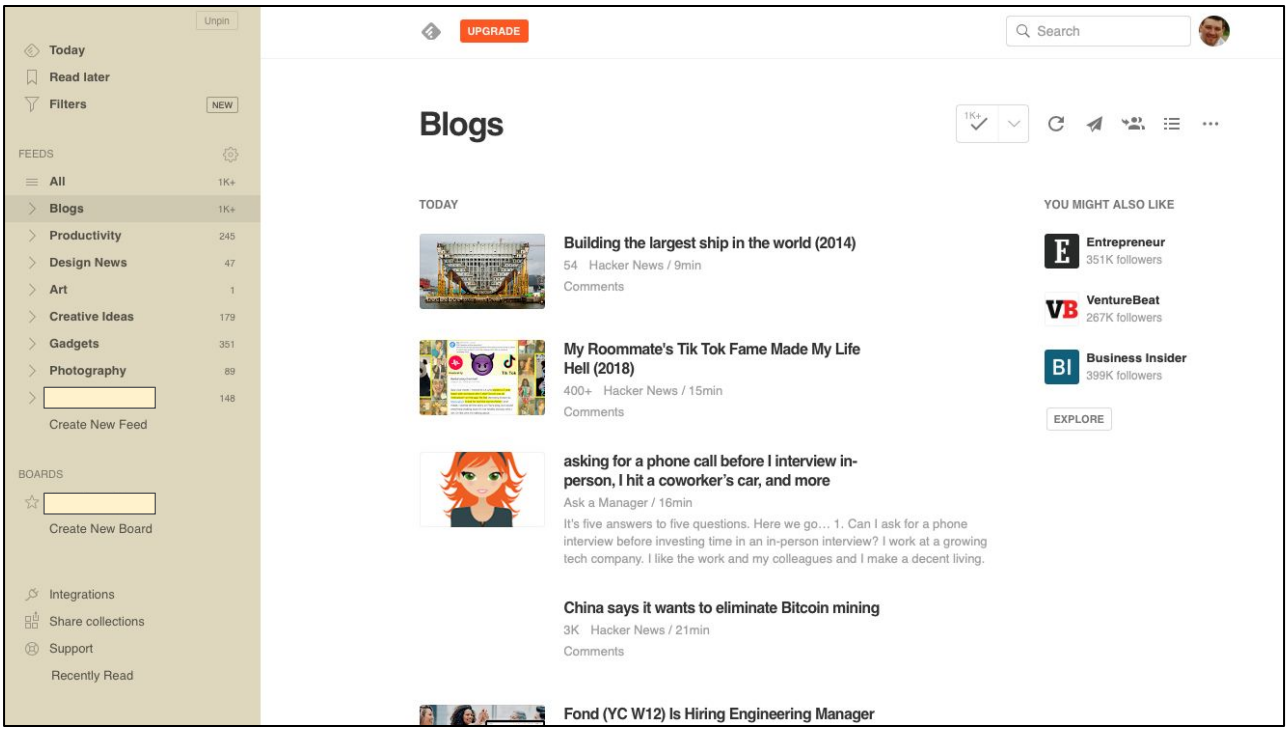
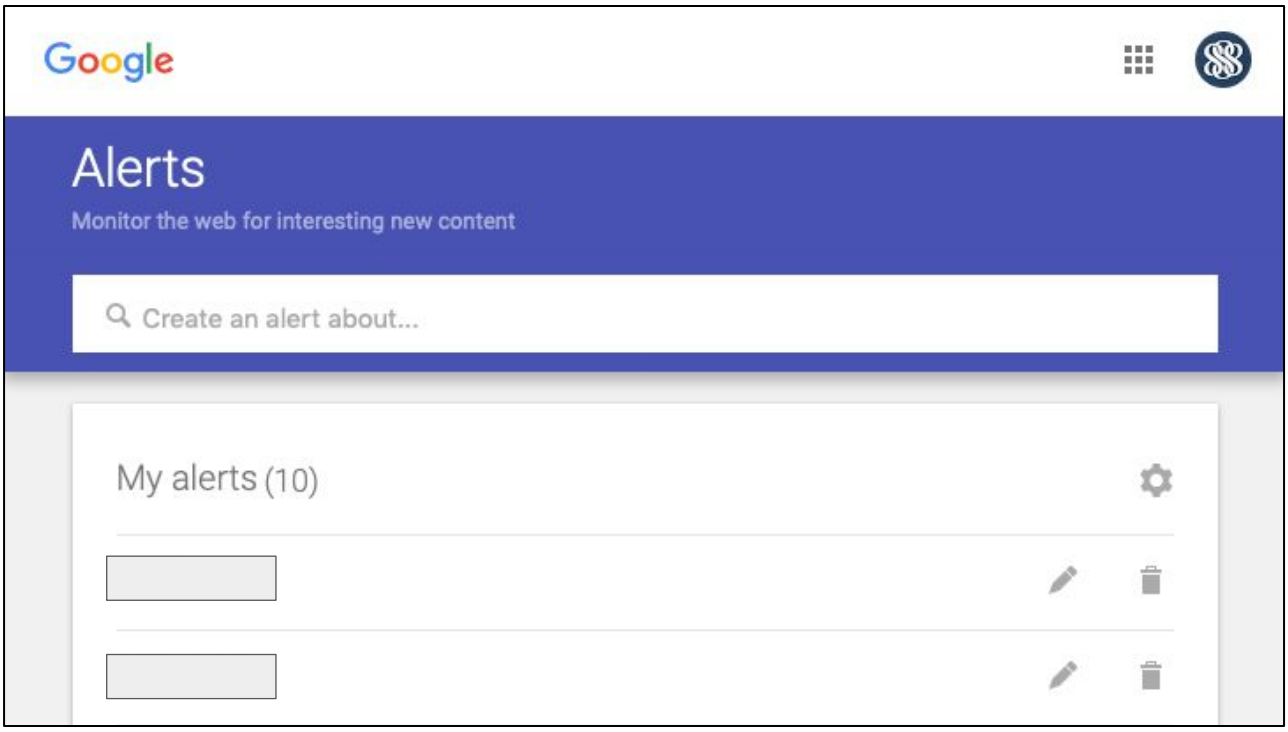
Traditional PR
Articles
External Blog Posts
SEO
Publicity from media outlets
Word of mouth
Customer Service
Online communities
Stunts

