

# CREATIVE AT HOME

**Make your marketing strategy**



Creative at home

# CREATIVE AT HOME

The members of the Creative at Home team present you with a Marketing Handbook with the aim of aiding you in improving your marketing skills to further your brand.



This handbook will teach you how to run a basic marketing strategy, as well as giving you examples of marketing strategies. Finally, we will present you with some very useful tools that you can use to kickstart your very own marketing campaign.



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***Make your  
marketing  
strategy  
with  
us!***





## CHAPTER 1

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# How to run a marketing strategy



# Introduction to online marketing

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## What is online marketing?

Online Marketing is the practice of using digital web-based tools to expand a brand's reach to potential customers, viewers, or supporters

## Difference between traditional marketing and online marketing

The main difference is the cost that an individual will spend on marketing.

A normal marketing campaign will always be considerably more expensive than an online one.

## Principles of Online Marketing (I)

- Create an attractive and artistic brand
- Create content related to your brand consistently
- Establish trust in you as an artist
- Start having an online presence.
- Bear in mind your goals

## Principles of Online Marketing(II)

- Always bear in mind your target audience.
- Not all art is suitable for everybody.
- Have a friendly presence towards your audience.
- Be transparent towards your audience.

# Introduction to online marketing

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## Principles of Online Marketing (III)

- Use social media as a means of expansion.
- Obtain information about your target audience.
- Be mindful of your online marketing expenses.
- If possible, have a personal website you can fully control and use for communication.

## Tools for online marketing: SEO

SEO stands for Search Engine Optimization. This tools optimize the results that appear on search engines with the aim of showing the most relevant results possible.

## How to use SEO to your advantage

- Have titles that are relevant to your artistic profession
  - Keep a clean, attractive page
- Structure your page when creating it
  - Add keywords to your titles
- Update your content regularly

## Tools for online marketing: SEM

SEM stands for Search Engine Marketing. SEO tools show the results that have been bought by their creators to appear in the search engine.



# Introduction to online marketing

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## How to use SEM to your advantage

In this case, using SEM to your advantage is as simple as paying for the exposure. Although you need to bear in mind that the price might be steep.

## Benefits of Online Marketing

The results of advertising campaigns can be measured in a very precise way.  
It allows for greater interaction with the target audience.  
It allows continuous adaptations and modifications of the campaigns.  
It is unexpensive.  
It allows easier access to the target audience and their interests.

## Types of Online Marketing

- SEO and SEM marketing
- Contentmarketing
- Affiliatemarketing
- •Pay-per-click marketing ( Similar to SEM marketing)
- Social media marketing
- Mobile advertisements
- Data analysis

## What does It mean?

It means building your online presence as a foundation for a successful career in your artistic field





# Introduction to online marketing

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## Why Is It important?

Because this is how you can connect with the audience, with supporters, and collaborators. This is the primary route to financial stability.

## Why should you build your digital identity as an artist?

Promoting art sometimes is a real hurdle for an artist. However, whether you like it or not, promoting your art is how you will survive as an artist nowadays, especially if you completely rely on it financially.

## Why Is It important?

### 1." Explosion" of the online art market globally after Covid-19

Online transactions represented around a tenth of the global art market value before COVID (10%), it raised at one-fifth in 2021 (20%). Aka double value!

### 2. Crypto Art rise and NFTs

Digital artworks whose ownership can be authenticated, just like physical art, with nonfungible tokens. Purchase with cryptocurrencies !

## ONLINE PORTFOLIO

Building an online portfolio is a must if you want to promote your art on social media or other online channels.

# Importance of digital identity for artists

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## SOCIAL MEDIA BUILDING

Some of the best social media sites for marketing your art are Facebook, Instagram, Twitter, and Tumblr. Picking the main platform to market on is the next essential step to consider, as It will serve as a bridge between your art and artistic qualities and ultimately income.

## Managing your digital identity

Use social media management tools like Planoly, Hootsuite, and Tweetdeck to lessen your workload

Add video content. Videos are not only a very creative way to present your work, but also the no.1 trend in digital marketing

Have a strong "About Me" and choose your language with attention

Engage with your online community



# **Practical online marketing workshop of interest to artists Benchmarking and positioning**

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## **Define your Target Audience**

One of the skills of marketing is the power it has to reach a large number of people through techniques that allow promoting a product, service, or brand. This is because before choosing the best strategy, the target audience is considered.

