

Marketing & Branding

Topic No.6:



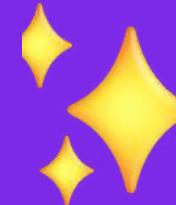
Project: Boosting entrepreneurship of youth, No: 2022-1-LT02-KA220-YOU-000088549

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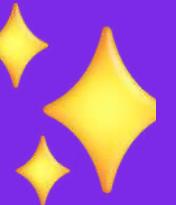


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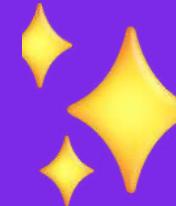
Agenda (key words/content)



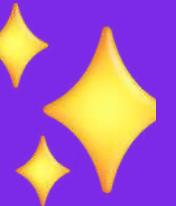
Entrepreneurship



Social



Identity brand



Marketing

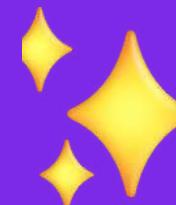
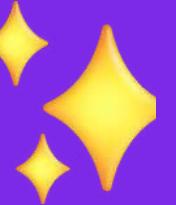


Image and message



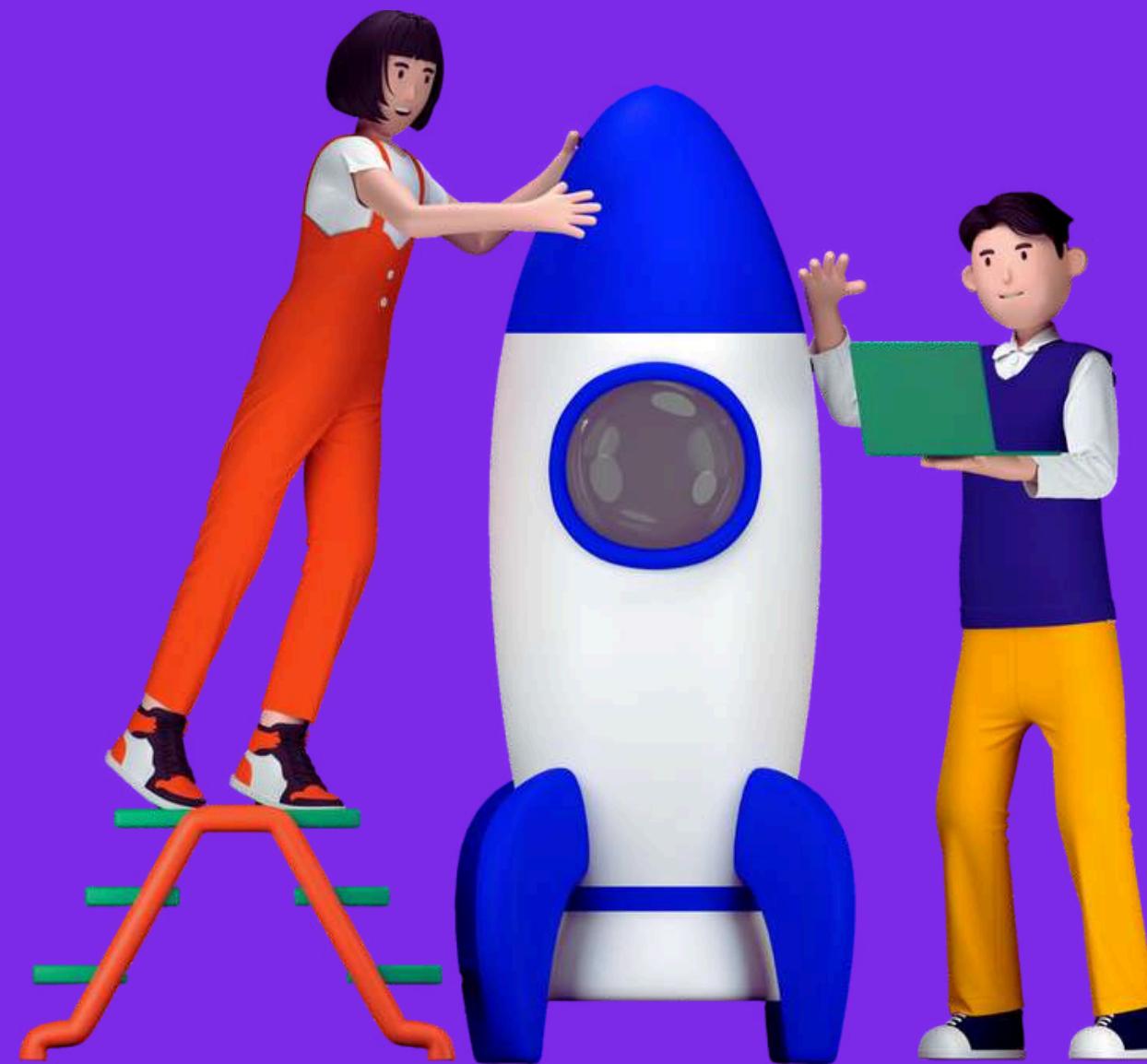
Ideas



Branding



Visual



Definition & Theory



Building A Strong Brand: The Four Steps of Brand Building

- Step 1: Brand Salience – In this step, it is crucial to establish your identity and ask yourself as the brand, “who are you?” ...
- Step 2: Performance and Imagery
- Step 3: Judgement and Feelings
- Step 4: Brand Resonance

