

Implementing my marketing including digital communications

What do I need to do?

steven.roberts@griffith.ie

hello@michaelbosonnet.com



What we will talk about

Making tactical versus strategic marketing decisions in any-sized business

The 4-Priorities of your business

Re-juggling your resources to continue in a crisis

Sharing our experience of Covid-19

Q&A



Tactical

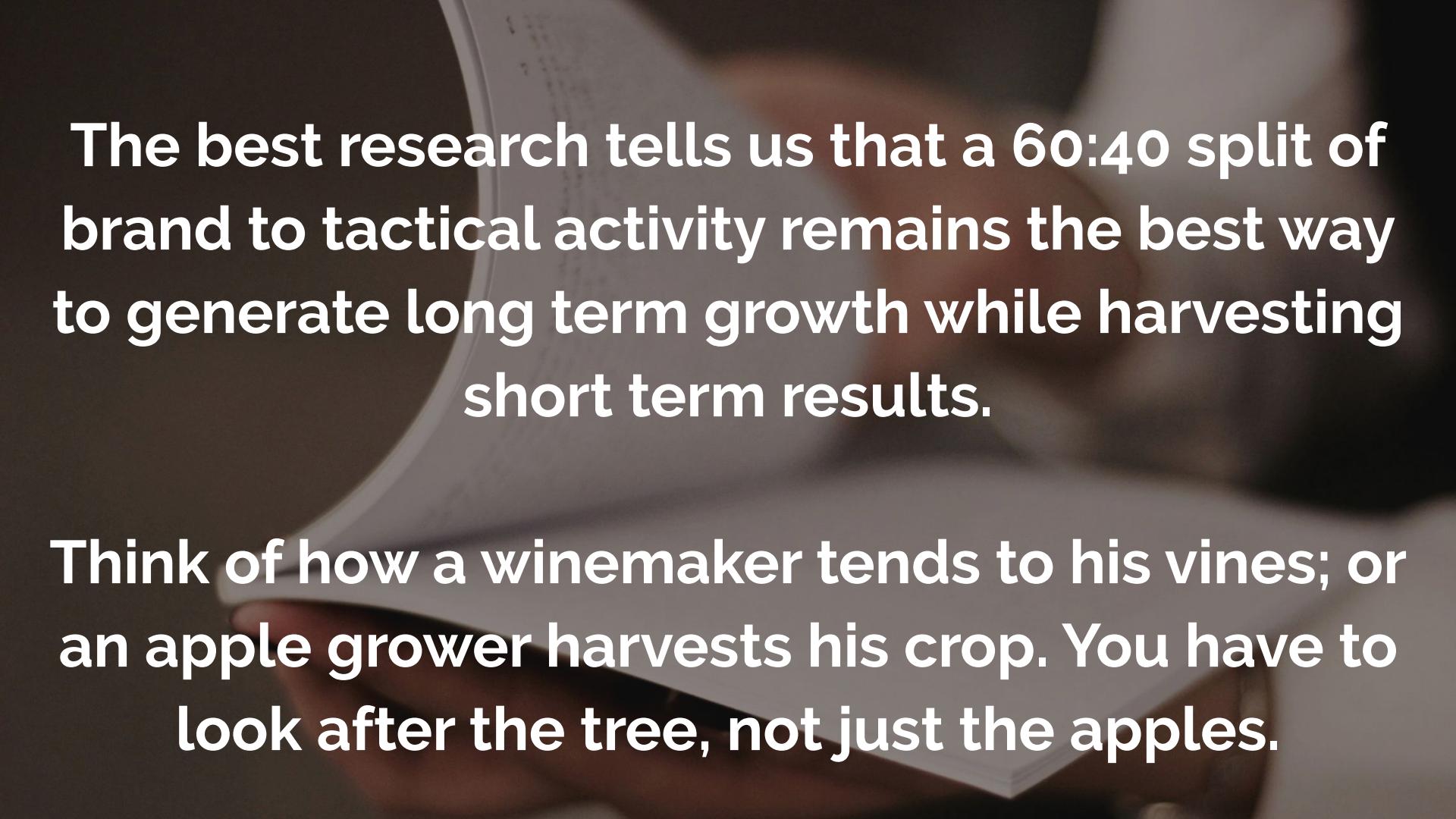
Coping in the crisis



Do you focus on one
thing, or many
things?



Focus on long-term goals
with the flexibility and agility
to respond tactically in the
short term.

A close-up photograph of a person's hand holding a white wine glass. The hand is visible from the side, gripping the stem of the glass. The glass is mostly empty, with only a small amount of liquid at the bottom. The background is dark and out of focus, making the white glass stand out.

The best research tells us that a 60:40 split of brand to tactical activity remains the best way to generate long term growth while harvesting short term results.

Think of how a winemaker tends to his vines; or an apple grower harvests his crop. You have to look after the tree, not just the apples.



