



E-BUSINESS TRAINING CONTENT FOR TRAINERS



MS-301

Marketing & Sales

Elective

DIGITAL MARKETING ADVANCED

Written by:

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LEARNING OBJECTIVES

Upon completion of this course, students will be able to:

1. Develop and execute a new Business Brand
2. Understand the concept and develop the strategy of Content Marketing
3. Apply Marketing Communication through the Email

OUTLINE

Module 1. Branding your Business

- Develop your brand position as customer experience
- Establish your brand messaging; brand colors, imagery, etc
- Design your brand name, logo, tagline, and slogan

Module 2. Content Marketing

- The Concept and Types of Content Marketing
- Content Marketing Strategy

Module 3. Marketing Communication through the Email

- The Advantages of the Email for my Business
- How to Write an Effective Email for my Business

DURATION

1.5 – 2.0 hours (30 – 40 mins per module).

MODULE 1. BRANDING YOUR BUSINESS

1-1. [Opening question] What are Brands and Branding?

Objective: to share the participants' ideas and opinions about brands and branding

- The participants' perception of brands and branding

To begin this module, the instructor asks participants to share their understanding of how they define brands and branding. It is possible to give an example to help them determine brands and branding. For example, give a McDonald's brand and ask them to discuss why it is spreading worldwide.

The instructor can ask 2-3 participants and each person has 1 minute to answer. For example, the participants can answer that question with the reason McDonald's spread worldwide is because it's considered cheap and the service is fast.

1-2. Definitions of Brands

Objective: to explain the definition of brands to the participants.

- Brand is a name, term, design, symbol, or any other feature that identifies one seller's goods or services as distinct from those of other sellers.
- Brands are promises that consumers believe in. If a brand is a promise your business makes to customers, customer experience is how you keep that promise.

The instructor discusses the meaning of the brand with the participants. In today's competitive world customers expect products to have branding. Customers often build a relationship with a brand they trust and will regularly purchase products from it.

The brand is the concept or picture that people have in mind when they think about a company's specific products, services, and activities, both practically (e.g. "the bag has many pockets") and emotionally (e.g. "the bag makes me feel confident") (Aespire, 2022). As a result, a brand is formed not only by physical characteristics but also by the feelings that customers develop toward the firm or its products (Marion, 2015).

The combination of physical and emotional cues is triggered when exposed to the name, the logo, the visual identity, or even the message communicated. In many cases, a product can

be easily copied by other players in a market, but a brand will always be unique. Thus, all the participants should start to develop their own brands.

Brands can also be considered as customer experience. Customer experience is all about interactions. It's built on the idea of every interaction between your brands and your customers helps to shape their overall impression and emotional connections to your business (Aespire, 2022). The connection is what drives customer retention and business growth over time.

The instructor may give examples of a product with different brands. For example Nike, for shoe products.

1-3. What Is Branding?

Objective: to introduce and increase understanding of branding to the participants

- Branding is endowing products and services with the power of a brand.
- Branding is giving meaning to a specific organization, company, product, or service by creating and shaping a brand in the consumer's mind.

The instructor introduces the meaning of branding. Branding is critical because of the overall impact it has on your business. Branding can affect how people view your company, drive new business, and boost brand value.

Keep the following in mind as you begin to build your brand (John, 2011):

- You establish your brand by building trust in a one-of-a-kind promise about who you are, what you stand for, and what unique and meaningful benefits you deliver.
- You build your brand by living up to your promise every single time people come into contact with your name, your message, or your business.
- You strengthen your brand by constantly reinforcing your brand promise.

Building brands takes focus, passion, persistence, and diligence. Branding involves a consistent mix of different competencies and activities, so its cost can wildly differ from case to case.

1-4. The Benefits of Branding

Objective: to introduce the benefits of branding.

- Brands make it easier to sell your products.
- Brands build equity, such as higher sales, higher profit margins, and higher owner value.
- Increases your business value.
- Creates trust within the marketplace.
- Brands build name awareness.