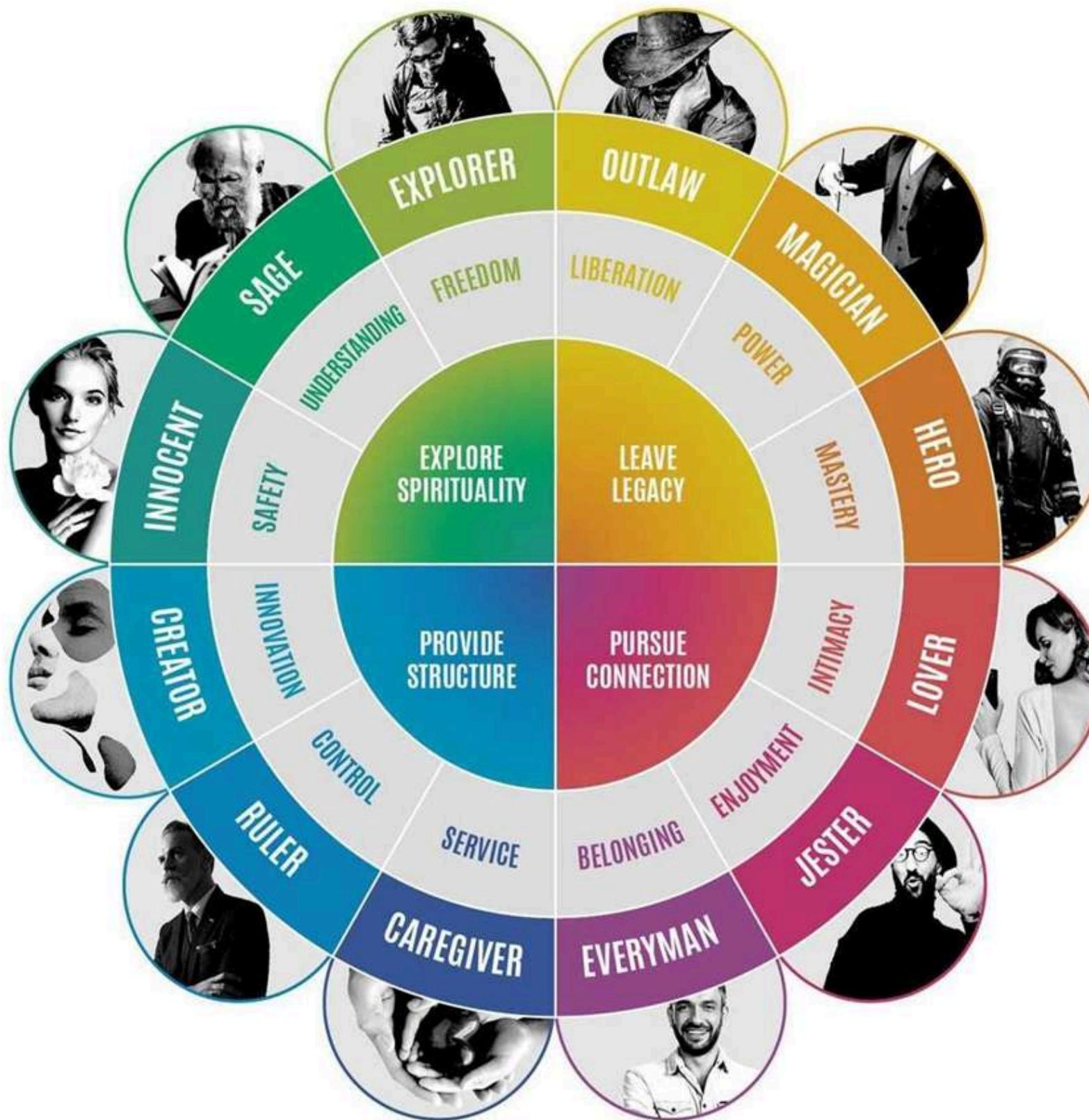
Brand development is the process of creating and strengthening your professional services brand. As we help firms develop their brands, we divide the process into three phases. The first phase is getting your brand strategy right and aligned with your business objectives.

- Step 1: Discover/Develop Your Brand Purpose.
- Step 2: Know Your Competitors.
- Step 3: Determine Your Primary and Secondary Target Audiences.
- Step 4: Build Out Your Brand Strategy.
- Step 5: Develop A Compelling Brand Narrative/Story.
- Step 6: Create a Brand Identity.
- Step 7: Live The Brand.

Market development is a strategic step taken by a company to develop the existing market rather than looking for a new market. The company looks for new buyers to pitch the product to a different segment of consumers in an effort to increase sales.

Market development is a growth strategy that involves selling your existing products or services to a new group of customers. It begins with market research where you: carry out a segmentation analysis of your existing market. shortlist those market segments which you feel you should pursue.

Definition & Theory



Marketing

From Personal branding to product branding

- Check what kind of entrepreneur?
- What kind of product do you want to develop?

Brand development is the continuous process of defining, refining, and testing your overall brand strategy. It's the foundation for your company's go-to-market approach and long-term winning strategy. From brand values to design to marketing assets, brand development is the process to get you there.



Starting point (what resources do we have?)



EXAMPLE: What is Marketing strengths and weaknesses?

EXAMPLE: Think about what your strengths and weaknesses are. Consider what skills, knowledge, or experience you have that could benefit running a business, and identify any areas in which you may need additional help or training. It is important to choose a business that you feel passionate about and will allow you to use your strengths and talents.

EXAMPLE: Research and Business plan creation

Focusing on conducting a business evaluation with preliminary steps like research, analysis, trend forecasting and actually getting funding for a particular idea.