Read the news at least 30 minutes / Week

Get a list of reporters interested in your vertical

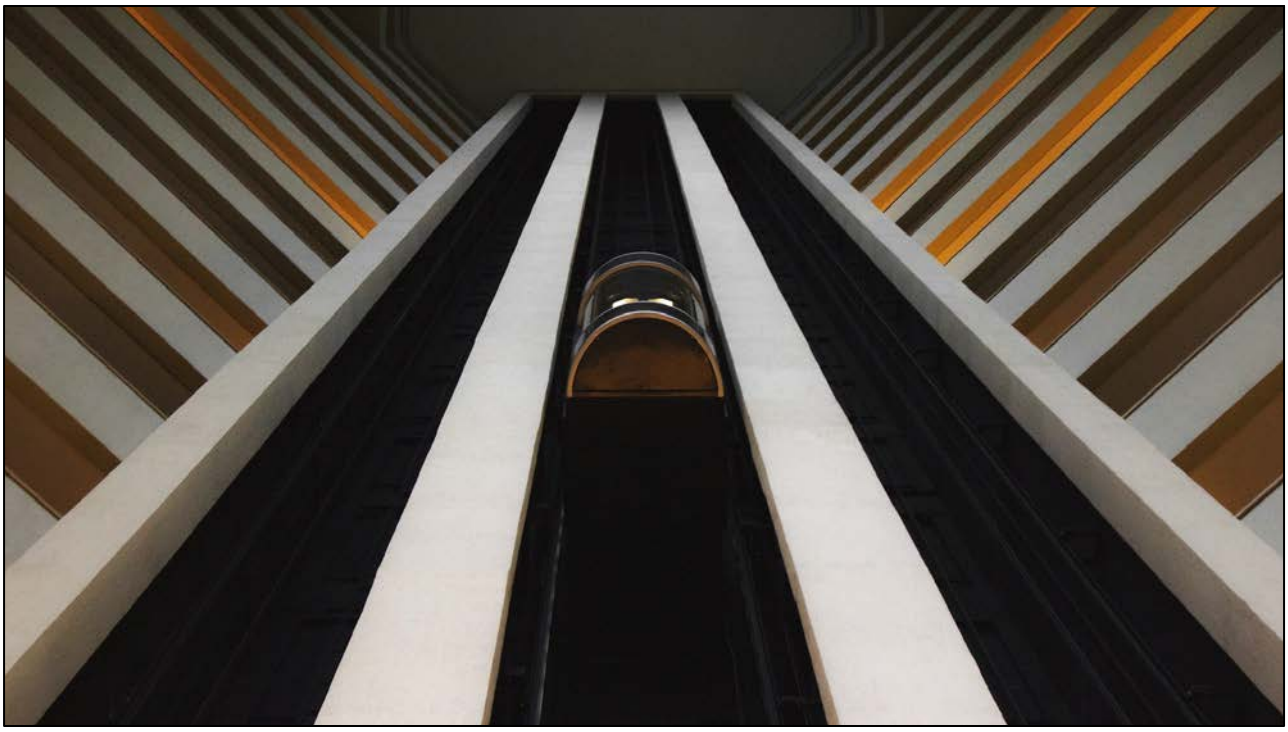


Feedly.com
RSS Reader
Don't go to other websites when they can send their info to you.



Google Alerts
https://www.google.com/alerts

At minimum set up alerts for your name and your business name
Then set up any topics that your business interacts with.
This will give you all of the current events around your industry.



You have to have a good elevator pitch.
One sentence pitch, 3-5 sentence pitch.
Don’t pitch during a big news event

- What do you make and sell?
- Who are your customers now? Who will they be in three years?
- Define your competitive set - how do you distinguish yourself from the competition?
- Why do customers keep coming back?
- What keeps you up at night (About your business)?
- Nuts & Bolts -- How many employees do you have now, full-time? URL
- What are you hoping to do over the next year that you have not done before? Why?
- What was your “eureka moment” that led you to start this organization or company?
- Are you solving problems for your industry, for society, the world?
- Which problems? How come nobody solved these problems before?
- If they did, why didn’t it work out?

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Know how to Answer reporter FAQs

What do you make and sell?

Who are your customers now? Who will they be in three years?

Define your competitive set - how do you distinguish yourself from the competition?

Why do customers keep coming back?

What keeps you up at night (About your business)?

Nuts & Bolts -- How many employees do you have now, full-time? URL

What are you hoping to do over the next year that you have not done before? Why?

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Which problems? How come nobody solved these problems before?

If they did, why didn’t it work out?

Help A Reporter Online
https://www.helpareporter.com/

Start with the free account

Email you 3 Times a day

You respond with a pitch.

Ok Logan, now we have all of these cards, what do we do?

“THE DIFFERENCE BETWEEN SUCCESSFUL PEOPLE AND VERY SUCCESSFUL PEOPLE IS THAT VERY SUCCESSFUL PEOPLE SAY NO TO ALMOST EVERYTHING.”

—Warren Buffett—

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No. Don’t try to do everything, especially at first.

There is a reason why large companies have entire teams dedicated to marketing. In your startup you have to be smart about how you approach it and trying to do a little bit of everything won’t move the needle.

Be strategic

- Minimum - One from each type of media
- Don’t focus too much on any one type
- Spend 80% on your core hand
- Use 20% to play in other areas
- Everything works, just not for everyone

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Build a strategy - Here are some basic rules

- Minimum - One from each type of media
- Don’t focus too much on any one type
- Spend 80% on your core hand
- Use 20% to play in other areas
- Everything works, just not for everyone

WHAT WOULD A BASIC B2B HAND LOOK LIKE?