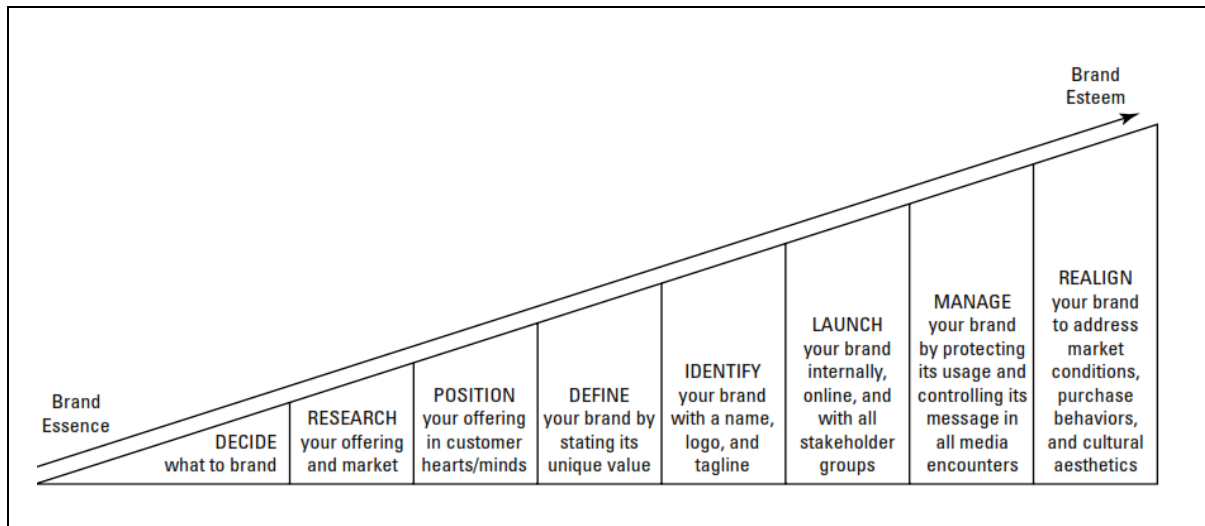
The instructor can start this part by explaining what brands do to customers. Firstly, brands make selling easier because people prefer to buy from companies they feel they know and can trust — brands put forth that assurance. Customers develop emotional connections to brands. As a result, they establish customer-product connections that withstand pricing wars, outperform offerings from new competitors, and even overcome rare failures in product or service quality. Great brands are more than just well-known and trustworthy. They are loved.

The instructor can ask questions about their favorite fashion brand and why the participants like to use the product.

Branding is important when trying to generate future business, and a strongly established brand can increase a business's value by giving the company more leverage in the industry. This makes it a more appealing investment opportunity because of its firmly established place in the marketplace.

1-5. The Branding Process

Objective: to understand the process of branding.



The instructor explains the branding process (Arnold, 2011). The following are the steps to branding:

- Decide what to brand
- Research your offering and market.
- Position your offering in customer hearts or minds.
- Define your brand by stating its unique value
- Identify your brand with a name, logo, and tagline.
- Launch your brand.
- Manage your brand by protecting its usage and controlling its message in all media encounters.
- Realign your brand to address market conditions, purchase behaviors, and cultural aesthetics.

1-6. Develop Brand Keywords and Messages

Objective: to explain the importance of brand keywords and messages.

- Branded keywords are phrases directly associated with your brand, products, and services.
- Brand messages are the messages your target audience needs to hear to be motivated to purchase your brand, product, or services.

A branded keyword is a keyword that includes the name of the brand. This characteristic makes it a keyword exclusive to the brand, which will make it easier for the target audience to find content or information about a business (Bernachi, 2022). Branded keywords are perfect when it comes to managing brands' images on social networks.

Here are the key reasons why branded keywords are important to your business:

- More opportunities for potential customer interactions and support.
- More comprehensive competitive analysis
- Better understanding of customer preferences

Brand messaging is how your brand speaks. It's streamlined communication about your business, informed by the strategy to convey your unique value proposition to your target audience. The purpose is to ensure that your business is saying the right things at the right time and encouraging others to share about your business.

Your brand is the personality of your business, and the brand messaging is the way you communicate. Here are the benefits of developing your core brand messaging:

- Consistent marketing materials
- Unique brand identity
- Organized branding

Follow these six steps to effectively build your brand messaging framework:

1. Create a brand positioning statement — It should list your business mission, how you are achieving it, why it matters, who it is for, and their pain points.
2. Competitor analysis — Learning how your competitors market themselves will help you differentiate key messages if you are competing for the same target customers.
3. Develop a unique brand voice — Strong brand messaging speaks directly to your audience.
4. Create a tone and style guide — Develop a tone and style guide to share internally with everyone who will be speaking about your brand. Keeping branding cohesive with a tone and style guide ensures that employees know exactly how to speak about your brand in the same impactful way.
5. Talk to your customers — Your customers are not just listening to your brand messaging, they are part of the conversation.
6. Evaluate and change — Rebranding is a normal part of any ongoing marketing strategy. It means that your initial brand messaging evolved.

1-7. Designing Brand Tagline and Slogan

Objective: to understand the process of designing a brand tagline and slogan

- Tagline and slogan are snippets of a few words, a sentence, or a phrase that is meant to instantly connect with the reader.
- Tagline is a phrase that accompanies your brand name to quickly translate your positioning and brand identity statements into a line that customers can understand.

Brand tagline and slogan are a part of your brand messaging. You can use your brand messaging in all your marketing campaigns including taglines and slogans.

A tagline is meant to provide customers with an indication of your brand and its market position in just a few memorable words. Great taglines have a number of common attributes. Here are the criteria for a great tagline:

- Memorable and short
- Conveys a brand's point of difference by telling what sets it apart from others
- Clarifies a brand's market position and key benefits
- Differentiates a business from all others
- Reflects the brand's identity, character, promise, and personality
- Believable and original

Taglines are increasingly important as a means to carry your brand identity where your logo can not go (e. g., e-mail messages, classified ads, voicemail greetings, etc.). In those environments, your tagline becomes the single transmitter of your business's brand and position. In establishing your tagline, consider the following:

- Know your positioning statement.
- Based on your unique position, come up with a list of quick, memorable one-liners that convey your special distinction.
- Put each of your tagline contenders to the test by seeing if they live up to the qualities listed in the great tagline criteria.