ENT_YOUTH RESOURCES

- Guidelines of ENT_YOUTH
- SBPPO – ONLINE PLATFORM FOR YOUNG ENTREPRENEURS (<https://ent-youth.eu/>)
- NEW TOOLS for young entrepreneurs
- Mentoring and Coaching – guidance through ENT_YOUTH
- Extra materials and resources

What is best for you? What you know? What you need? What you can/want to develop?



First answer the questions for yourself:

PARTNERSHIP

How can be done a partnership in this topic? With whom you can collaborate? Human Resources from outside or intern?

- Marketing partnership for World of Mouth
- Become social on social media
- be creative and step outside the box - use lateral thinking and upside down perspectives
- collaborate with NGOs and cooperatives in similar field
- etc.



OPPORTUNITIES

- Become a mentee in the Mentorship program ENT_YOUTH.
- Discover resources and opportunities from 6 European Countries in the field of social entrepreneurship: Guidelines and SBPPO platform
- Be in touch with our European Mentors (6 partner countries)



PLAN



ACTION



SOLUTION

TOOLS

BUSINESS MODEL CANVA

PADLET

-> for more digital tools - SBPPO

SOCIAL BUSINESS MODEL CANVAS					
KEY RESOURCES	KEY ACTIVITIES	TYPES OF INTERVENTION	SEGMENTS	1 VALUE PROPOSITION	3
What resources will you need to run your activities? People, finance, access?		What is the format of your intervention? Is it a workshop? A service? A product?	2 Beneficiary	User Value Proposition Key Impact Measures	2
Who are the essential groups you will need to involve to deliver your programme? Do you need special access or permissions?	What programme and non-programme activities will your organisation be carrying out?	CHANNLES	Customer	How will you show that you are creating social impact?	4
		How are you reaching your users and customers?		Customer Value Proposition	5
COST STRUCTURE		SURPLUS	REVENUE		
What are your biggest expenditure areas? How do they change as you scale up?		Where do you plan to invest your profits?	Break down your revenue sources by %		

by Strategyzer

Activities Description:

- About the project and team. Sharing and presenting the resources of ENT YOUTH
- Hep - ICE BREAKER
- Menti - collecting perspectives & overview process
- Optional: Terminology Topic 1 (Activity about Antrep - Card Game)
- Ikigai test (passion, profession, mission)- vocation
- Checklist problems in community (school, home, family, locality, country/society) - brainstorming
- BMC plan - how to do it? Business Model Canva - video
- Teamwork - business idea simulation (ikigai+PB+idea)
- Debrief - Dixit + 1 key word
- Next Step: Mentoring / Registration

Target Group: Youth 16-30 y.o.

Activity Duration: 1 h -1h 30m
(recommended min 80 minutes)

Resources / needed materials
menti.com, padlet.com, SBPPO_entyouth.com
links with the info: guideline, SBBPPO, BMC,
paper +pencil > more than 20 pages, one per
person, and one per group when they are split.



Let's Practice!

Objectives of the activity:

- To introduce the subjects about entrepreneurship, to check the need of the group, the level and to give access to resources and offer safe space to express and to access in order to develop a project, a dream, an idea, a business etc.
- To encourage interaction between the target group and working in team to get inspiration from each other, curiosity to access the resources of the project and guidance how to use them.
- To raising motivation to develop their ideas about them in practice.



Competences developed:

- entrepreneurial competencies
- learning to learn
- social skills
- think outside the box (lateral thinking)
- analytical thinking (for the BMC and SWOT)

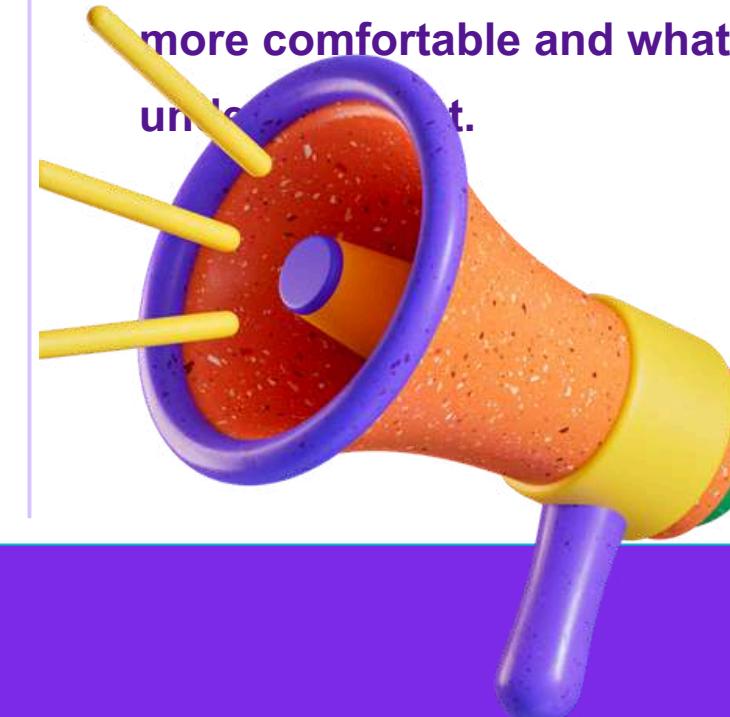


Resources, tools, methods:

- Can be used any type of cards with images, emotions, or situations (if you don't have DIXIT Card Game, or some STORYCUBES or any cards, then encourage the group to share with you at least 1 single word that want to take home, from the workshop)
- Also it's encourage to give them directly a link of menti or other similar program were to write anonymous a cloud with key words about the workshop
- or
- Send a link with access to a formular (GoogleForm) with the feedback, that they can write there: What they take with them, what it was new for them, or useful, and what they didn't enjoyed or felt comfortable etc.
- All this to know what to improve for the next one, or what to keep, or to check if any of the objectives or competences proposed were achieved.

