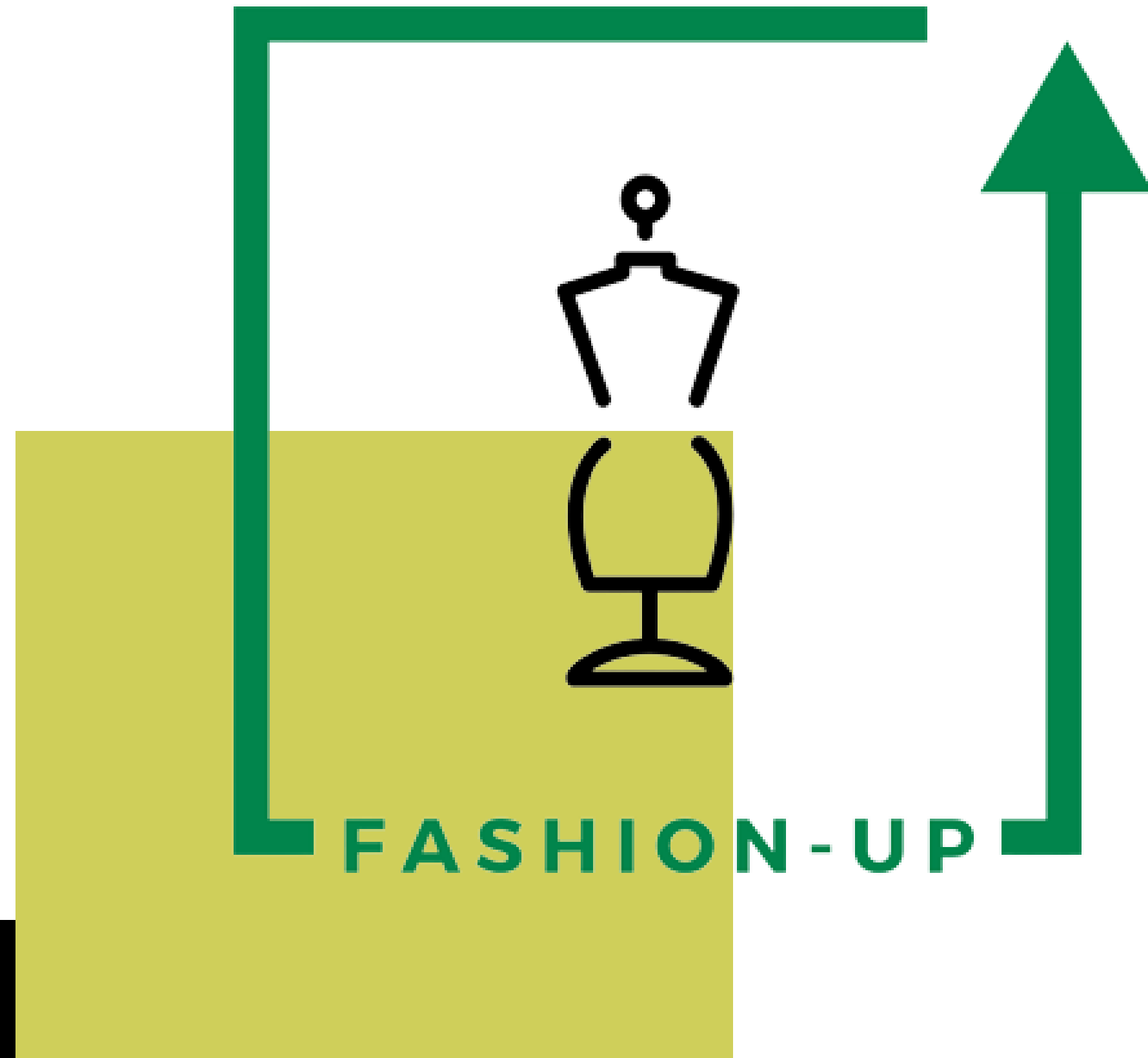


# Module 5

## UNIT 4

MARKETING AND SALES



Duration: 2 hours

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.





# Overview of the Unit

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In this Unit, you will learn about what it means to build a brand identity and how to establish a strong online presence for your business. You will also learn about sales strategies and ways to maintain a loyal customer base.





