



MARKETING 101

Presented by:
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Business Consulting



Highly experienced consultants provide no-cost, confidential consulting in every area of business including marketing, finance, accounting, starting a business, and accessing capital.



Workshops & Training



Our no-cost/low-cost workshops provide excellent training in starting a business, obtaining financing, sales and marketing, government contracting, exporting and much more.



Business Plan Assistance



LSBDC offers assistance in writing business plans in order to secure funding for your business. Experienced and professional consultants analyze the market and find new customers for your business. We identify strategies to build your brand in a growing economy.



Resources



With our no-cost business information services, the LSBDC helps its clients gather industry or market statistics for a business plan or marketing plan.



TOPICS

01. TARGET MARKET

02. TRADITIONAL MARKETING

03. DIGITAL MARKETING



WHAT IS MARKETING?



Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

- American Marketing Association



WHAT IS A TARGET MARKET?

DEFINITION:

A target market is a group of people with some shared characteristics that a company has identified as potential customers for its products. Identifying the target market informs the decision-making process as a company designs, packages, and markets its product.

KEY FACTORS:

A target market may be broadly categorized by age, range, location, income, and lifestyle. Many other demographics may be considered. Their stage of life, their hobbies, interests, and careers, all may be considered.



TARGET MARKET

- For whom are we creating value?
- Who are our most important customers?
- Is our customer base a Mass Market, Niche Market, Segmented, Diversified, Multi-sided platform?



TARGET MARKET

SEGMENTATION MODEL	HOW TO SEGMENT CUSTOMERS
Demographic Segmentation	Age, gender, income, education, and marital status
Geographic Segmentation	Country, state, city, and town
Psychographic Segmentation	Personality, attitude, values, and interests
Technographic Segmentation	Mobile-use, desktop-use, apps, and software
Behavioral Segmentation	Tendencies and frequent actions, feature or product use, and habits
Needs-Based Segmentation	Product/ service must-haves and needs of specific customer groups
Value-Based Segmentation	Economic value of specific customer groups on the business



MARKET RESEARCH

PRIMARY

- Focus Groups
- Interviews
- Surveys
- Blogs

SECONDARY

- Company Annual Reports
- Google Search Engines
- News Reports
- Research Database

TESTING MARKET

- Rapid Prototyping
- Market Product Sampling



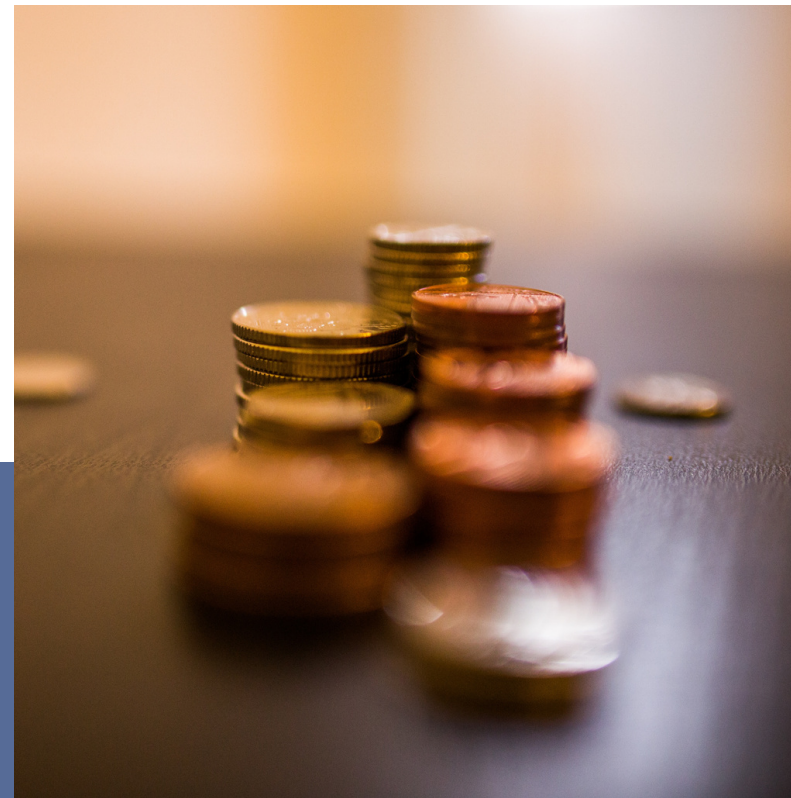
MARKETING STRATEGY

A marketing strategy is all of a company's marketing goals and objectives combined into a single comprehensive plan.