*It took millions of years for man's
instincts to develop. It will take
millions more for them to even vary.*

-

*It is fashionable to talk about
changing man.*

Bill Bernbach

DO NOW

DO LATER

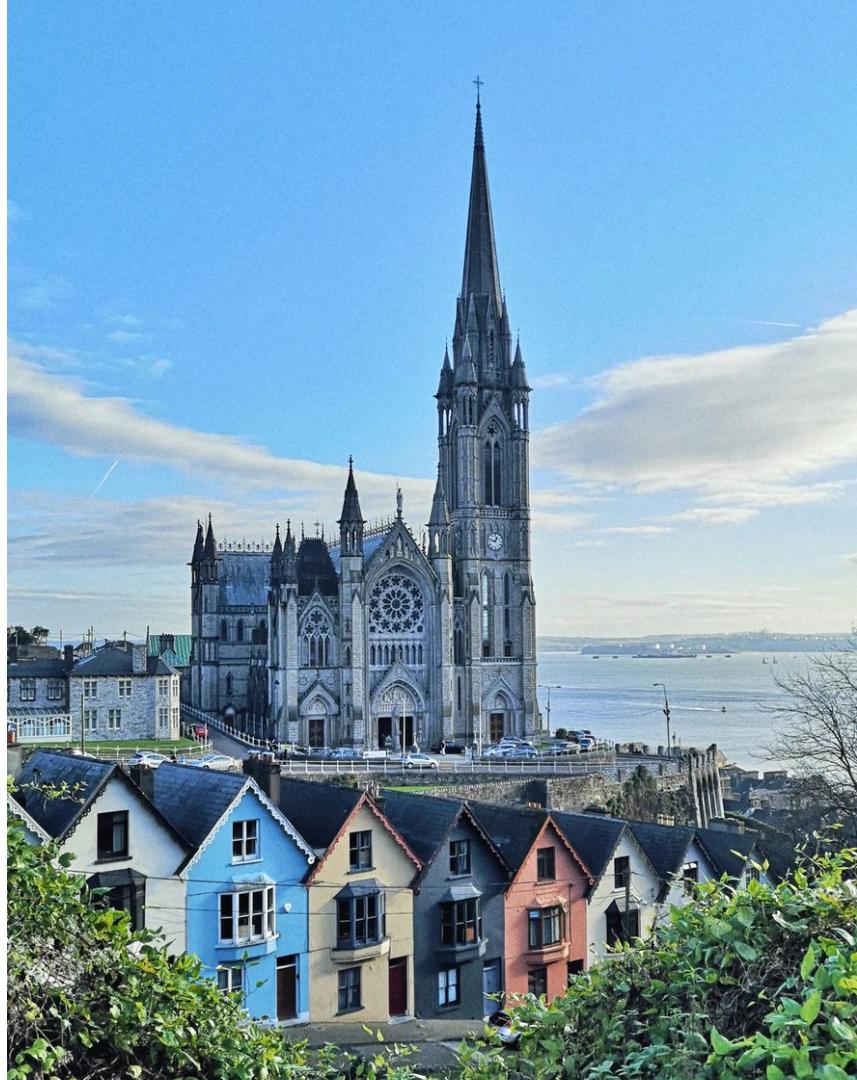
**DELEGATE/
OUTSOURCE**

ELIMINATE



Strategic

Rebuilding Ourland



**Positioning is the act of
deliberately defining how you are
the best at something that a
defined market cares a lot about.**

April Dunford

Obviously Awesome.

A dark grocery store vegetable aisle with various fruits and vegetables in bins. Lettuce, bell peppers, cucumbers, and other produce are visible.

Is your business clear about how it is positioned in the market?

Is there a clear customer profile and a ‘value proposition’ that you can focus all your company’s messaging towards?