1.8. Establish Brand Image

Objective: to explain the importance of brand image for business

- Brand image is the set of beliefs, ideas, and impressions that a person holds about

a brand. It dictates how a person views and understands the identity, purpose, and values of a brand.

- The success of your business, how efficiently you can reach your goals, and how quickly you can create your impression in the market may all be determined by your brand image.

The instructor articulates the importance of brand image to a business and how to establish a brand image for the participants.

Your brand image is crucial to your business success, it has a direct impact in many different ways. The stronger your brand image is, fully representing your business's mission, the more possibilities you will have to expand and achieve your business goals.

A strong brand image can enhance your business's performance. Keeping this in mind, it's critical that you allocate some time to maintaining and building your brand image. Here are some suggestions for establishing a strong brand for your business:

- Crea — The following questions can help you figure out your brand's intention. What are you offering? Why do you offer this product or service? What differentiates you from other brands? Why do you trade?
- Complete a SWOT analysis — It's important to know your position by completing a SWOT analysis, measuring your strengths and weaknesses in comparison to competitors.
- Identify your target audience — To attract your target customer base, your branding guidelines will be in place. Keeping this in mind, the messages you deliver, the fonts you choose, and the colors you use may all connect or disconnect your potential customers.
- Develop your brand mission and values — You must have a clear mission and values. This will set the foundation for your brand's image before the visuals and creative processes begin.
- Inject your brand's personality — You should integrate personality into your brand image in order to remain memorable, stand out, and interact with your customer. This will boost your target audience's loyalty, engagement, and trust.
- Create your brand guidelines — You need to develop the vision of your brand image, which includes your logo, font, tagline, and brand colors. Your visual image will represent who you are as a brand and will strive to connect you with the target customer.

1-9. Building a Brand Colors

Objective: to understand the process of building brand colors

- Brand colors evoke emotions and are a powerful way to connect with your ideal customers.

The instructor can ask the participants, what are the color of Coca-Cola products and the styles of font.

The brand style guide provides a complete reference for all of your brand images. It contains information about your brand, such as imagery, fonts, and color palettes. Here are some steps to follow to create your brand color palette:

1. Define your brand strategy

It includes your brand identity as well as how you want to communicate your brand message to everyone. What is your brand core? Who is your target audience? What is your brand personality?

2. Create your brand mood board

A mood board is a collage made up of images, text, and colors that represent your brand. These steps will make it easier for you to design a color palette. A brand mood board also helps you create your brand identity by giving you an overview of your brand images.

You may make a mood board in Photoshop using Adobe Colors, or you can use a free website called [Coolors](#).

3. Choosing your brand colors

- Primary colors (1-2 colors): It helps your target customers to identify your brand quickly and is usually incorporated into your logo.
- Secondary colors/accents colors (1-2 colors): It is usually used as accent color to balance off the primary color. Using complementary primary and secondary colors is a powerful way to draw attention to your visuals.
- Neutral colors (1-2 colors): It is mainly used for backgrounds and the footer section on your website.
- Text color (1-2 colors): You can include one text color with shades, using black in text for a website can cause eye strain.

4. Include 4-color modes for web and print

Using the right color mode and breakdown of colors is crucial for brand consistency. When you establish a color palette, ensure to include color modes for web and print in your brand style guide.

1-10. Designing Brand Name

Objective: to understand the process of designing a brand name

The essential good brand name traits:

- Unique
- Memorable
- User-friendly
- Future-proof
- International

The instructor explains to the participants the step to design a brand name.

The appropriate name creates your brand from the day you announce it and evolves with your business and goal as you develop into a larger, more established organization that possibly expands into new market segments, geographic locations, and even product lines.

Here are some steps to follow in designing a brand name:

1. Identify your target audience
2. Define your brand personality
3. Make a list of brand name ideas
4. Narrowing your list to the best option
5. Check for availability
6. Test your shortlist of potential brand names

1-11. Designing Brand Logo

Objective: to understand the process of designing a brand logo and tagline

- Logo is the graphic design in type or symbol form that conveys your brand name

and character in your marketplace.

- Logo should be unique, simple, and have a strong representation of the businesses they identify.

Logo design is the point at which the branding process acquires fanfare. You should design a logo that can be presented consistently across all communication channels.

Before designing your logo, you should choose your logo approach. Most logos take one of the following forms:

- Spelling it out with a wordmark — a wordmark turns your brand name into your logo by presenting it in a unique type style.
- Using your initial in a letter mark — letter marks turn a company's initial or initials into a brand symbol.
- Creating a brand mark or symbol — Brand Marks can range from very literal to quite abstract designs. The best brand marks become closely connected with the brand names they represent that, over time, customers instantly think of the brand name when they see the logo.

If you want to try to do it yourself developing your logo design, take great care to follow this advice:

- Design ingredients — be aware of the typestyle you choose, the colors you adopt, and the shape the logo takes all have bearing on the way it communicates and works for your brand.
- A primer on color — your logo's color scheme can become an essential element of your brand identity.
- Logo shapes and sizes — your logo needs to work well in a horizontal configuration that is about half as tall as it is wide.