## **What is the target audience?**

The target audience is a group of people that meets the general characteristics of individuals who consume or need our product, service, or brand.

We can define our target audience through some demographic criteria, such as age, gender, and socioeconomic level.

Each type of public demands a different treatment, it is not the same to address a 63-year-old as a 22-year-old; from the definition of a target audience, it is easier to choose the ways to reach the audience you want to conquer.

## **Benchmarking**

Once we have determined whom our target audience is going to be, we need to position our product in relation to the competition.

Benchmarking is a market comparison to analyze products similar to our results that are the reference at that time, both for the type of art we want to do and for other products that cover the same type of audience that we intend to cover.



# Practical online marketing workshop of interest to artists

## Benchmarking and positioning

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### Benchmarking

Identify what the standards are for that type of product and what the people who are buying it like and don't like. You can also assess what strengths it has that we could use in our product and where its weaknesses are so as not to make the same mistakes.

### Things to bear in mind in Benchmarking

**-Introduction:** it is good to introduce the benchmarking with a brief summary of the product, its clearest references, a photo, and its target audience.

**-Data:** it is convenient to continue with a series of data that justify its success. Collection, number of sales, position in the ranking, evolution graph. Anything that shows that the product is successful in some field. There is no point in analyzing a product that is not successful in some field.

**-Strong points:** highlight which are, in the designer's opinion, the best successes of the product. For this, it is convenient to read user reviews to support those opinions.

**-Weak points:** it is also worth highlighting the faults that the product may have had. Sometimes they are small details and sometimes they are big mistakes. The most important thing is not to highlight them but to know if they have a solution and try not to replicate them.

# Practical online marketing workshop of interest to artists

## Benchmarking and positioning

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### Things to bear in mind in Benchmarking

-**Technical analysis:** this aspect is unique for each product/service. The greater their success, the more convenient it is to dwell on this part to try to unravel the reason for the success of the product and try to understand why they adopted such or such decisions.

-**Monetization:** this point is quite important since it has to do with the economic success of the product. It covers all aspects related to monetization (retention, conversion, etc.).

-**Conclusion:** in this section, it is convenient to highlight our plan in relation to the product that has been analyzed. Then plan our next move according to our results.

### Graphical overview

Once we have identified our main rivals, it consists of comparing ourselves with them based on some parameters that we define at the beginning. Basically, it serves to compare our position with that of our competition in a given field.

### Positioning

Positioning is trying to map how the spectrum is according to the parameters that we want to check.