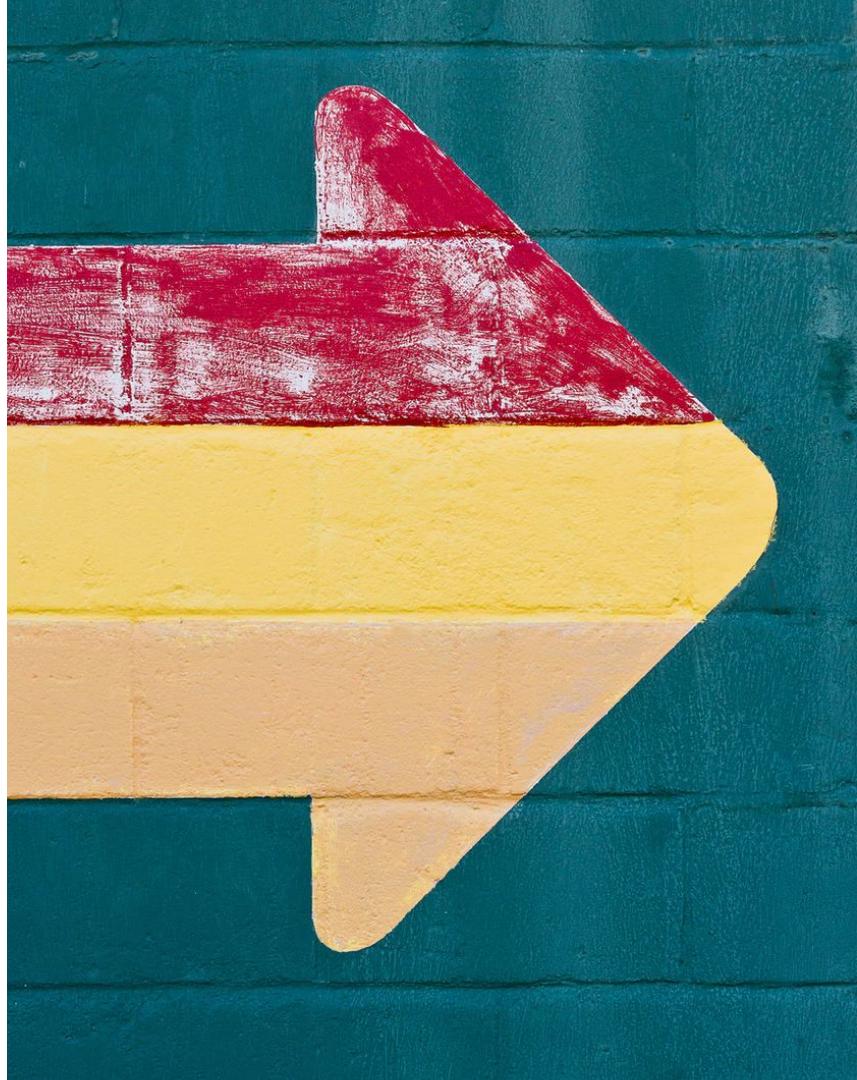
**Diagnosis, Guiding
Principles, Coherent Action.
Simple yet hugely effective
way of approaching strategy.**

**Richard Rumelt – kernel of
strategy**



**Your Customer
Your Company,
Your Competitor.**

**The tool to spot
opportunities**



The 4ps

Levers for your business



You need to do more
than promotion and
communication

What do I
need to do
Product



**Take the time to
assess your
current product
or service**



**Can you address
particular pain
points for the
consumer?**



**Look at the core
benefit your
business is
providing to
customers.**



What do I need to do **Price**



Businesses and consumers will be deeply affected by the economic downturn that will ensue following the Covid crisis.



**Customers will
require more
flexible payment
plans.**



**Banks introduced
mortgage freezes.
Local Government
suspended rates
charges.**



**Agility – look after
my customers,
maintain bottom
line**



What are some of
your current
challenges?



**Identifying the
problem is
usually a
challenge**



What do I need to do **Promotion**



**We typically pay too
much attention to
promotion
(communication), at the
cost of time spent on
price, product and place.**



Promotion and communication remain key during the lockdown crisis.



**Be approachable and
relatable.**

**Communicating with
customers in an open
and transparent manner.**





southamptoncitycouncil • Follow ...
Southampton, England, U.K.



southamptoncitycouncil ❤️ Happy International Nurses Day to Councillor Sally Spicer, ward Councillor for Redbridge, who works in the Emergency Department at University Hospital Southampton. ❤️ A big thank you Nurses and Happy International Nurses Day to all Nurses in Southampton. ❤️ In a city of inspirational art it's amazing to see this fitting tribute to our amazing nurses called Painting for Saints, which was created by Banksy as a thank you to all who work with and for the #NHS at the hospital.
#thankyouurses
#internationalnursesday #banksy
#banksyart #banksyartwork

94



Liked by mickydaya and 75 others

3 HOURS AGO

Add a comment...

Post

Context is key does your message need to change in response to the crisis?



**Communication
fundamentals such
as reach, quality of
message, effective
targeting**



What can I do?