# Expected Learning Outcomes

By the end of this Unit, you will be able to:

1. Define the necessary steps towards building a brand identity,
2. Recognize the different social media platforms,
3. Identify the steps for a successful sales strategy,
4. Recognize the steps towards building a loyal customer base.

## Pre-requisite knowledge

No prior knowledge is required for this Unit.

**Estimated Reading Time**

13 minutes



# Learning Objective

The Unit aims to equip the future sartorial artisans with a basic knowledge of marketing strategies.



## Target Audience

This Unit targets learners who are seeking basic knowledge on how to employ marketing strategies in order to boost their sales.

## Key concepts

Marketing, sales, social media, customer base, customer satisfaction



- A laptop with access to the internet
- A projector
- A flipchart
- Notepaper with pens and markers
- Printed flashcards

# Necessary equipment



01

## Teacher's Profile

### Technical:

- Knowledge of marketing and sales strategies

### Pedagogical:

- Experience in teaching adult learners and understanding their learning styles
- Strong communication and presentation skills to engage learners

### Business and Entrepreneurial:

- Proficiency in developing comprehensive marketing and branding strategies
- Knowledge of social media digital marketing





02

## Methodology

This Unit will be based on both the project-based and experiential learning methodologies.



# Building a brand identity

Brand identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.

A brand identity is distinct from a brand image (the consumer's perception of the brand) although the two are closely linked.



# Brand identity

A brand identity is primarily what the corporation wishes to project to its audience. In order to perform well, the brand identity has to be in alignment with the values of the brand to its customers.

Brand identity should be:

- Distinctive
- Memorable
- Scalable
- Flexible
- Cohesive

A strong brand identity can help a business to:

- Stand out from the competition
- Build trust and loyalty with customers
- Communicate its values and mission
- Create a consistent experience for customers
- Attract and retain employees

Developing a brand identity is a complex process that requires careful consideration of all the elements involved. It is important to create a brand identity that is authentic, relevant, and sustainable.





# Let's watch this video



<https://www.youtube.com/watch?v=huersHOzoAg>



# Key elements of a brand identity

01

## Visual identity

This includes the logo, color palette, typography, and imagery.

02

## Brand voice

This is the tone and style of communication used by the brand.

03

## Brand values

These are the core principles that guide the brand's actions.

04

## Brand personality

This is the human-like characteristics that are attributed to the brand.



# Online presence of a business

Your business's online presence is the sum of all the ways it appears and engages online. It's how customers find you, learn about you, and interact with you in the digital space. Think of it as your digital storefront and reputation combined. Here are its key elements:

1. **Website:** Your website is the central hub of your online presence. It's where you showcase your products or services, share information about your company, and provide contact details.
2. **Social Media:** Platforms like Facebook, Instagram, Twitter, and LinkedIn allow you to connect with customers, share updates, and build a community around your brand.
3. **Online Listings and Directories:** Being listed on platforms like Google My Business, Yelp, and industry-specific directories ensures that potential customers can find you when searching online.
4. **Content Marketing:** Creating valuable content, such as blog posts, articles, and videos, helps establish your expertise and attract potential customers.
5. **Online Advertising:** Utilizing online advertising platforms like Google Ads and social media ads can help you reach a wider audience and drive traffic to your website.
6. **Online Reviews and Reputation:** Customer reviews on platforms like Google, Yelp, and Facebook can significantly impact your business's reputation and influence potential customers.





# The power of Social Media

In today's digital age, social media and digital marketing are essential tools for small businesses. They provide a platform to reach a larger audience, engage with customers, and drive sales.

Reaching the right audience is absolutely crucial for the upcycled garments industry. It's not just about having great products; it's about connecting with the people who will truly appreciate and value them.



# Social Media Platforms



**Facebook:** With its massive user base, Facebook is ideal for reaching a broad audience. It offers business pages, advertising options, groups, and a marketplace, making it suitable for community building, customer engagement, and targeted advertising.



**Instagram:** As a visually-driven platform, Instagram is perfect for businesses with compelling imagery and videos. It's particularly effective for fashion, food, travel, and lifestyle brands, and for influencer marketing.