If you design your logo using the publishing program's templates, carefully adjust the colors, symbols, and type style so that you end up with a unique logo appearance for your business. Furthermore, use the same design software that professionals use such as Adobe Illustrator, CoreIDRAW, and Macromedia Freehand.

1-12. [Activity] Discussion

Objective: to share the participant's ideas and perception about branding

- Sharing the participant's experience regarding branding their business
- Sharing the idea to improve and innovate their business branding

The instructor asks the participants to form a group discussion consisting of 3-5 people. The participants share their insights regarding the material about branding and share with their friends their experience in product branding. In the end, they can evaluate what can be improved from the product's brand.

References and further readings

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MODULE 2. CONTENT MARKETING

2-1. [Activity] Sharing Perception of Content Marketing

Objective: to share participants' perception and understanding of content marketing

- The participants' perception of content marketing

The trainer asks the participants to present their perception of content marketing. Participants are encouraged to share their experiences buying a product after watching marketing content through social media.

The instructor can ask up to three participants. Each participant has one minute to respond and share their experiences with content marketing. The instructor can play a video showing viral advertising on social media (each country might have a different example of a video which popular in every country)

2-2. What is Content Marketing?

Objective: to introduce and increase the participant's understanding of content marketing

- Content marketing is a marketing and business process for creating and distributing relevant content to attract, acquire, and engage a clearly defined and understood target audience with the objective of driving profitable customer action (Rose, 2013).
- The key to content marketing is valuable content.
- Useful content should be at the core of your marketing.

The instructor introduces the definition of content marketing to the participants. Traditional marketing channels are losing effectiveness and as a result, content marketing is a better approach. As customers have shifted their attention from stationary media to perpetual media on the go, traditional marketing loses some of its appeals (Moorman et al., 2022). There are many traditional marketing channels such as TV commercials, radio ads, print ads, brochures, and billboards (Jaap, 2021). Instead of promoting your products or services, you should provide prospects and customers with relevant and valuable content to help them solve their problems.

Content marketing channels examples (*Mailchimp*, 2022):

- Blogs
- Newsletters
- Whitepapers
- Videos
- Emails
- Social media posts; etc.

Furthermore, content marketing shows that you genuinely care about your customers. People these days desire to feel more important than ever before. The world is becoming increasingly busy and noisy, and maintaining customers' attention is the marketer's most valuable resource. Keep that in mind as we explore some of the various types of content marketing.

2-3. Why Content Marketing?

Objective: to explain why content marketing is important to the participants.

- Content marketing is crucial because it helps you build trust, develop connections, enhance conversions, and generate leads by answering your audience's questions.
- Consistent, high-quality, and engaging content drives audience decision-making more than any other strategy.

In this section, the instructor can start explaining the importance of content marketing by providing data or reports (e.g. According to the State of Inbound report, 80% of marketers prioritize content production. Content marketing accounts for 26% of B2B marketing spending on average (Riserbato, 2021)).

Consistency in brand messaging is one of the many factors that determine the growth and success of your business. You should understand how to portray your brand at every customer touchpoint consistently. Your content needs to carry a unique and identifiable voice, style, and pitch across all distribution channels.

Content consistency enhances your credibility, fosters trust, and strengthens your reputation.

2-4. The Benefits of Content Marketing

Objective: to introduce the main benefits of content marketing.

- Increased your sales and cost-saving.
- Better customers with greater loyalty.

- Better traction on social media.
- Original content can improve conversions.
- Build brand awareness.

The instructor explains the five main benefits of content marketing. First, content marketing can increase your sales and increase your revenue. High-quality content is a valuable asset. It can provide good experiences for your potential customers and attract them to come back for more. Moreover, quality content can help your business in gaining traction on social media (Riserbato, 2021).

Conversions are influenced by the content you publish. It allows your audience to interact with you and provides them with the information they need to make informed purchases. In addition, quality content can build brand awareness and add your potential customers to look for your products.

2-5. The Stages of Content Marketing

Objective: to understand the stages of content marketing

- Awareness stage
- Consideration stage
- Closing stage

The instructor explains the stages of content marketing to help the participants understand how to use it effectively in their business.

Here is how business use content marketing in each stage of the scale cycle to engage and sell (Mailchip, 2022):

1. Awareness stage

At this stage, your content should focus on the top concerns of your audience. Writing about their problems, difficulties, and concerns provides you the best chance of engaging with them. The content at the awareness level should be educational. Save your pitching for the phases of consideration and closing.

Articles, blog entries, e-books, videos, and newsletters are excellent choices for this stage.

2. Consideration stage

Content in the consideration stage should include a mix of useful information and promotion. It should educate the reader about which features or functions to look for and how various components satisfy their needs. Your content should be oriented toward what your business has to offer.

Case studies, how-to articles, how-to videos, and checklists or worksheets are ideal for this stage.

3. Closing stage

Content marketing plays an important role when a prospect is close to buying. During this stage, you can emphasize sales as long as you continue to highlight why you're the greatest option rather than just how great your services or products are.