Social media presence

Scheduling content

Search engine optimisation

Observing Analytics

- Traffic
- Sentiment   
- Pre-bookings

Email marketing



What we will talk about

Facebook

Google

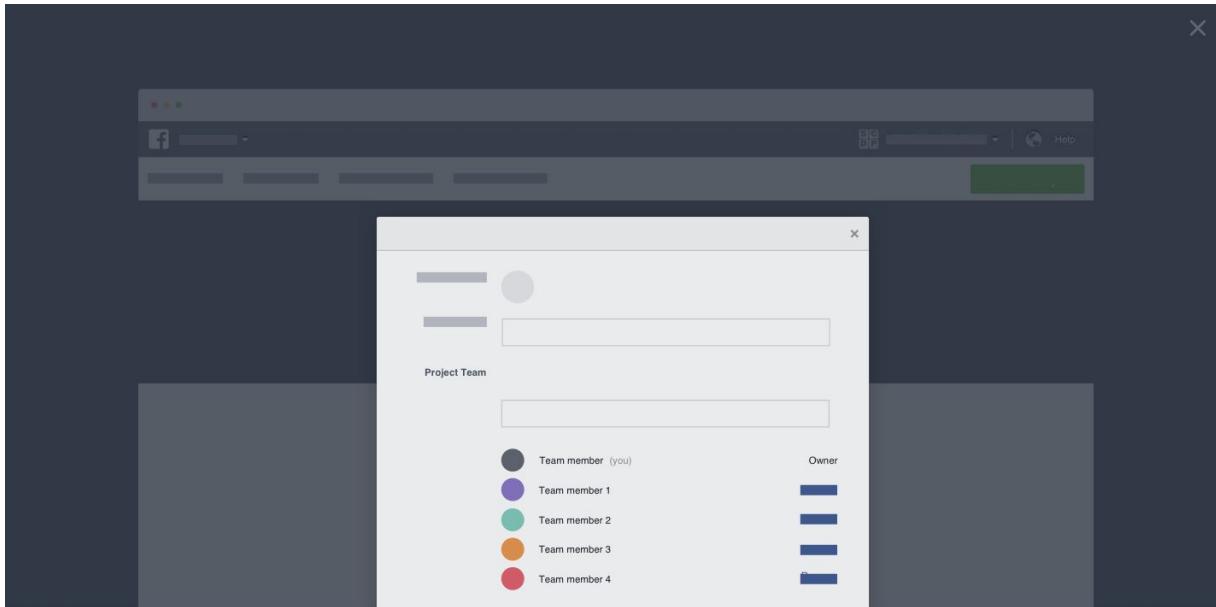
Hubspot

Mailchimp



Using Facebook Business





Edit and create as a team

Share a project with anyone in your company and allow multiple people to iterate on mockups.



Back

Next

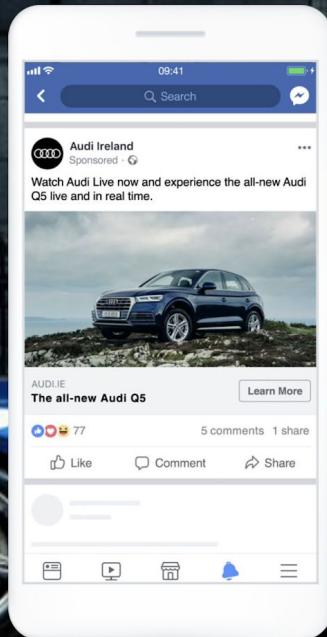
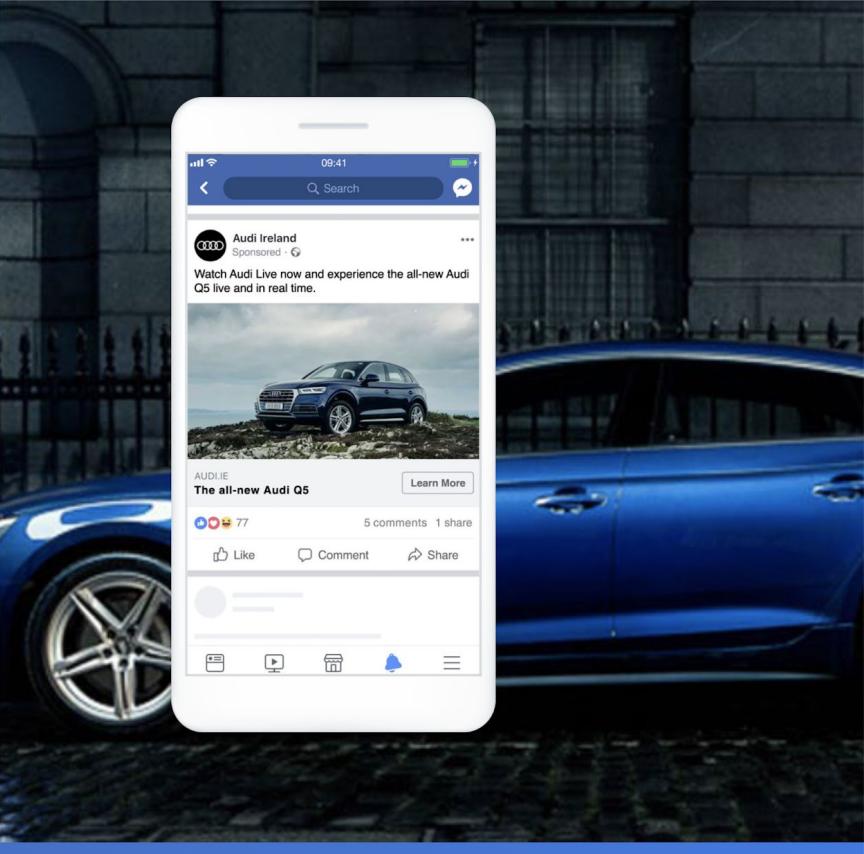
 COVID-19 resources: We're here to help your business through the coronavirus outbreak. [Learn more](#) X

FACEBOOK for Business Get Started Learn Insights Solutions Resources Support COVID-19 resources [Create an ad](#) ▼ 

Photo

Photo ads offer a clean, simple format to feature engaging imagery and copy. Convey who you are and what you do through high-quality images or illustrations.