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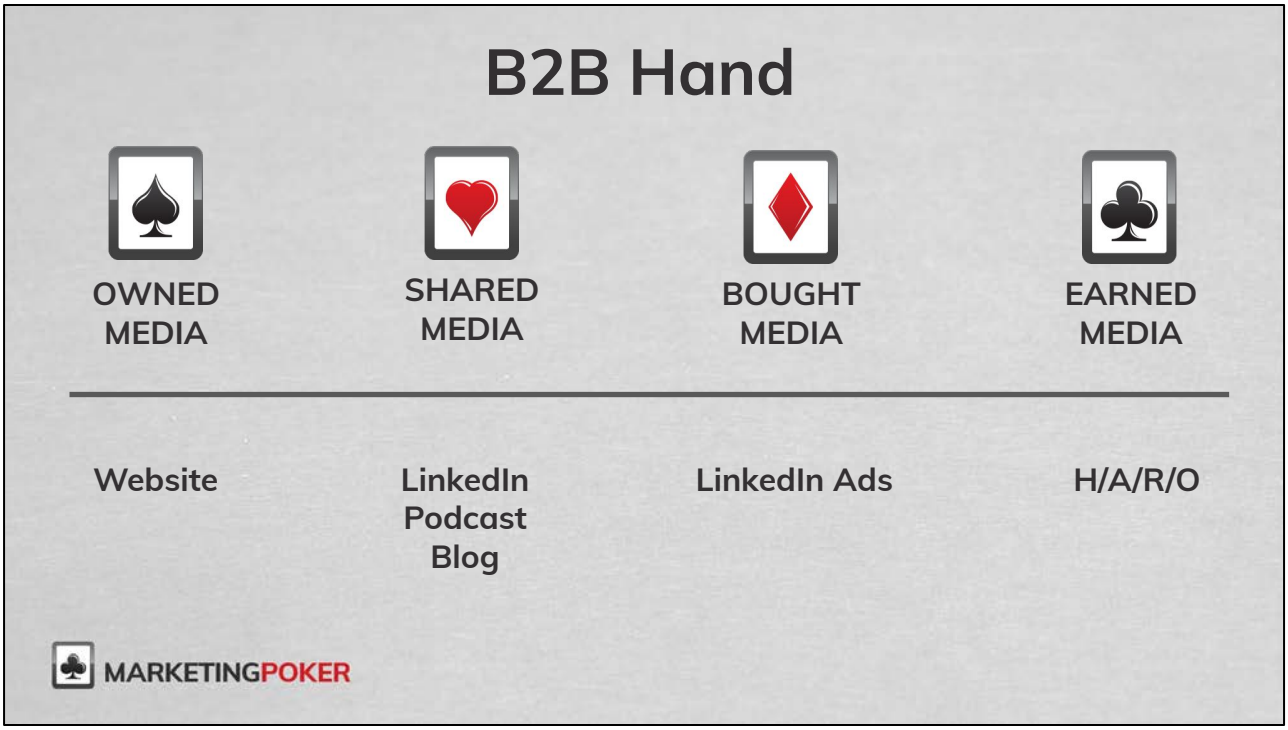
B2B Startup:

OWNED:
Website

BOUGHT:
Paid Ads on LinkedIn

SHARED:
LinkedIn Profile & Posting
Podcast
Blog

EARNED:
HARO



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HARO

WHAT WOULD A BASIC B2C HAND LOOK LIKE?

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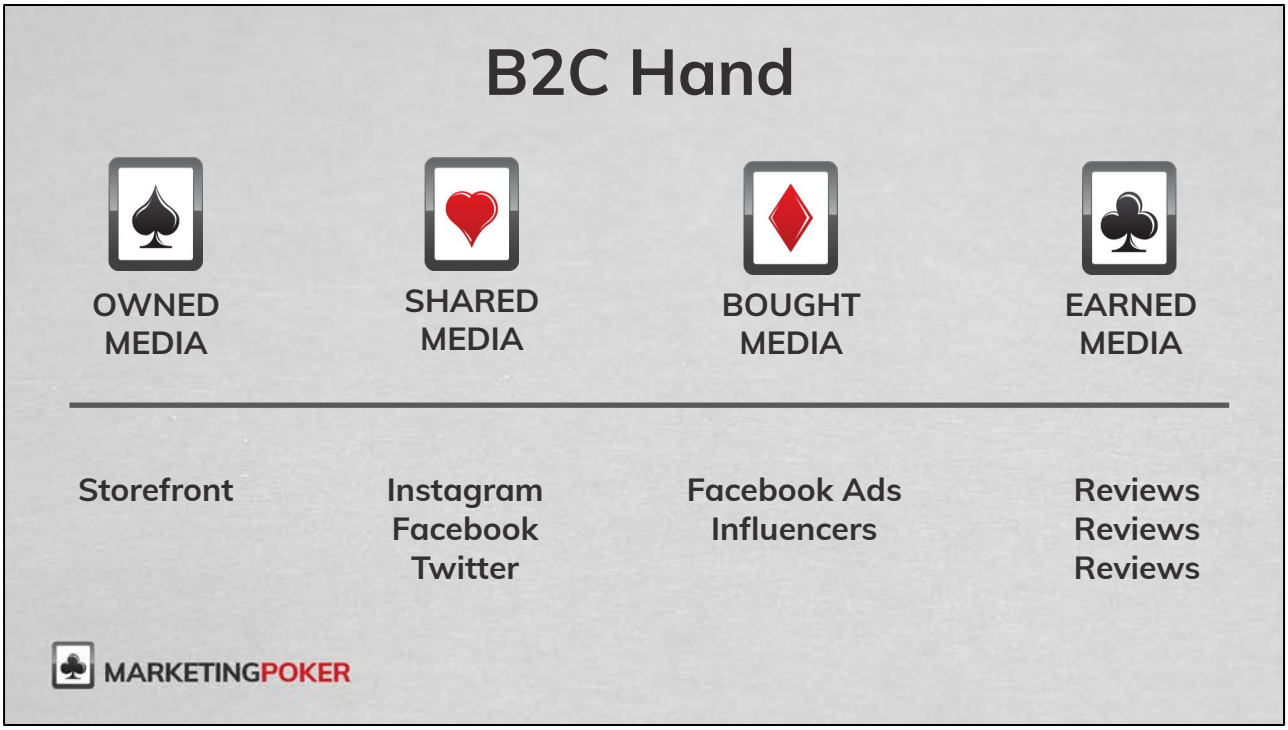
B2C Startup:

OWNED:
Storefront

BOUGHT:
Paid Ads on Facebook
Influencers

SHARED:
Instagram, Facebook & Twitter

EARNED:
Reviews! Reviews! Reviews!



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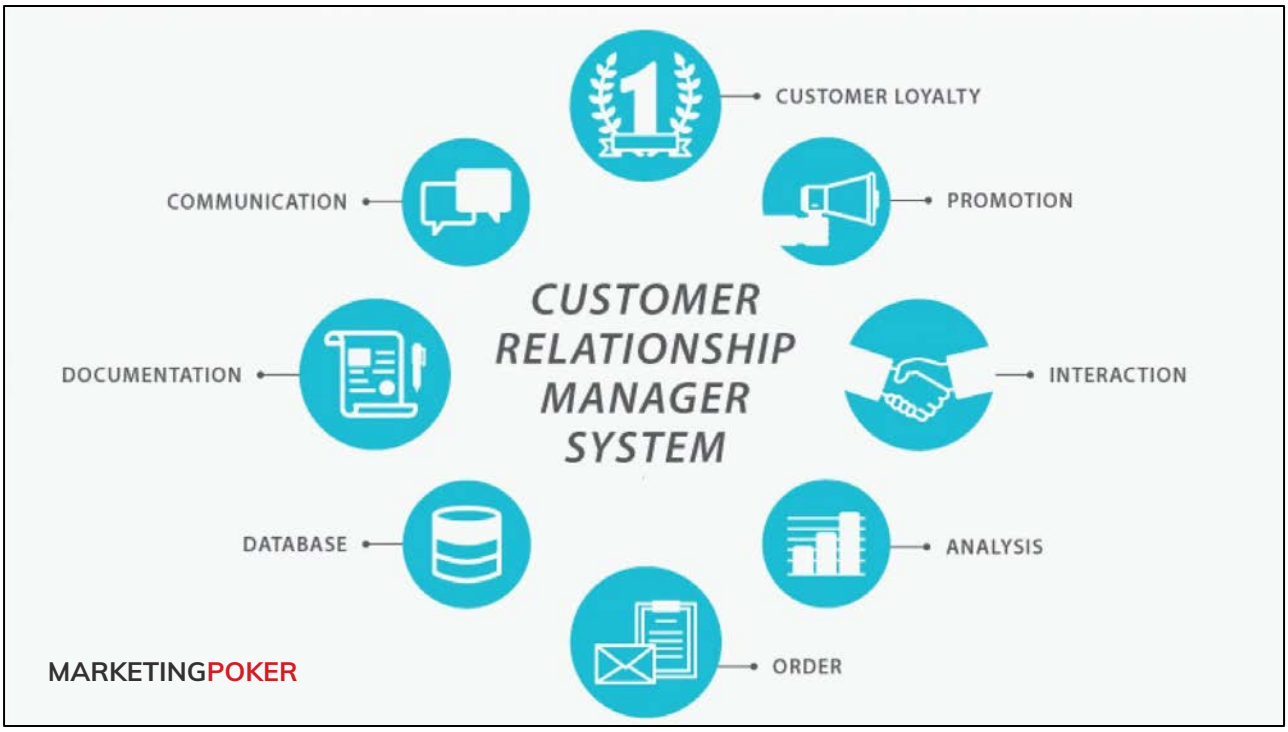
One more thing...



Last tip - grow into a CRM - Customer Relationship Manager.

When you are small you can get away without it, but as you scale it will become critical to centralize all of the data you are interacting with.

Thank You!

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