PRODUCT

A product is defined as a bundle of attributes (features, functions, benefits, and uses) capable of exchange or use, usually a mix of tangible and intangible forms. Thus a product may be an idea, a physical entity (goods), or a service, or any combination of the three.



PRICE

Price is the formal ratio that indicates the quantity of money, goods, or services needed to acquire a given quantity of goods or services. It is the amount a customer must pay to acquire a product.



PLACE

Distribution refers to the act of marketing and carrying products to consumers. It is also used to describe the extent of market coverage for a given product. In the 4 Ps, distribution is represented by place or placement.



PROMOTION

According to the Association of National Advertisers (ANA), promotion marketing includes tactics that encourage short-term purchase, influence trial and quantity of purchase, and are very measurable in volume, share and profit.





TRADITIONAL MARKETING

Traditional marketing refers to any type of marketing that isn't online. This means print, broadcast, direct mail, phone, and outdoor advertising like billboards. From newspapers to radio, this method of marketing helps reach targeted audiences.

DIGITAL MARKETING

The term digital marketing refers to the use of digital channels to market products and services in order to reach consumers. This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels.





BILLBOARDS



PRINT



BROADCASTING



TELEMARKETING



TRADITIONAL MARKETING

Why choose this method?
Easily Target Local Audience
Save Hard Copies
Easy to Understand



WEBSITE

Why Have a Website?

- Digital Business Card
- Provides Legitimacy

Where to Secure Your

Domain Name

- GoDaddy
- Google



What to Include:

- Clean Photos
- Logo
- About Page - Owner Information
- Contact Information
- Content including SEO terms



DIGITAL MARKETING



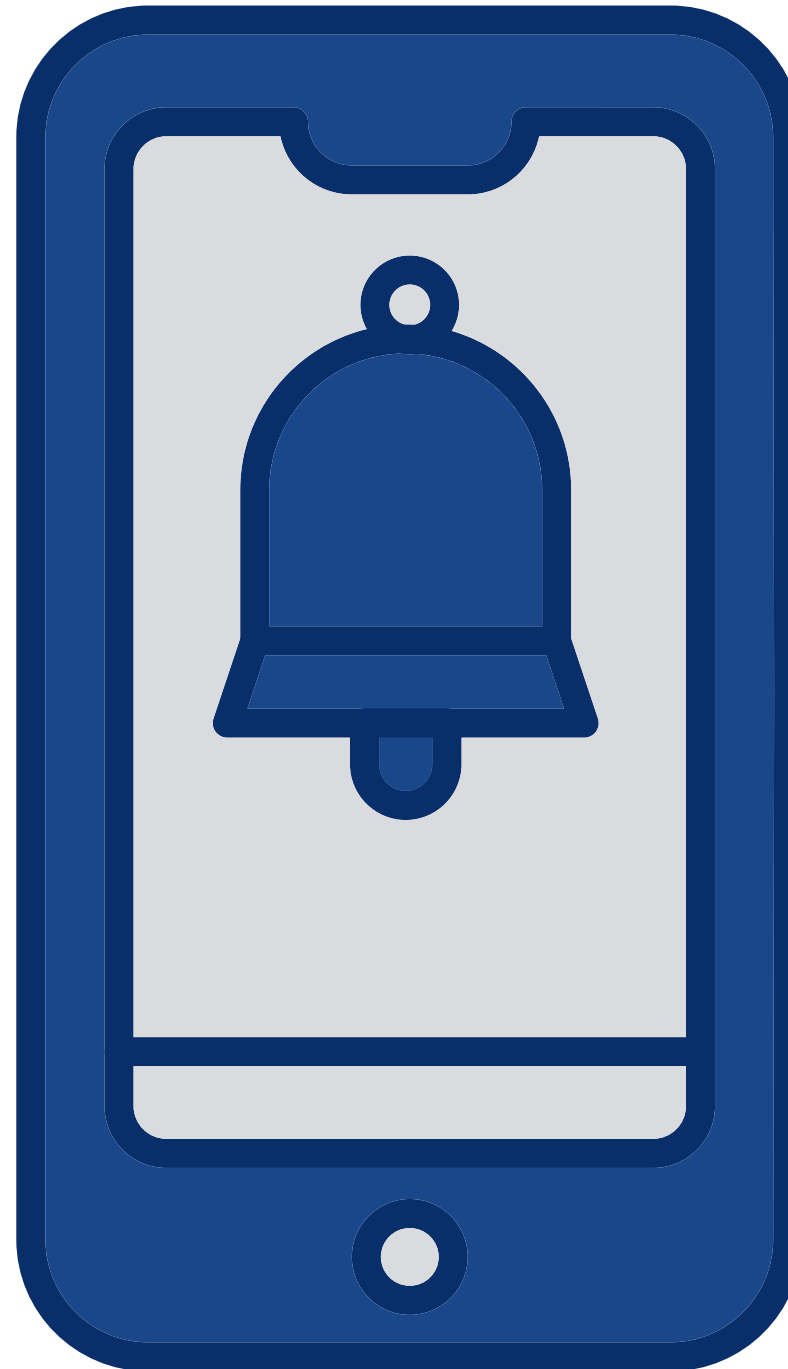
FACEBOOK

Facebook is a social networking site that makes it easy for you to connect and share with family and friends online.