[Learn About Photo Ads](#)



CREATE AUDIENCE

Location o ▾

IRELAND, DUBLIN
Dublin
+ Country, region or city

Age and Gender o ▾

Age
18 ↓ — 34 ↓

Gender
All Men Women

Interests o ▾

ENTERTAINMENT > FILMS
Action films
+ Interest

Connections ▼

Pages ▼

People Connected to
+ Your Page

People Not Connected to
+ Your Page

Advanced >

(New Audience)
150K - 200K monthly active people
i

People on Facebook
Country: Ireland i

Demographics		Page Likes	Location	Activity
Top Towns/Cities Top Countries Top Languages				
Towns/Cities	Selected Audience	Compare ▾		
Kilmainham, Dublin, Ireland	0.4%	+300%		
Santry, Dublin, Ireland	5%	+229%		
Phibsborough, Dublin, Ireland	1%	+225%		
Palmerston, Dublin, Ireland	2%	+220%		
Finglas, Dublin, Ireland	3%	+200%		
Dún Laoghaire, Dublin, Ireland	0.3%	+200%		
Leopardstown, Dublin, Ireland	0.3%	+200%		
Rathgar, Dublin, Ireland	0.3%	+200%		
Stillorgan, Dublin, Ireland	0.3%	+200%		
Terenure, Dublin, Ireland	0.3%	+200%		

See All

Your Digital Metrics

Levels of engagement (#)
Influencer engagement
Growth, Reach, SoV
Conversions - ecommerce
Campaign engagement
Earned media Sharing
Organic conversation
Traffic - abandon cart



Using Instagram Analytics



Insights

ACTIVITY

Interactions

CONTENT

AUDIENCE

1,459

Actions taken on your account from
19 July - 25 July

Thurs

Fri

Sat

Sun

Mon

Tues

Wed

Profile visits

-1,006 vs. 12 July - 18 July

Website clicks

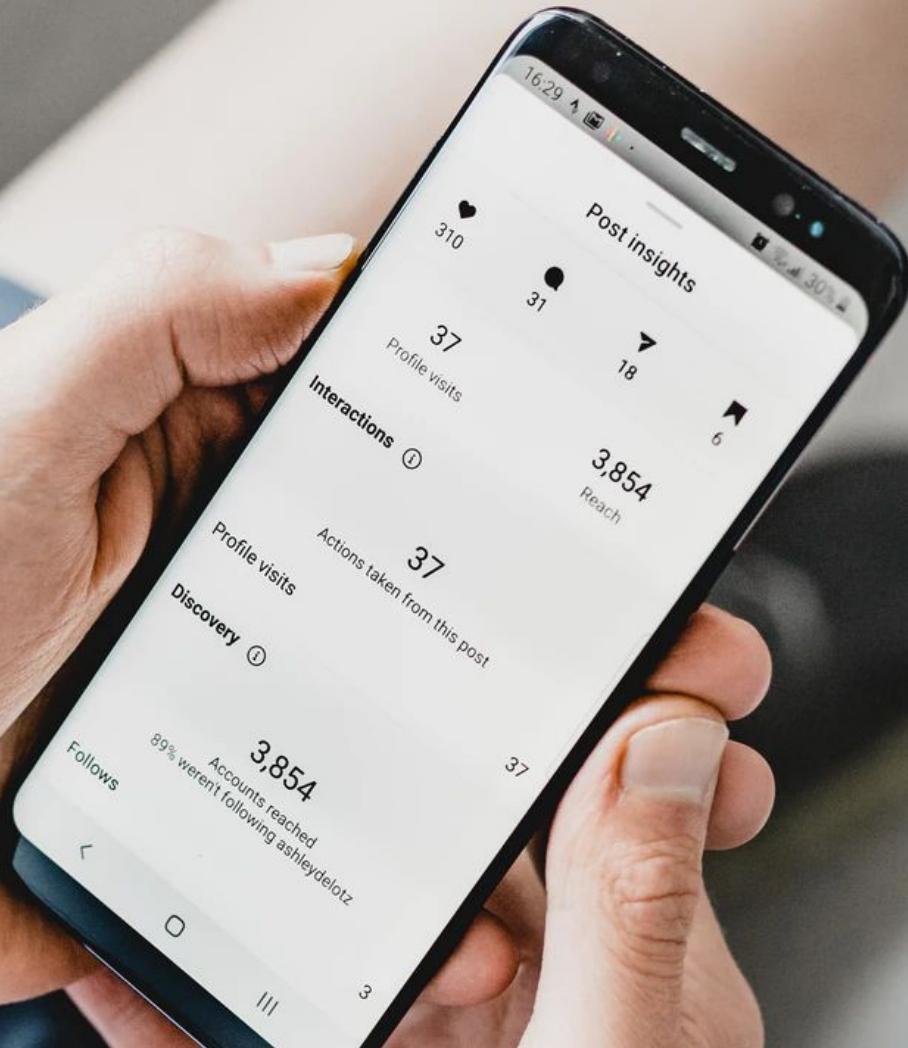
-103 vs. 12 July - 18 July

Emails

-1 vs. 12 July - 18 July

Get Directions





Businesses like mine appear here!