**LinkedIn:** This platform is primarily for professionals and businesses, making it the go-to choice for B2B marketing, networking, and establishing thought leadership.



**X (formerly Twitter):** Known for real-time conversations and trending topics, X is suitable for businesses that want to engage in real-time discussions, handle customer service queries, and share company updates.



**YouTube:** As a video-sharing platform, YouTube is essential for businesses that use video content. It's also the second largest search engine, making it crucial for SEO and reaching a wider audience.



**TikTok:** With its focus on short-form video content, TikTok is ideal for businesses that want to showcase their brand personality and connect with younger audiences through creative and engaging videos.



**Pinterest:** This visual discovery platform is perfect for businesses with visually appealing products or services, particularly those targeting a predominantly female audience. It's great for sharing product visuals, DIY tutorials, and lifestyle tips.





# Benefits of social media marketing

- **Increased Brand Awareness and Reach**

Social media platforms have billions of active users, providing businesses with a vast audience to reach. Effective social media strategies can significantly increase brand visibility and recognition. Sharing engaging content can lead to viral reach, exposing your brand to new potential customers.

- **Improved Customer Engagement and Relationships**

Social media provides a direct channel for communication and interaction with customers. Businesses can respond to inquiries, gather feedback, and build relationships with their audience. Personalized interactions and targeted content can foster a sense of community and loyalty.

- **Cost-Effective Marketing**

Compared to traditional marketing methods, social media marketing can be very cost-effective. Organic content and engagement can generate significant reach without significant financial investment. Paid social media advertising offers precise targeting options and measurable results.

- **Increased Website Traffic and Lead Generation**

Social media platforms can be used to drive traffic to your website and landing pages. Engaging content and targeted ads can attract potential customers who are interested in your products or services. Social media can also be used to generate leads through contests, giveaways, and exclusive content.

Visit



<https://www.wordstream.com/social-media-marketing>





# Choosing the right platform

The best social media platforms for your artisanal business will depend on your specific goals, target audience, and the type of business you have. Consider the following factors:



- **Your target audience:** Where do your ideal customers spend their time online?
- **Your business goals:** What do you want to achieve with social media marketing? (e.g., increase brand awareness, drive traffic to your website, generate leads, build a community)
- **Your budget:** How much can you afford to spend on social media advertising and management?
- **Your resources:** Do you have the time and resources to create and manage content for multiple platforms?



## Tips

- Focus your efforts on the platforms where your ideal customers are active.
- Create a content calendar to plan and organize your social media posts.
- Share a variety of engaging content, including photos, videos, and stories.
- Provide value to your audience by offering helpful or entertaining content.
- Actively engage with your followers by responding to comments and messages.
- Maintain a consistent posting schedule to keep your audience engaged.
- Use high-quality visuals to capture attention and convey your brand message.
- Track your social media analytics to measure your progress and refine your strategy.
- Be patient and persistent, as social media success takes time and effort.
- Collaborate with other businesses or influencers to expand your reach.
- Stay updated on the latest social media trends and algorithm changes.
- Use social media to build a community around your brand and foster customer loyalty.
- Always maintain a professional and consistent brand voice across all platforms.
- Don't be afraid to experiment with different content formats and strategies.
- Offer exclusive deals and promotions to your social media followers.



# Effective sales strategies

A sales strategy is like a roadmap for you and/or your sales team. It's a detailed plan that outlines how you're going to sell your product or service and achieve your sales goals.

Think of it as a comprehensive guide that covers everything from identifying your ideal customer to closing deals and building long-term relationships.





# How to develop sales strategies



## 1. Understand Your Target Audience:

Demographics: Age, location, income, education, etc. The more specific you are, the better.

Psychographics: Values, interests, lifestyle, attitudes. What motivates them? What are their pain points?

Buying Behavior: How do they make purchasing decisions? Are they impulsive buyers or do they research extensively? Where do they look for information?

Needs and Challenges: What problems are they trying to solve? How can your product/service help them?

## 2. Define Your Unique Selling Proposition:

What makes your product/service different and better than the competition?

Focus on the key benefits, not just features.