Needed materials:

- Menti presentation
- Links with the info: guideline, SBBPPO, BMC,
- paper +pencil > more than 20 pages, one per person, and one per group when they are splited
- play with the tools and create your own process and structure of the workshop, depending on what you feel more comfortable and what resources you want to use.



TIPS AND TRICKS

There are four roles today's marketing teams need to cover.

- **Digital Marketing.** The world of digital marketing includes the functions of web, search, social media, e-mail, and digital advertising and media buying.
- **Content Marketing.** Content has become an especially critical component of the modern approach to marketing. Everything we do as marketers now involves some kind of content that has to be designed as “channel appropriate,” meaning that the format, length, and relevancy must work in that channel.
- **Marketing Science.** The role of the marketing data scientist or data visualization analyst is also new to marketing; this role is distinct from that of a pure data scientist. In some ways, we are still defining the different roles that fall under the umbrella of a marketing data scientist. One descriptive title I have seen for this role is “data artist” or “data storyteller.”
- **Customer Experience.** Many people might think of marketing as purely an “outbound” function in which we are reaching out to potential customers.



What is the role of a marketing development?

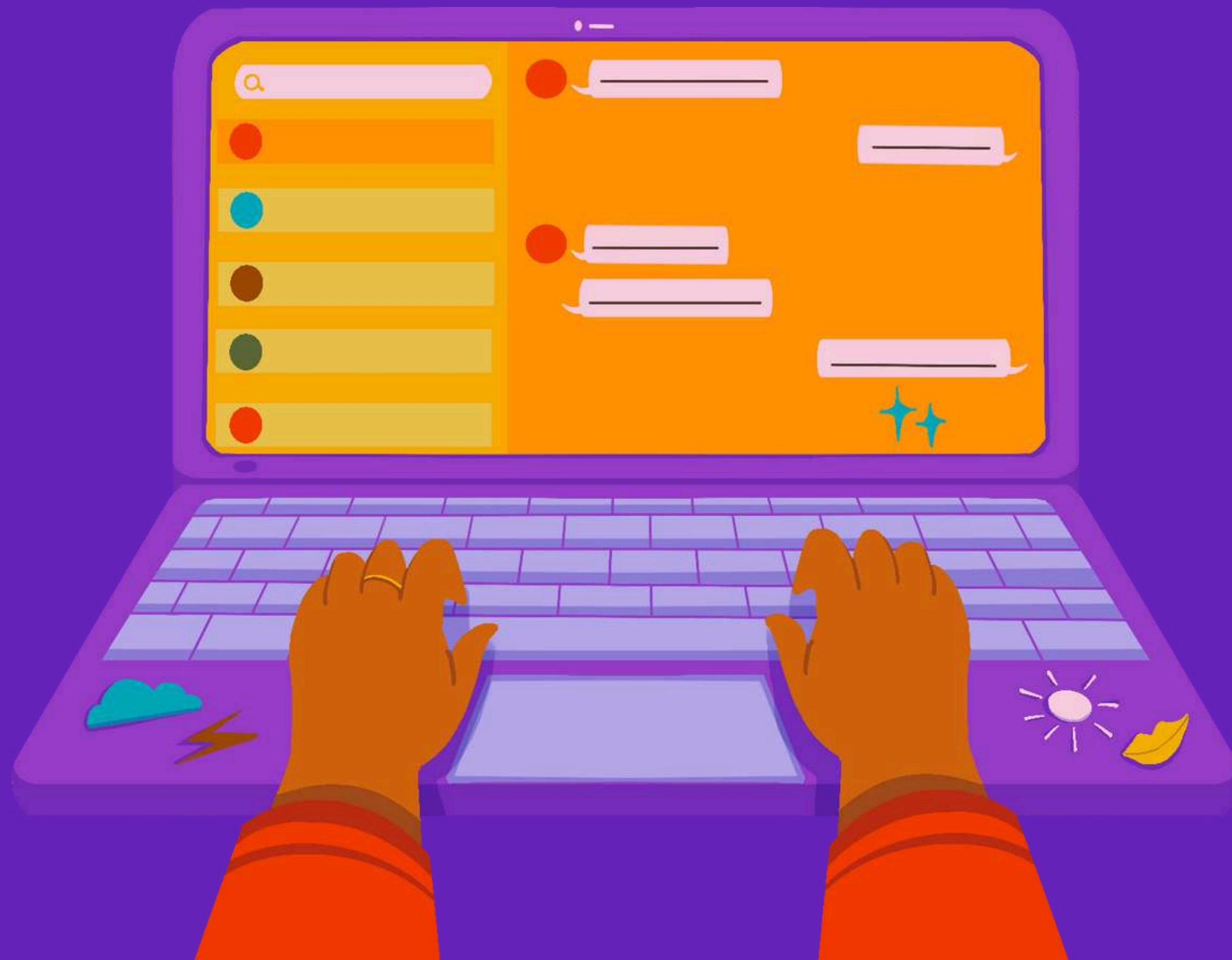
- Identify, develop, implement, and manage the organizations advertising strategy, from the business, sales and technical perspectives.
- Develops budget and projections for advertising.
- Initiates and manages discussions and sales with sponsors and agencies. Negotiates agreements with outside sales representatives.