Google take away near swords dublin

Find results on

Just Eat Swords Co Dublin, Order... TripAdvisor THE 10 BEST Delivery... Zomato Rathbeale's T

Rating ▾ Hours ▾

⚠ Hours or services may differ

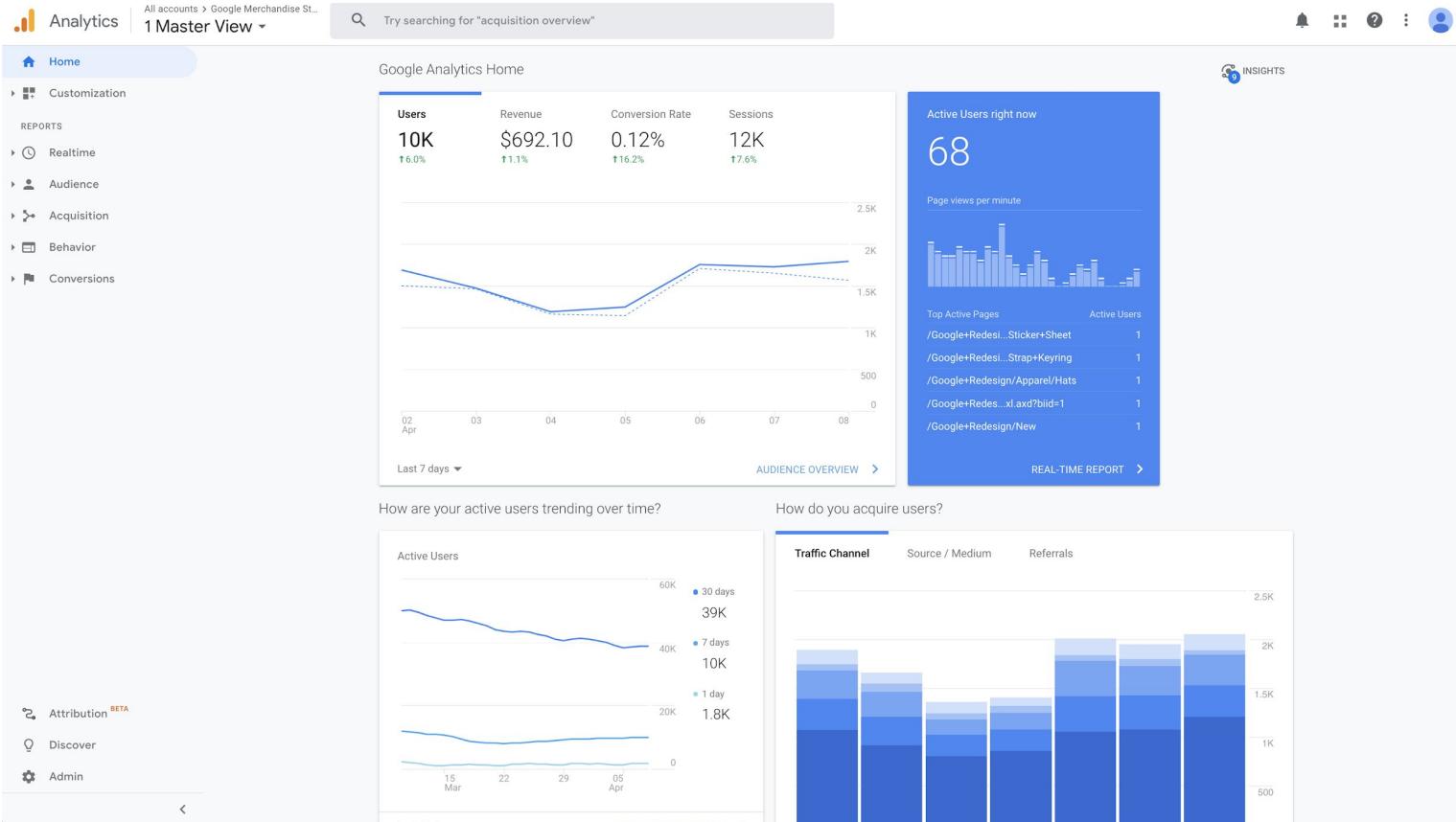
Roxy Take Away
4.2 ★★★★☆ (84) · € · Takeout restaurant
75 Main St
Late-night food · Casual · Delivery

Spice Of India
4.0 ★★★★☆ (170) · €€ · Takeout restaurant
29 Main St
Cash only · Happy hour food · Late-night food

Lin Kee
3.7 ★★★★☆ (185) · €€ · Chinese Takeout
56 North St
Casual · Delivery

More places

Google Analytics



[Google Analytics](#)

Analytics Intelligence X

[Insights](#) [Saved](#) [Read](#)

 [Analyze Product Performance](#) ^

What's my total product revenue for the last 30 days?