Why should a customer choose you over someone else? This needs to be clear and compelling.

## 3. Set Clear Sales Goals and Objectives:

Specific: Instead of "increase sales," aim for "increase sales by 15% in Q3."

Measurable: Track your progress so you know what's working and what's not.

Achievable: Set realistic goals based on your resources and market conditions.

Relevant: Align your sales goals with your overall business objectives.

Time-bound: Set deadlines for achieving your goals.



# How to develop sales strategies



## 4. Choose the Right Sales Channels:

Inside Sales: Sales teams working from an office, often using phone and email.

Outside Sales: Sales representatives who meet with clients in person.

Online Sales: E-commerce websites, online marketplaces, social media selling.

Partnerships: Collaborating with other businesses to reach new customers.

Consider your target audience: Where do they spend their time? What channels are most effective for reaching them?

## 5. Develop a Sales Process:

Prospecting: Identifying and qualifying potential customers.

Lead Generation: Attracting potential customers through marketing efforts.

Qualification: Determining if a lead is a good fit for your product/service.

Presentation/Demonstration: Showcasing your product/service and its benefits.

Handling Objections: Addressing customer concerns and questions.

Closing: Securing the sale.

Follow-up: Building relationships with customers and encouraging repeat business.

Visit



<https://www.clari.com/blog/sales-strategy/>

# Loyal customer base

A customer base is the group of customers that a business serves. It is a valuable asset for any business, as it represents a source of revenue and potential for growth.

Improving your customer base is all about increasing the number of loyal and connected customers you have and finding ways to make their experiences with your brand worthwhile.





# Types of customers



A business's customer base can be made up of different types of customers, such as:

- **New customers:** These are customers who have recently started doing business with the company. They are important for growth, as they represent a potential source of new revenue.
- **Potential customers:** These are people who have not yet purchased from the business, but who may be interested in doing so in the future. They are important to identify and target, as they represent a potential source of revenue.
- **Loyal customers:** These are customers who have been with the business for a long time and who repeatedly purchase its products or services. They are often the most valuable customers, as they are likely to generate repeat business and refer new customers.



## Tips

- Provide excellent customer service. This is one of the most important things you can do to build customer loyalty.
- Make sure your customers are happy with their experience, and they will be more likely to stick with you.
- Offer high-quality products and services. Customers are more likely to be loyal to a business that offers products and services that meet their needs and expectations.
- Build relationships with your customers by getting to know them and make them feel valued. This will help you create a sense of community and encourage repeat business.
- Use data to track customer behavior and identify trends. This information can be used to help you understand your customers, as well as improve your marketing and sales efforts.
- Keep your customers engaged by regularly communicating with them and provide them with valuable content. This will help you keep them interested in your business.





# Online tools

If you're looking to leverage online tools to build and maintain your customer base, keep the following different types in mind:

- **Customer Relationship Management systems (CRM)**

What they do: CRMs are the backbone of customer base management. They centralize all your customer data (contact information, interactions, purchase history, preferences, etc.) in one place, which allows you to personalize interactions, track progress, and identify opportunities.

Popular options: [Salesforce](#), [HubSpot CRM](#), [Zoho CRM](#), [Pipedrive](#)

- **Customer feedback tools**

What they do: These tools help you gather valuable insights from your customers through surveys, feedback forms, and reviews.

Popular options: [SurveyMonkey](#), [Qualtrics](#), [Hotjar](#), [Trustpilot](#)

- **Marketing automation platforms**

What they do: These tools automate repetitive marketing tasks, such as email campaigns, social media posting, and lead nurturing.

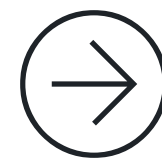
Popular options: [HubSpot](#), [Marketo](#), [Mailchimp](#), [ActiveCampaign](#)





# Unit Summary

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In this Unit you learnt about the key steps on how to develop a business plan, which is crucial for business success. It outlines your business concept, goals, and strategies. You also learnt about the significance of conducting a market research and analyzing your competition, which helps understand the market landscape and provides insights into customer needs, preferences, and trends, enabling you to tailor your products and marketing efforts accordingly.

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