PINTREST

Pinterest is a visual discovery engine to visually share, and discover new interests by posting (known as 'pinning') images or videos to their own or others' boards and browsing what other users have pinned.



YOUTUBE

YouTube is a free video sharing website that makes it easy to watch online videos. You can even create and upload your own videos to share with others.



INSTAGRAM

Instagram is a free photo and video sharing app . People can upload photos or videos to our service and share them with their followers or with a select group of friends.



TIKTOK

TikTok is a short-form, video-sharing app that allows users to create and share 15-second videos, on any topic.





DIGITAL MARKETING

Basic Rules of Engagement

- Clear Photos
- Engaging Content - Write for your Target Market
- Keep it about the customer
- Do not post about personal interests on the business social media





DIGITAL MARKETING - WHAT TO POST?



- Pictures
- Educational Posts
- Information that helps your client
- Before and After Photos
- Behind the scenes information
- How to's
- Share customer photos/stories
- Trending topics
- Highlight products

- FAQs
- Industry Information
- Partnerships
- Employee Generated Content
- Live Posts
- Videos
- Create a themed series
- Trending memes and apply it to your business
- Use #hashtags
- Ask your followers questions
- Share contests & promotions

Source: <https://blog.hubspot.com/marketing/facebook-post-ideas>



FACEBOOK

APR
2022

FACEBOOK: GLOBAL ADVERTISING AUDIENCE

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON FACEBOOK



TOTAL POTENTIAL REACH
OF ADS ON FACEBOOK



2.14
BILLION

FACEBOOK AD REACH
vs. TOTAL POPULATION



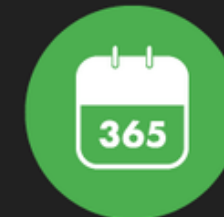
27.0%

QUARTER-ON-QUARTER CHANGE
IN FACEBOOK AD REACH



+1.5%
+32 MILLION

YEAR-ON-YEAR CHANGE
IN FACEBOOK AD REACH



[N/A]
[BASE REVISIONS]

FACEBOOK AD REACH
vs. TOTAL INTERNET USERS



42.8%

FACEBOOK AD REACH
vs. POPULATION AGED 13+



34.6%

FEMALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



43.2%

MALE FACEBOOK AD REACH
vs. TOTAL FACEBOOK AD REACH



56.8%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. **COMPARABILITY:** META SIGNIFICANTLY REVISED ITS BASE DATA AND APPROACH TO AUDIENCE REPORTING IN Q4 2021, SO FIGURES SHOWN HERE ARE **NOT COMPARABLE** WITH FIGURES PUBLISHED IN PREVIOUS REPORTS.

KEPIOS

Advertising Statistics:

- 2.14 Billion People
- 27% Total Population
- 42.8% Total Internet Users
- 34.6% Population Aged 13+
- 43.2% Female
- 56.8% Male

YOUTUBE

FEB
2022

YOUTUBE: GLOBAL ADVERTISING AUDIENCE

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON YOUTUBE



POTENTIAL REACH OF
ADS ON YOUTUBE



2.56
BILLION

YOUTUBE AD REACH
vs. TOTAL POPULATION



32.4%

YOUTUBE AD REACH vs.
TOTAL INTERNET USERS



51.8%

YEAR-ON-YEAR CHANGE
IN YOUTUBE AD REACH



+11.9%
+271 MILLION

YOUTUBE'S ADVERTISING
REACH: USERS AGED 18+



2.09
BILLION

YOUTUBE'S AD REACH AGE 18+
vs. TOTAL POPULATION AGE 18+



37.7%

FEMALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



46.1%

MALE YOUTUBE AD REACH AGE 18+
vs. TOTAL YOUTUBE AD REACH AGE 18+



53.9%

SOURCES: GOOGLE'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. **NOTES:** DATA ARE NOT AVAILABLE FOR ALL LOCATIONS; FIGURES BASED ON AVAILABLE LOCATIONS ONLY. GOOGLE'S ADVERTISING RESOURCES ONLY PUBLISH GENDER AND AGE DATA FOR USERS AGED 18 AND ABOVE, AND ONLY PUBLISH GENDER DATA FOR "FEMALE" AND "MALE". FIGURE FOR POTENTIAL REACH AGE 18+ USES A DIFFERENT AUDIENCE TOTAL TO THE ONE USED FOR REACH OF TOTAL POPULATION.