Show me a trend of product revenue over the last 3 months

Year-over-year growth in average order value last month

What are my top products in terms of revenue?

What are my top products in terms of transactions?

What default channel groupings have the most revenue?

How many transactions used order coupon codes?

Average quantity by product

What products have more than 5 unique purchases last month?

Analytics Intelligence X

[Insights](#) [Saved](#) [Read](#)

 **Website performance week-over-week**
Mar 30 – Apr 5, 2020 vs. Mar 23 – 29, 2020

 Reach users who are close to converting with Smart Lists

 Your ecommerce conversion rate decreased on some landing pages
Mar 1 – 31, 2020 vs. Feb 1 – 29, 2020

 creatoracademy.youtube.com has low ga:bounceRate
Mar 1 – 31, 2020

 Your site performs below average for 1920x1080
Feb 5 – Mar 31, 2020

Analytics Intelligence X

[Insights](#) [Saved](#) [Read](#)

 Content Analysis ^

What are my top pages in terms of pageviews?

What are my top landing pages in terms of sessions?

What pages do people spend the most time on?

What are my top landing pages by revenue?

What are my top landing pages by users?

Entrances and Exits for my top pages

Which landing pages with over 10 sessions have the worst bounce rates?

English ▾ Contact Sales

Go to my account Get free CRM

HubSpot Software ▾ Pricing Resources ▾ Partners ▾ About ▾

The Free CRM With Something for Everyone

Think CRM software is just about contact management? Think again. HubSpot CRM has free tools for everyone on your team, and it's 100% free – forever. Here's how the free HubSpot CRM makes *your job easier* ...



Sales Leaders Salespeople Marketers Customer Service Teams Operations Managers Business Owners

HubSpot CRM for Sales Leaders

With the easy-to-use HubSpot CRM, you'll never have to manually update reports or wonder how your team is tracking toward quota. Because you have more important things to do.

Get free CRM

What is your business looking for in a CRM? I'm here if you want to chat about how HubSpot's CRM can meet your needs.



Mailchimp

Is a free tool that can be used for creating Newsletters in just simple steps

X

[Regular](#) [Automated](#) [Plain-text](#)

Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name

100 characters

[Begin](#)

[Cancel](#)

A - b - c - d - e - f

Select a template

Layouts Themes Saved templates Campaigns Code your own



More ways to tell your story
Get access to a variety of layouts that can keep your emails looking professional and fresh.

Upgrade Now

Featured

Logo
Showcase your products.

Add a photo here.
Posture the star of your collection first. To get started, upload the image above with a starting product price to create a new item in your catalog. Then, enter the title, price, and description for each item by clicking "Edit Product".

Edit Product

Logo
Share your big news.

Add an announcement to make! Share your big news. Add a photo here.

Logo
Share your story.

Introducing our new product or service? Share a video or images, or present the new product or service to your clients. The results are great! Share your story easily by adding a photo or video to your email. Then, enter the title, price, and description for each item by clicking "Edit Product".

The results are great! Share your story easily by adding a photo or video to your email. Then, enter the title, price, and description for each item by clicking "Edit Product".

Add a photo here.

Logo
Send a tailored follow-up email.

Add a photo here.
Have people respond by following up with a personal message or discount offer? Send a follow-up email by replying to the lead reader with a different subject line. If you want things, return to your company after a few hours, or hours.

Logo
Help people use your product or service.

Show how to get the most out of your umbrella or explain how to get the most out of your software. First, replace the logo and change the color with a different color. Then, enter your contact information.

Activate Windows

Let's Get Started



Deny

Give Feedback

Help

Preview ▾

Template ▾

Continue

Blocks

Style

Comments

Logo
Showcase your products.

Add a photo here.
A white boot with a small tag attached.

Text	Boxed Text	Divider	Image	Image Group
Image Card	Image + Text	Share	Social Follow	Button
Footer	Code	Video		

Activate Windows

What do I need to do **Place**



Look at existing distribution channels.

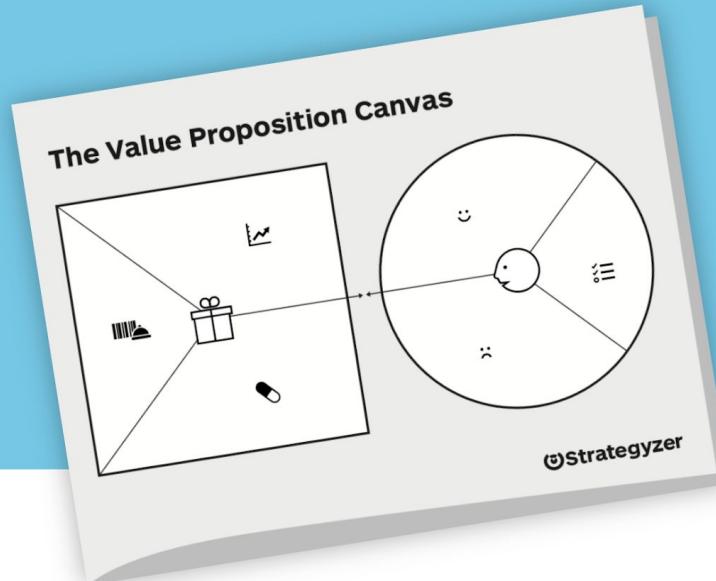
Are there opportunities to work with new partners?