Your main message should be your expertise, knowledge, and the unique benefits of what you sell. Case studies, user-generated content, a buyer's guide, a product film, and a research report are good options for this stage.

2-6. The Types and Channels of Content Marketing

Objective: to introduce the types of content marketing.

- Attraction, authority, affinity, and action are the content categories used in content creation and marketing. It is crucial to remember that the content categories are not mutually exclusive and that a single piece of content can fit into numerous categories.
- The types of content marketing: infographics, webpages, podcasts, videos, books, etc.
- The channels of content marketing such as Blogs, UCG, social media, SEO, etc.

The instructor introduces the types and channels of content marketing to include in the participants' strategies. Here are some types of content marketing (Steimle, 2014):

- Infographics — visual representations of information sets centered on a specific topic. They're very effective for presenting a large amount of information in a digestible style.

- Whitepapers and e-Books — both are similar types of content, developed to showcase brand expertise on a topic. Both of these types of content work well as lead magnets, or high-value, downloadable content offered in return for user contact information.
- Video content — video appears to be the future of web content. Users prefer it over other types of digital content, and businesses utilize it for cross-platform customer engagement (e.g. YouTube channels, social media posts, stories, videos embedded in blogs, client interviews, etc.)
- Webpages — optimizing your website for search engine so more audience can find you.
- Podcasts — podcast are huge market and an excellent way to reach people who are ready to buy.

There are various channels of content marketing, however, this section will only cover five channels of content marketing.

- Blogs — the foundation of every good content marketing strategy. They are a source of organic traffic as well as a platform for sharing your many other forms of content.
- Case Studies — demonstrate brand value through real-world examples and provide direct customer testimonies to gain brand trust.
- Interactive content — distinguishes itself from the massive amount of static content that already exists online, it allows potential customers to connect with your brand directly before making a purchase (e.g. quizzes, polls, games, interactive maps or infographics, surveys, and calculators.)
- Social media — has a dual role in your content strategy: first, it allows you to create unique content through posts and stories. Second, you can amplify content from other channels by sharing it on your social media platform.
- User-Generated Content (UGC) — you may utilize your audience's power to become brand advocates and create user-generated content. UGC includes social media posts, reviews, social media recommendations, influencer content, etc.

2-7. Content Marketing Strategy

Objective: to improve the participants' understanding of the importance of content marketing strategy.

- | |
|--|
| <ul style="list-style-type: none"> ● Content marketing's goal is to grow, engage, and retain your audience. |
|--|

- Content marketing strategy is all about creating and distributing content to grow your audience.
- The benefits of a content marketing plan:
 - More online visibility
 - More leads
 - More authority
 - More customer engagement
 - More budget

The instructor articulates the reason why a content marketing strategy is important in running a business.

Content marketing strategy assists you in achieving specific goals, defining clear success metrics, and developing strategies for targeted improvement. It is more effective than producing content carelessly and hoping it does the job.

According to The State of Content Marketing 2022 Global Report, 78% of businesses who believe their content marketing strategy was exceptionally effective in 2021 had documented their strategy (Lyons, 2022).

2-8. Five Core Elements of Content Marketing Strategy

Objective: to understand the five elements of content marketing strategy



The instructor introduces the five core elements of content marketing strategy. An effective content marketing strategy should have these five elements to be successful (Lyons, 2022):

- Audience personas
- Brand story
- Content marketing mission
- Business case
- Action plan

The instructor does not need to provide a detailed explanation for each phase here, as the detailed explanation will follow from the next slide.

2-9. (1) Audience Personas

Objective: to make participants understand the Audience personas element of content marketing strategy.

- Identify the audience you like to target. Here are a few tips to do that:
 - Survey your existing customers
 - Research the latest trends
 - Identify whom you do not want to target
 - Keep track of whom your competitors are targeting

When you do not know who is listening, it is difficult to tell your brand's narrative. As a result, the first step is to determine the audience you want to target.

A defined persona will assist you in communicating your audience to your stakeholders in a clear and concise manner. In addition, everyone participates in the brand message.

2-10. (2) Brand Story and Positioning

Objective: to make participants understand the Brand story and positioning element of content marketing strategy.

- Summary of your business's history, mission, purpose, and values.
- Your story should focus on:
 - The hero of your story (your customer) and their goals and challenges

- Your brand's personality
- The purpose of your brand and key brand values
- Your product or service, as well as your content, can help to reinforce all of the above and empower your hero.

Defining your brand story can assist you in determining the suitable messages and topics to address with your content. It helps you in determining the best plan of action for your content marketing strategy.

When creating content, keep your brand's story in mind to provide a consistent experience for your audience and to construct the right image across all of your content marketing channels.

Some questions to help you brainstorm your brand story and market positioning:

- Who are my current and potential customers? What are their goals?
- Who are my main competitors? How do they promote their brand?
- What is the unique value of my brand?
- What problems does my product solve?
- What distinguishes my product from competitors?

This phase is especially useful for small businesses and startups that may leverage their distinct backgrounds and identities.

