Module 4
Communication & social marketing

Lesson 2

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How do we use simple tools to get our marketing message out there?

Communication in Marketing activates:

1) advertising to promote our brand,
2) public relations to build relationships with our customers in the long term
3) sales strategies that include promotions and incentives to stimulate quick purchases.

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How do we use simple tools to get our marketing message out there?

These are the 3 essential tools for your social enterprise:

Web Site

Social Network

Email Marketing

How do we use simple tools to get our marketing message out there?

The Web. There are 4 things to keep in mind:

Architecture. They are the sections in which the Web is structured.
Contents. Type of information and format (text, image, video, etc.) that will be available on your website.

Design. What visual identity does your website have? Visual identity is very important for a brand promotion.
Usability What is the route that you want a user to take when visiting your website? What is the most important page of your website and what are you going to do the most visited page?

How do we use simple tools to get our marketing message out there?

The Social Networks are used to generate interaction with our followers and try to lead (generate traffic) to our web site through links in the publications.

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How do we use simple tools to get our marketing message out there?

Email Marketing platform is a important tool
to spread our messages ,

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Thanks to massive email sending systems now available, you can create a database of subscribers and send them communications about the activity of your social company and the products / services you offer.
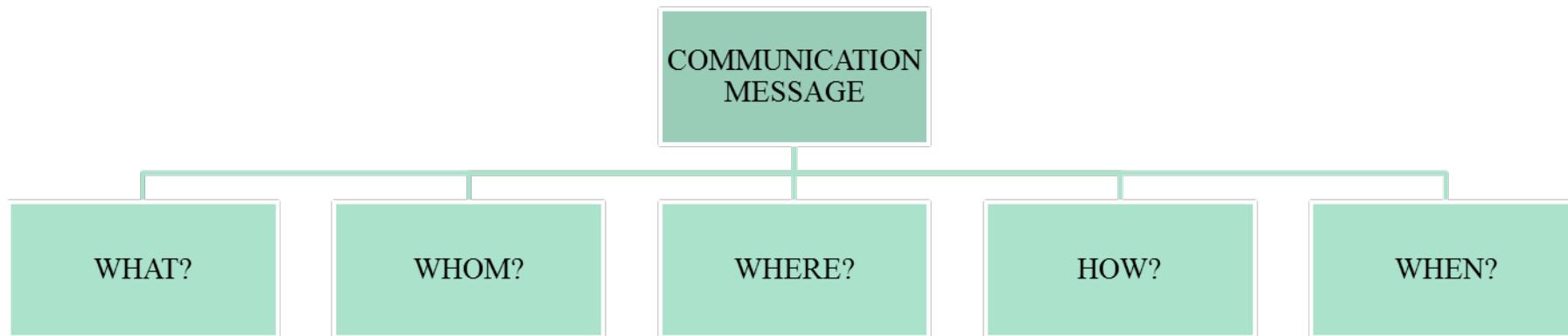
How do we utilise the internet and social media?

Internet communication has several characteristics: it allows use of a more visual than text format, with a click our communication can reach thousands of people very quickly, with no space or time limits. Follow the scheme.

How do we utilise the internet and social media?

WHAT kind of message are you going to communicate?.
 WHOM the communication is addressed?.
 WHERE are we going to send the message?
HOW will the message be formatted? photo, video, text, article, infographic, etc.
 WHEN are we going to release this message?

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Signposting to further learning and support

1 Video format is the most used to communicate in Social Networks. Your social business…are you prepared to communicate using the video format?

2 In order to know if we are communicating well we have to measure the scope of our communication.

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Signposting to further learning and support

If you want to be a social entrepreneur you will have to be informed of the technological advances that are going on continuously. Thanks to the Internet, everybody can learn to use programs such as image design and editing of videos- these are now available and free

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In order to measure the communication of your **Web** you can use the free tool Google Analytics and know how many people visit your website, what are the most viewed pages, how much time they spend inside your web, etc.

Every **Social Network** has its own measurement metrics to know the number of interactions (comments, shared, retweets, "likes") that each publication has..

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