What are the 4 stages of market development?

- When a product enters a market, it has a life cycle that traces its journey from being new and valuable to old and obsolete. It is referred to as the product life cycle or PLC. It (PLC) identifies and explains four stages of product development- introduction, growth, maturity, and decline



ONLINE RESOURCE: SBPPO

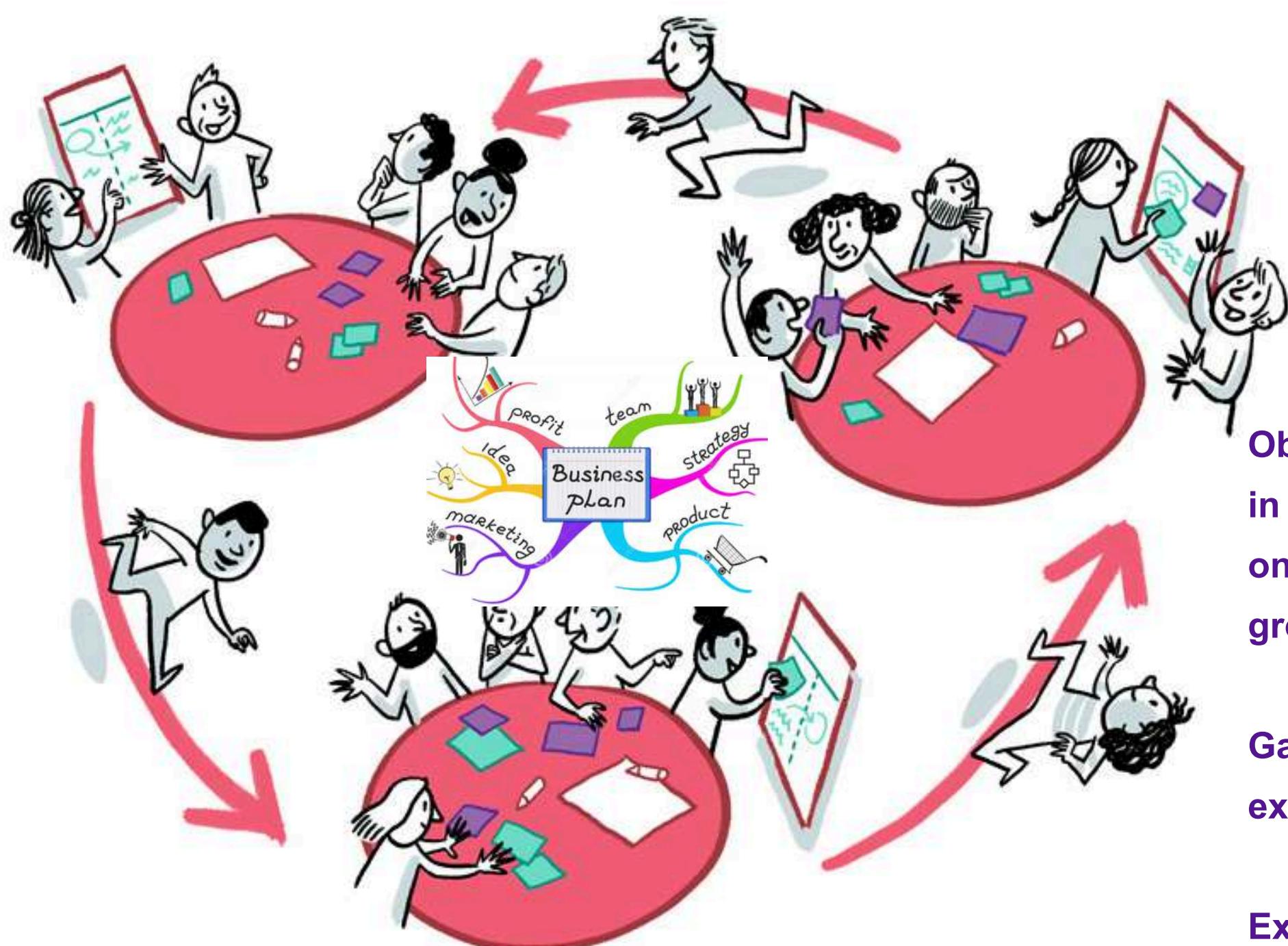


How to use it:

Content:

Etc.

World Café & Mind Map PRACTICE:



Objective: Is designed to create a safe, welcoming environment in which to intentionally connect multiple ideas and perspectives on a topic by engaging participants in several rounds of small-group conversation...