2-11. (3) Content Marketing Mission

Objective: to make participants understand the Content marketing mission element of content marketing strategy.

- Define your owned media value proposition to build your brand as a trustworthy content creator.
- Make sure your content marketing mission statement has the following components:
 - Your audience: Who are you creating content for?
 - The benefit: What information or answer will you provide
 - The outcome: How will your content help your audience achieve their goals?

The content marketing mission statement is another critical component of your strategy. It should highlight why you are creating content and explain who will benefit from it. Owned media relates to any digital marketing channels over which you have authority. For example,

your website or social media. Define your owned media value proposition to build your brand as a trustworthy content provider.

2-12. (4) Business Case

Objective: to make participants understand the Business case element of content marketing strategy.

- Creating a business case will help you better understand the benefits, costs, and risks of implementing a content marketing strategy in your company.
- A project management document that explains why specific tasks should be completed and how the benefits exceed the costs.

To begin, identify the business goals that your business must achieve and determine how content marketing will help your business achieve those goals.

What resources will you need to invest in your content strategy? And what outcomes do you hope to achieve?

This will allow you to establish a solid budget for content creation and marketing.

2-13. (5) Action Plan

Objective: to make participants understand the Business case element of content marketing strategy.

- Include your main marketing campaigns and projects in your content plan.

A formal content plan will assist you in thinking through each aspect of your content marketing strategy carefully.

On planning your content, make sure to include the following:

- Select content topics for each campaign.
- Determine which content types you will produce.
- Choose the distribution channels for your material.

You can make a content calendar to help you plan your content. Key elements to include in

your calendar are:

- Topics or key words
- Headlines
- Content formats
- Success metrics
- Target dates
- Categories or clusters
- Target personas

2-14. Recap

Objective: to summarize and recall the main content of this module

- Content marketing is a strategy used to attract, engage, and retain audiences by creating and sharing relevant articles, videos, infographics, podcasts, and other media.
- The five core elements of content marketing strategy:
 - Audience personas
 - Positioning and brand storytelling
 - Content marketing mission
 - Business case
 - Action plan

In this section the instructor recalls and summarizes the main content of this module.

Content marketing is about attracting customers to your website with engaging high-value content. There are various types of content marketing, and you can choose and use them to achieve your content marketing goals.

2-15. [Activity] Discussing Content Marketing

Objective: to start considering content marketing for the participant's strategy in their business

- Share your direct and indirect experiences with content marketing in your business.
- Share your ideas regarding how to design and improve your content marketing strategy for your businesses.

The instructor asks the participants to form discussion groups (4 – 7 members per group). Considering the similarity of the [intended] businesses, the instructor needs to prepare a guide to form the discussion groups.

Participants in each discussion group share their direct/indirect experiences with content marketing in their businesses. In addition, they share ideas regarding how to design and improve their content marketing strategy.

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MODULE 3. MARKETING COMMUNICATION THROUGH THE EMAIL

3-1. [Opening question] What Marketing Communication Tools Do You Use?

Objective: to know the marketing communication tools the participants use

- Share your experience regarding marketing communication tools you use in your business.

The instructor asks the participants to share their experiences using marketing communication tools to begin this module (e.g., social media, WhatsApp Business, etc.).

Two or three participants can share their experiences and each person has one minute to answer. the instructor concludes the answer and introduces email as one of the marketing communication tools.

3-2. What is Marketing Communication?

Objective: to improve participants' understanding of marketing communication

- Marketing communications is the messages and media that marketers use to communicate with the target audience.
- Marketing communication includes advertising, direct marketing, branding, packaging, sales, sponsorship, and more.

The instructor defines marketing communication to help participants understand it better. Marketing communication refers to the methods used by businesses to convey messages about the products and brands they sell to customers, either directly or indirectly, in order to persuade them to purchase (M, 2015).

Marketing communication is a complex activity and is used by organizations to varying degrees of sophistication and success. In addition, marketing communication is an important element to build profitable customer, retailer, and other stakeholder relationships.

Marketing communication has two objectives. The first is to create and sustain demand and preference for the product or service. The other is to shorten the sales cycle.

Marketing communication provides answers to the following questions (Business Jargons, 2015):

- Why shall the product be used?
- How can the product be used?
- Who can use the product?
- Where can the product be used?
- When can the product be used?

You can use marketing communication tools to conduct marketing communication for your business.

3-3. Marketing Communication Tools

Objective: to introduce the meaning and the various marketing communication tools

- Marketing communication tools are defined as a collection of diverse programs designed to effectively communicate with your target audience.
- It is crucial to utilize marketing communication tools that are suitable for specific marketing campaigns to reach your audience.

The instructor explains to the participants what marketing communication tools are and what they do. Furthermore, the instructor describes the various types of marketing communication tools.

Marketing communication tools are tools that assist your marketing team in supporting sales and raising awareness about your product or brand. The primary goal of marketing communication tools, regardless of the mode of communication, is to effectively connect with the target audience.