KEPIOS

Advertising Statistics:

- 2.56 Billion People
- 32.4% Total Population
- 51.8% Total Internet Users
- 2.09 Billion Population Aged 18+
- 46.1% Female
- 53.9% Male

TIKTOK

APR
2022

TIKTOK: GLOBAL ADVERTISING AUDIENCE

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK



POTENTIAL REACH OF ADS
ON TIKTOK (AGE 18+ ONLY)



970.2
MILLION

TIKTOK AD REACH AGE 18+
vs. TOTAL POPULATION



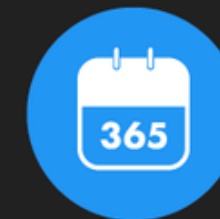
12.2%

QUARTER-ON-QUARTER
CHANGE IN TIKTOK AD REACH



+9.6%
+85 MILLION

YEAR-ON-YEAR CHANGE
IN TIKTOK AD REACH



[N/A]
[NEW DATA POINT]

TIKTOK AD REACH AGE 18+
vs. TOTAL INTERNET USERS



19.4%

TIKTOK AD REACH AGE 18+
vs. POPULATION AGE 18+



17.4%

FEMALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



56.0%

MALE TIKTOK AD REACH
vs. TOTAL TIKTOK AD REACH



44.0%

Advertising Statistics:

- 970.2 Million People
- 12.2% Total Population
- 19.4% Population Aged 18+
- 56.0% Female
- 44.0% Male

INSTAGRAM

APR
2022

INSTAGRAM: GLOBAL ADVERTISING AUDIENCE

THE POTENTIAL AUDIENCE THAT MARKETERS CAN REACH WITH ADS ON INSTAGRAM



TOTAL POTENTIAL REACH
OF ADS ON INSTAGRAM



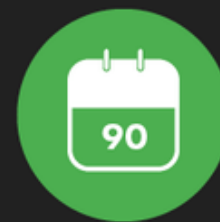
1.45
BILLION

INSTAGRAM AD REACH
vs. TOTAL POPULATION



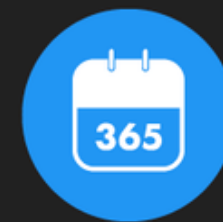
18.3%

QUARTER-ON-QUARTER CHANGE
IN INSTAGRAM AD REACH



-1.8%*
-26 MILLION

YEAR-ON-YEAR CHANGE
IN INSTAGRAM AD REACH



+12.8%*
+165 MILLION

INSTAGRAM AD REACH
vs. TOTAL INTERNET USERS



29.0%

INSTAGRAM AD REACH
vs. POPULATION AGED 13+



23.4%

FEMALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



48.1%

MALE INSTAGRAM AD REACH
vs. TOTAL INSTAGRAM AD REACH



51.9%

SOURCES: META'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **ADVISORY:** AUDIENCE FIGURES MAY NOT REPRESENT UNIQUE INDIVIDUALS, AND MAY NOT MATCH EQUIVALENT FIGURES FOR THE TOTAL ACTIVE USER BASE. FIGURES FOR REACH vs. POPULATION AND REACH vs. INTERNET USERS MAY EXCEED 100% DUE TO DUPLICATE AND FAKE ACCOUNTS, DELAYS IN DATA REPORTING, AND DIFFERENCES BETWEEN CENSUS COUNTS AND RESIDENT POPULATIONS. **NOTES:** FIGURES USE MIDPOINT OF PUBLISHED RANGES. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS. ***COMPARABILITY:** SOURCE DATA FOR RUSSIA ARE CURRENTLY **UNAVAILABLE**. INSTAGRAM ADS REACHED 63 MILLION USERS IN RUSSIA IN JAN 2022, BUT THESE USERS **DO NOT** APPEAR IN CURRENT GLOBAL TOTALS.

KEPIOS

Advertising Statistics:

- 1.45 Billion People
- 18.3% Total Population
- 29.0% Total Internet Users
- 23.4% Population Aged 13+
- 48.1% Female
- 51.9% Male

Free Sources

HubSpot



SocialMedia
Examiner



SKILLSHARE

coursera





Thank You

For any questions, please contact us:



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www.LouisianaSBDC.org