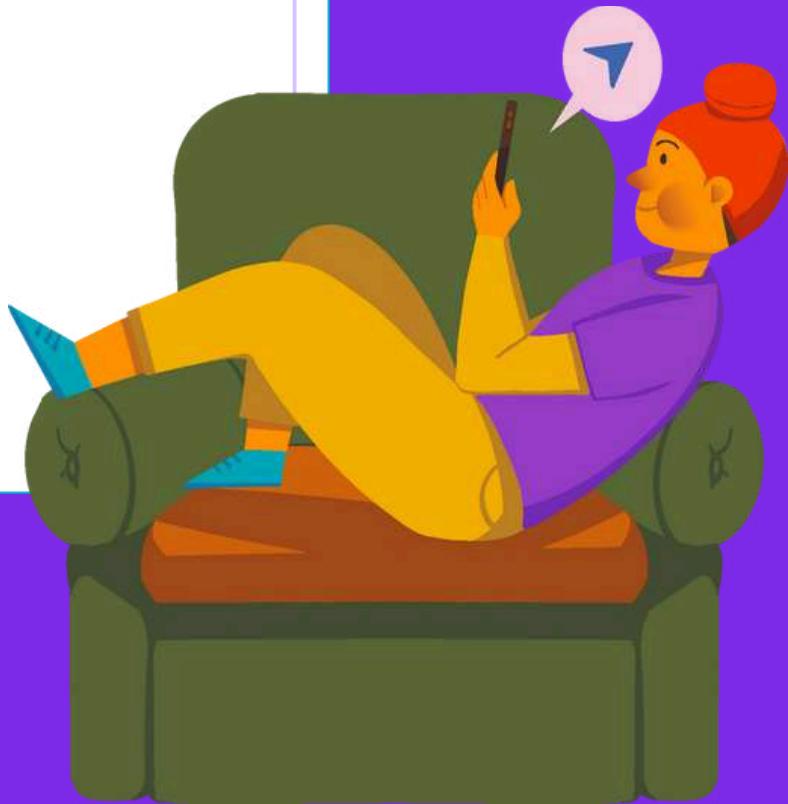
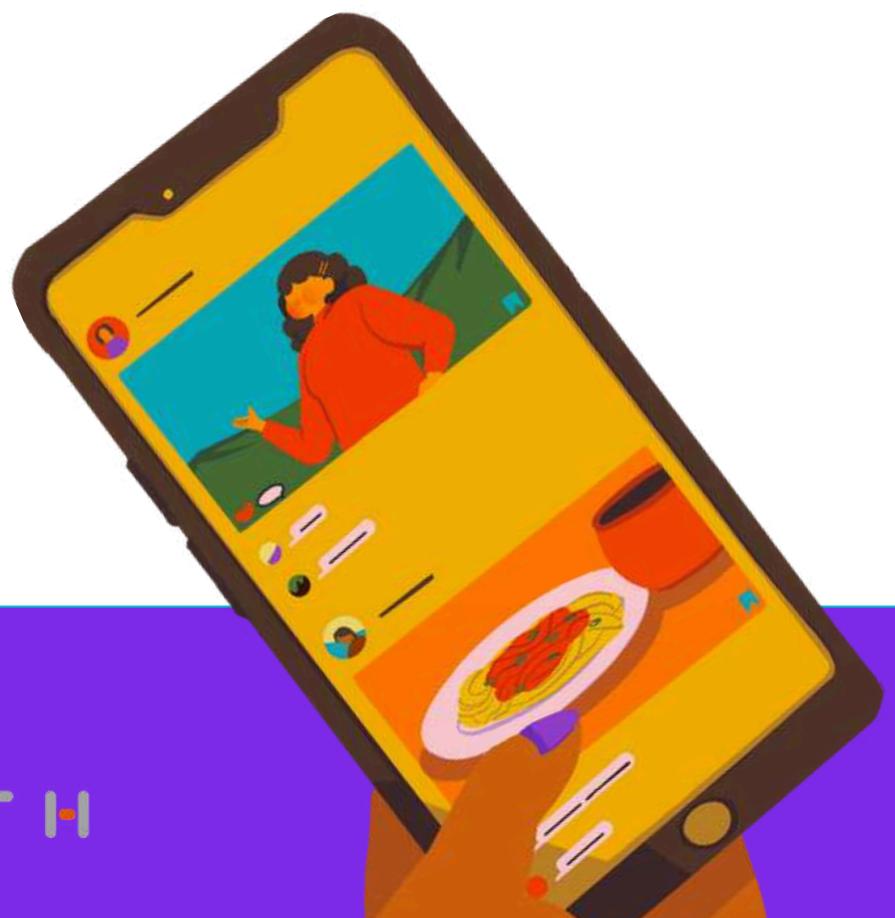
Game elements: 3 tables, 3 papers, 3 markers, people exchanging places