There are many marketing tools such as:

- Social media — it allows the brands to reach a wide range of the target audience while promoting their products and company values through ads, videos, photos, and other content.
- Direct mail & Catalog — can create leads and provide benefits that online marketing cannot.
- Trade shows, Webinars, & Seminars — are great tools to address issues, generate leads and introduce a new product or service.
- Email campaign — one of the best strategies for marketing communication. It allows a business to create more leads and prospects while increasing traffic to its official

websites.

Here are the main marketing purposes to reinforce your brand message and promote sales:

- Advertising — has a wide reach and is ideal for small-medium businesses or start-ups with limited marketing budgets.
- Sales promotion — you can directly promote the product directly to the consumer effectively and promptly. It increases brand loyalty and helps your brand grow.

3-4. Why Use Email for Business?

Objective: to articulate the importance of email in business

- Effective email messaging is important for both businesses and customers.
- Email can greatly benefit businesses as it provides efficient and effective methods of transmitting all types of electronic data.

According to a McKinsey report, people spend an average of 13 hours per week in their inboxes. Undoubtedly, email is an important part of our daily live (Caplan, 2020).

Email is a powerful marketing tool, and it's important to understand why email plays a big role in your business and commerce in general (Nibusinessinfo, 2020):

- Business email is a quick and efficient way to interact with clients, potential customers, suppliers, employees, your bank manager, and industries all over the world.
- Email allows you to interact with people around the world in a quick, cost-effective, professional, concise, and personal with the ability to '*talk to more than one person at the same time.*'
- Email marketing is the most cost-efficient and effective method of getting new clients and business.

Everyday email allows you to communicate with customers on a personal, individual, and permission basis. people tend to prefer engaging via email to other impersonal forms of marketing.

3-5. Example of Good Business Email

Objective: to give examples of good business email

- A business email is a professional message set to a customer on behalf of a company.
- Common business email components include:
 - Subject line
 - Salutation
 - Body, including the message's purpose
 - Closing
 - Signature

In this section, the instructor give examples of good business email to the participants.

In your business email, make your objective clear so your reader knows exactly the reason you are writing to them. When composing a business email, maintain a formal but friendly tone that addresses the customer directly. Think about a few factors to make sure you effectively communicate with the customers.

Here are some examples of good business emails:

1. Following up email

Hello Ms. Rachel,

I'm following up on your recent purchase of one of our products here at Neo Beauty Shop. I just wanted to confirm your appointment for your oil change on Friday at 1 p.m. Please let us know if this day and time still work for you!

Sincerely,

Joana Hill

2. Appreciating the customer

Good evening Mr. Park,

I'm reaching out on behalf of Sweet Bakery to thank you for your review of our restaurant on ReviewIt. We really appreciate your kind words and recommending our restaurant to others on the platform. Sweet Bakery is so happy you enjoyed our vegan options and your experience with us. Please come back soon!

Regards,

Sarah Gibbs

3. Asking for referrals

Hello Mrs. Bella,

I hope you're having a great Friday. I'm contacting you in regard to a potential referral. If you would be willing, Wills English Academy would love it if you could refer a few of your friends to our tutoring services? We would highly appreciate their service.

Sincerely,

Andy Wills

3-6. The Advantages of Email for Your Business

Objective: to introduce the main benefits of email for the business

- Email marketing allows small business to reach their target audience directly in a cost-effective way.
- The benefits of email marketing for your small business:
 - High ROI
 - Appeal to different segments of your target audience
 - Time and money savings
 - Stronger relationships with customers
 - Increased sales

In this section, the instructor explains the advantages of using email for participants' business.

Here are the five biggest benefits of email marketing (Johnson, 2023):

1. High Return on Investment (ROI)

According to the e-Marketer report, email marketing has a median ROI of 122%, four times higher than any other digital marketing strategy.

2. Appeal to different segments of your target audience

Email marketing allows you to create targeted campaigns by leveraging data about your email subscribers. You can categorize your audience based on their age, income level, gender, or how long they have been customers.

3. Time and money savings

Email marketing are simple to automate and affordable. It is less expensive than other

approaches, such as paid advertising. With minimal money spent, you can create a professional email campaign that reaches thousands of subscribers.

4. A stronger relationship with customers

Every email you send to your consumers should not include any sales pitches for your products or services. In your emails, you should add value. Customers will anticipate receiving messages from you every week if you can demonstrate the value you bring them.

That value does not always have to be a sale or offer; it could just be information you assume they will find helpful (e.g. send an email with a link to a recent blog article you made).

5. Increased sales

Small businesses struggled to increase their sales during the COVID-19 pandemic. Email marketing is one of the best ways to increase sales. Furthermore, email marketing could be an excellent tool to upsell current customers. You can also re-engage customers who haven't purchased in a while.

3-7. Effective Email for Your Business

Objective: to explain to the participants how to use email as their marketing strategy

- Demonstrate the steps to use email effectively as a marketing communication strategy

The instructor introduces the four important steps of email marketing communication strategy. In an effective email marketing strategy, you should pay attention to these four steps (John, 2011):

- Determining what your email messages should say
- Deciding when and how often to send
- Sending multiple messages to drive revenue
- Branding your messaging across all media

The instructor does not need to provide a detailed explanation for each phase here, as the detailed explanation will follow from the next slide.