Can you address particular pain points for the consumer?



The Value Proposition Canvas



First name •

Last name •

First name

Last name

Email •

Work Email

Which of these describes best your business? •

Which of these describes best your business? ✓

Send me the weekly newsletter and occasional product updates

DOWNLOAD CANVAS

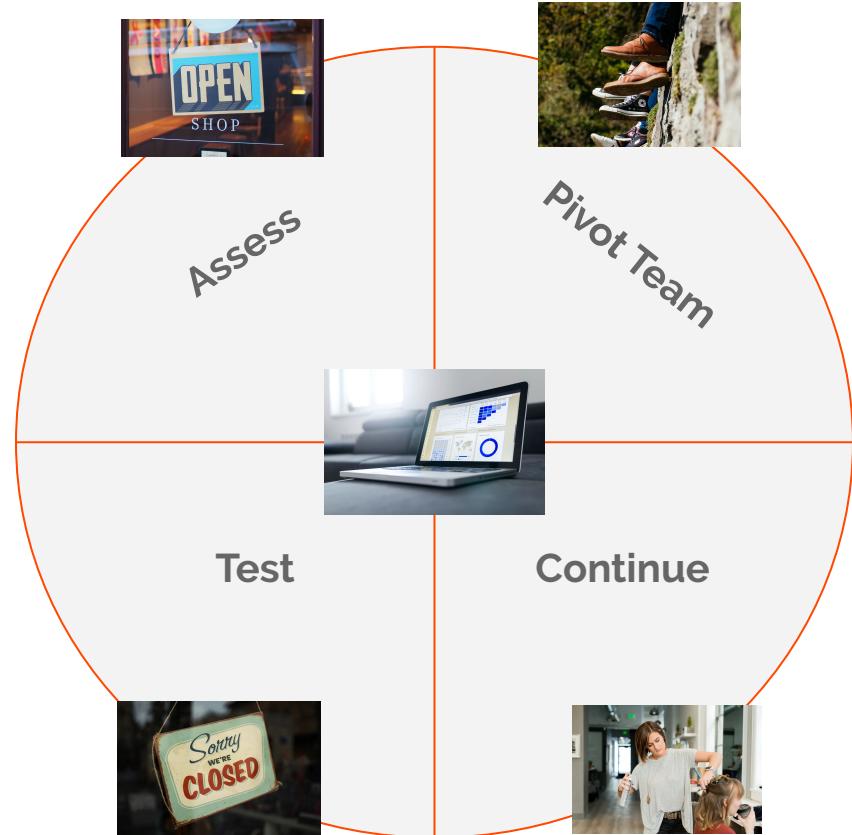
**Think about
innovative ways that
you can place your
product or service in
front of customers.**



**What could you add
to the workbook?**



Re-juggling My Resources



**Look at your
existing team or
teams and their
workloads.**



Where are the pressure points in the organisation?



**Map these changes
and see how the
organisation can
best respond.**



**Look at
budgetary
resources too.**



Agility, flexibility and resilience are key to surviving and thriving during the lockdown and rebuilding phases.



Our Covid-19 experience



**Looked at resources
within the team;
focused more on
digital and social
activity.**



**Reviewed existing
and planned
campaigns to assess
their suitability in the
new environment.**



**Examined our
typical
advertising and
marketing
schedules.**



Moved on-campus events to online.



Griffith College Dublin

5 May at 10:23 ·

...

We'd like to welcome you to our Online Open Day that will take place tomorrow Wednesday 6th May from 6.30pm - 7.30pm.

Chat with lecturers and admin staff to learn what Griffith College can offer. From our range of faculties to our blended and online learning courses.

Register your place, here!



GRIFFITH.IE

Visit Griffith | Online Open Day | Griffith College

Learn More



25

16 shares

Practical Tips



Adapted from the Sostac Model

RADAR®
by Michael Bosonnet

Strategic insight & data analytics specialists

Master one
tool at a
time^{OBJ}



Research terminology that you don't understand



Use tools like **Hubspot**
for scheduling
appointments with
customers

Hair salon

Make-up artist, [OBJ] B&B

Hotel,

Restaurant.qvms [OBJ]



Google my business

(physical address and phone)

insights



**Research
surveys,
focus groups**

Online



Thank you

Griffith.ie

Michaelbosonnet.com

hello@michaelbosonnet.com

steven.roberts@griffith.ie



RADAR®
by Michael Bosonnet

Strategic insight & data analytics specialists