Exploration: generating ideas, interact, interconnect, changing perspectives

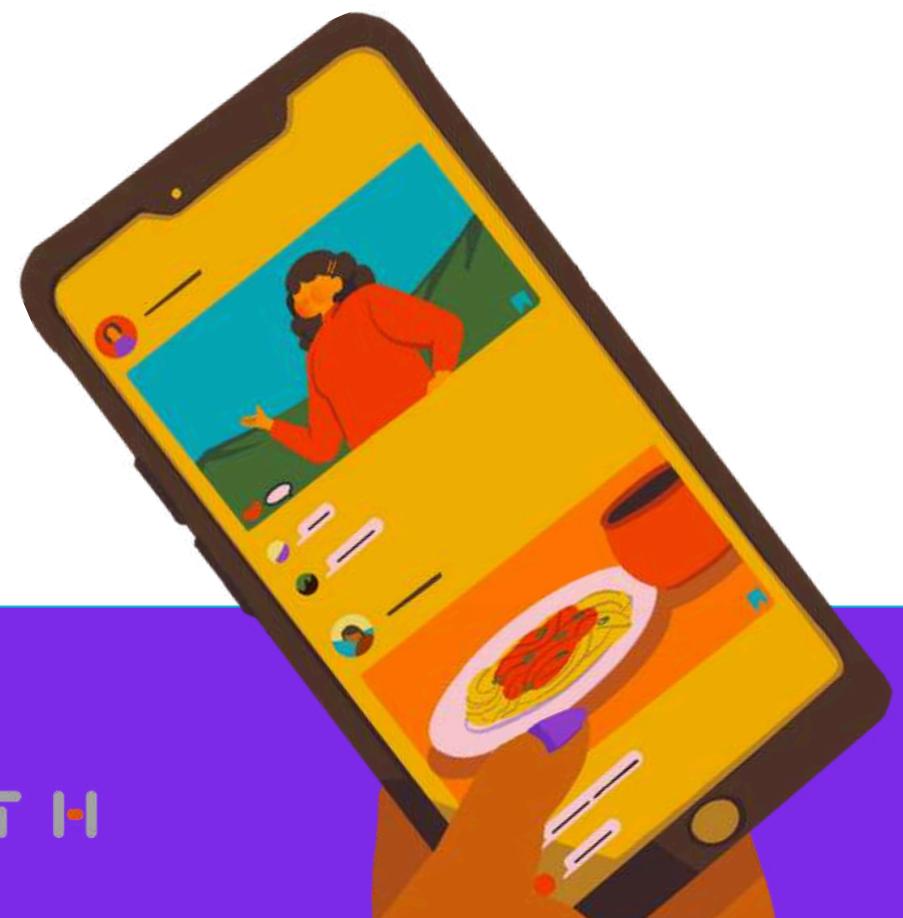
Time limit to increase creativity: 30

What problems would you like to solve
from your community/ society

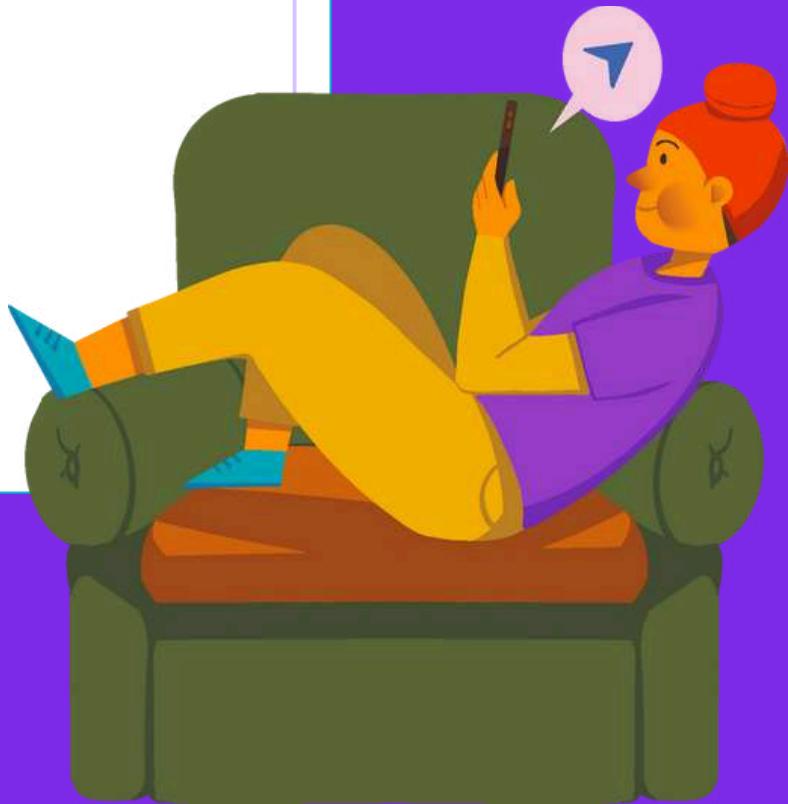
What are your passions/ strengths/
competences/ resources?



Working in team to generate ideas



Building an BMC using problems vs. passions



NONPROFIT or SOCIAL

- How you can make your business to be social, to help your community, to bring benefits to some other organizations, association or people with few opportunities?



Business plans



Collection of Business ideas in teams/individuals.

TITLES + SUMMARY -> THE “WHY” for ELEVATOR PITCH

PITCH PRACTICE.

INTERACTIVE PRACTICES:



Presentation of the “WHY”!

- What drives you,
- Why this topic,
- Why this problems to solve,
- Why this way?
- What is attracting you the most in this direction?

Advantages

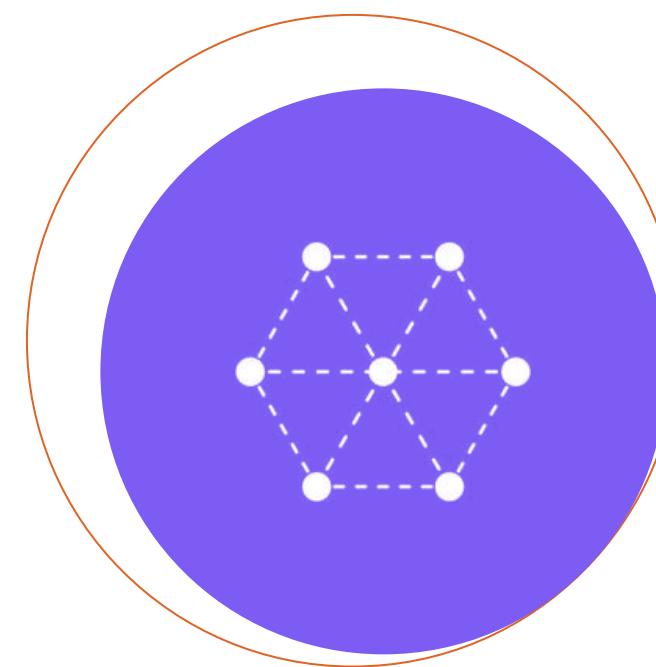
Disadvantages

"If you change the way you look at things, the things you look at change."