3-8. (1) Determining What Your Email Messages Should Say

Objective: to make participants understand the Determining What Your Email Messages Should Say step.

- Make your email messages clear and as concise as possible — people tend to scan emails rather than take the time to read every word.

Clear and concise messages are by far the best choice for email content, but your email should contain the following content:

- Your value proposition — a statement that tells customers why they should buy your products or services. A strong value proposition convinces customers that your product or service solves a problem or meets their needs. (e.g. "Want to shop but are worried to arrive late? We provide the fastest shipping available.").
- Information to support your value proposition — most of the time, further information is required to convince customers. You can include supporting information along with your value proposition in a single email, or you may want multiple messages given over time. (e.g. testimonials and facts; directions to your office/store/website).
- One or more calls to action — calling for action is important because people tend to delete emails after they read them if they aren't told what to do next. However, an effective call to action does not always demand an immediate purchasing decision. Your prospective customers may have to go through several steps before purchasing. (e.g. "Print this e-card and bring it with you for a free cup of coffee.")

You can make your email messages more effective by targeting prospects and customers who are most likely to make a purchase decision and excluding people who are probably never going to buy.

3-9. (2) Deciding When and How Often to Send

Objective: to make participants understand the Deciding When and How Often to Send step

- Figuring out the frequency rate and timing to send your emails to the customers.

Consumers consider frequent emails to be spam, so the frequency and timing of emails must

be determined. Frequency refers to the number of emails you send and the time between each email. Below are some examples of typical frequencies:

- Once
- Daily
- Weekly
- Every other week
- Monthly

Balancing the frequency of each email with your target audience's needs and expectations is more of an art than a science. Consumers are content to get emails at nearly any frequency as long as the content is relevant and helpful to them. Although the proper frequency is determined by relevant content, you should be aware of the traits that most customers use to determine the frequency of your emails. Consumers usually evaluate your email frequency based on:

- The total number of emails
- The length of each email
- How often you ask them to take action
- The relevance of the information you provide
- The timing

You should find a fine balance when deciding the appropriate amount of emails to send. The total amount of messages your audience anticipates is generally determined by two things:

- The number of times your audience engages in a buying cycle
- The amount of information your audience needs to make a purchase

Your target audience is more likely to respond positively to your email if you send it when they are most likely to have time to read and act on it. This will assist you in determining the ideal time and day to send your emails:

- Test for the best day — divide your email list into equal groups and send the same email on different days to see which day gets the best response. Whichever day generates the best response might be your future mailing day.
- Test for the best time of day — divide your list and send the same email at different times on the same day.
- Set up a master calendar for each list — use a spreadsheet or a calendar to examine your emails by frequency and format if you send more than one email format.

3-10. (3) Sending Multiple Messages to Drive Revenue

Objective: to make participants understand the Sending Multiple Messages to Drive Revenue step

- Developing an effective strategy for increasing income through marketing messaging

Even your greatest prospects and repeat clients are not ready to make a quick purchase every time you contact them, so communicating with them is like a game. An effectively delivered marketing message usually reaches one of three types of people:

- Immediate purchasers: The smallest category represent immediate purchasers. Sometimes immediate purchasers happen because your messages were delivered at the right place and right time.
- Interested prospects: A group represents prospects who show interest but are not ready to make a purchase immediately. For these reasons, interested prospects are unlikely to return:
 - Need time for more research or to compare products
 - Waiting for money to become available
 - No trust built yet for you or your business
 - A similar recent purchase
- Uninterested people: The remaining are those who are uninterested in your message. There will always be people who are uninterested in your products or services for various reasons.

By following up on your messages, you can turn interested prospects into quick buyers. Periodic follow-up emails might also help you turn your immediate buyers into repeat buyers.

Another way email contributes to revenue growth is by making follow-up more time efficient. Adding prospective consumers to your email database over time can result in a large number of additional follow-ups and repeat messages that you would be unable to handle if you used more traditional methods of communication. Furthermore, email may be automated and customized, making communications more beneficial than running generic advertisements for the masses.

3-11. (4) Branding Your Messaging Across All Media

Objective: to make participants understand the Branding Your Messaging Across All Media step

- Branding enhances your messages and makes each successive message more memorable to your audience.

Consumers are more likely to respond positively to your email messages when they can identify your brand and the content of each message feels familiar to them. Plan all your marketing messages as if they were one unit to ensure that each message contains design elements that your audience will recognize when multiple messages are sent.

Here are some branding suggestions to assist you to give all of your marketing messages a similar feel and look:

- Make your logo identifiable and readable in all types of print and digital formats, with color schemes that look good online and in print. In general, your logo and colors should look consistent.
- Include your company name in all your marketing (e.g. email address, email “from” lines, email signature, online directories, your blog).
- Format your messages consistently across all media (e.g. fonts, layouts, images, headlines, contact information, calls to action).

3-12. Group Activity

Objective: to practice writing a business email

- Share your ideas regarding how to write and improve your email marketing communication.

The instructor asks the participants to form a group that consists of 4 people. The instructor provides incomplete email content as an example and asks the participants to suggest a revision of the email.

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