Wayne Dyer

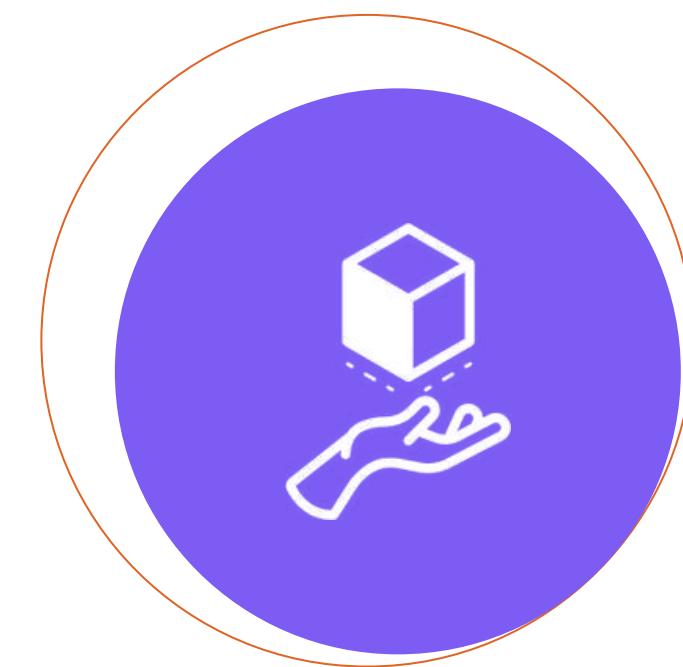


The steps that you can do next



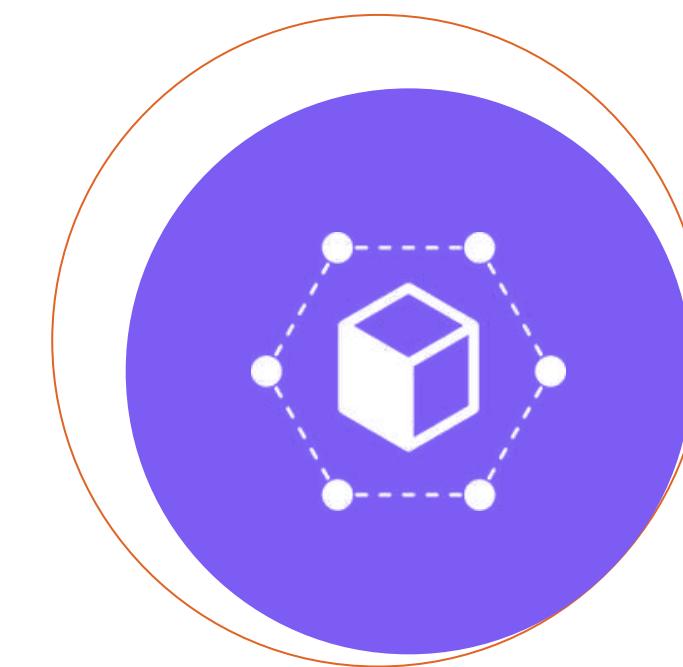
Create your BMC

...



Ask for support, find
your mentor

...



Create your network: Find/
Exchange your best
resources/ collaboration

...



Inform yourself, practice and
play with your idea, and look
at it from 360`perspectives

CONCLUSION

- Brainstorming & Feedback



Debriefing and next steps

The final key words of the activity;

Next steps to joining the mentorship programme and ENT_YOUTH opportunities.



Extra Materials

Mine mapping

Doodle key words

Generating ideas from symbols and visual thinking methods

Online tools

Offline tools

Exchange ideas and perspectives in teams



To be covered after the workshops:
How to reach the target group:
Overview of the workshop:
Name developed
Competences:
Used Methods:
Objectives of the workshops vs. objectives of the project:
Tools:
Resources:
1. GUIDELINES,
2. 10 NEW TOPICS
3. LTT training
4. SBPPO
5. Canvas BMC



Debriefing.
Conclusion. End of
meeting

(DOODLE YOUR
PERSPECTIVE
ABOUT
MARKETING)
optional: to give the
tasks to the
participants to write
and draw symbols
connected to
marketing



WORK IN TEAM AND DRAW MARKETING (what is it, why do we need it, how to develop it, with whom etc.) - starting point,

the image from the RIGHT ->





EXTRA MATERIALS

Resources:

Padlet collection of info: [Mentorship Plan - part 1 \(padlet.com\)](https://padlet.com/dianavestineanu/rqw716hif63q96nd)

[TC GREECE - IDEAS HUB - Our NEEDS Padlet](https://padlet.com/dianavestineanu/rqw716hif63q96nd)

<https://padlet.com/dianavestineanu/rqw716hif63q96nd>

<https://padlet.com/dianavestineanu/j2et2ngnwawl3rpp>

<https://padlet.com/dianavestineanu/fjtlp9lhcn46o44y>

[Guideline Start-it-UP-Keep-it-UP ENG.pdf \(iyp-croatia.com\)](https://iyp-croatia.com/Start-it-UP-Keep-it-UP_ENG.pdf)

<https://www.16personalities.com/free-personality-test>

<https://mycreativitytype.com/>

[Startupexplorers.com - 2 booklets](https://Startupexplorers.com)

[ACTIVITY ENTREP Card Game-for-Entrepreneurs.pptx - Google Slides](https://Startupexplorers.com)

<https://ikigaitest.com/ro/>

<https://ikigaitest.com/ro/testul-de-personalitate/>

<https://startarium.ro/articol/cum-completezi-business-canvas>

Any Question