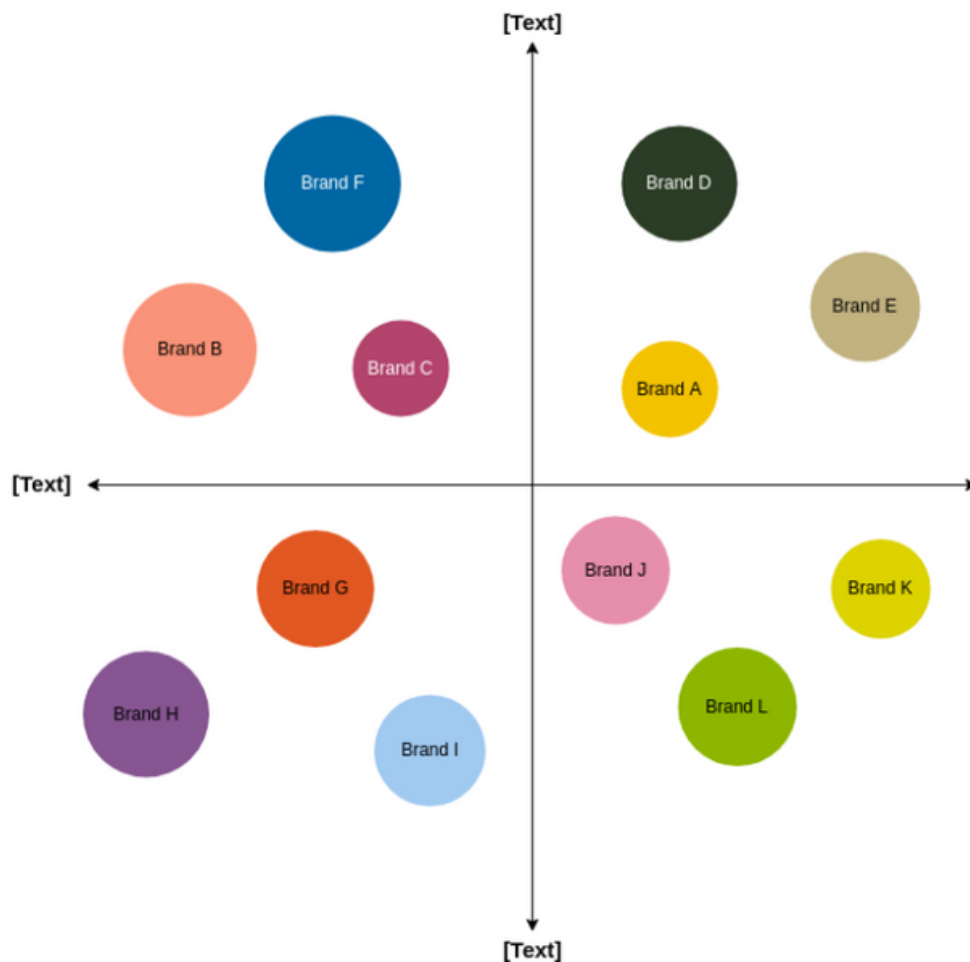


# Practical online marketing workshop of interest to artists

## Benchmarking and positioning

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Study the positioning of other competing products and know where we want to be within that range of options. We should look for an empty space within the positioning map because that guarantees a more original and unique product. Once we have this data, it will be easier for us to know what our campaign needs to have, what mistakes we should not make, and where there is room to innovate.



# Designing an effective marketing campaign

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## The basics of a marketing campaign event

An effective marketing campaign event is one that is tailored to the needs of your target audience. Therefore, a very important feature of a good marketing campaign event is that it should be as deeply embedded in the market realities as possible.

## How to find the main idea of a marketing campaign

To find the main idea for a marketing campaign you should ask yourself the following questions:

- What's the target group?
- What kind of project or thing do you need to promote?
- How other people are promoting that kind of project?
- What's the most popular form - video, post, article, facebook event

## Select an event for the marketing campaign

There are different activities you can do for a marketing campaign:

- Educational projects •
- Cultural projects •
- Trainings •
- Marketing events •

# Designing an effective marketing campaign

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## What are the objectives of these events?

- Reaching as many recipients as possible
- Cooperation with other institutions
- Promotion of the work or the product
- Organize a training
- Making good relations with the audience, target group to get more customers in the future

## Things to bear in mind while doing a marketing event

Duration of the events

- Costs of the event
- The number of people you want to reach
- What do you need for a good campaign - how many people, how many resources
- Mediums that you will use to promote the event- Facebook, YouTube, LinkedIn, Internet newspapers



# Determining the role of campaign stakeholders

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## Rule of 7. Engagement

The Rule of 7 states that it takes an average of 7 interactions with your brand before a purchase will take place.

### What is considered an interaction?

- A TV advert
- A call from a company representative
- Reading a review about your company
- Seeing an advert in a magazine
- Seeing the company come up in a google search
- Seeing a banner online
- Receiving an email from the brand

### Benefits of interactions

- Your brand remains in people's minds
- It makes talking with customers easier
- It generates awareness of your brand
- It prolongs the visibility of your art

### Implementing the rule of 7

To implement the rule of seven in your marketing plan, you must create various touchpoints in your sales funnel. Engage your target people with the creation of powerful marketing materials that address the different stages of your sales funnel, as you can see in this visual representation.

# Determining the role of campaign stakeholders

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## How to raise awareness of your brand

Make yourself known to your audience by creating content pieces. Content marketing starts with publishing informational posts and videos on your website. You can explain difficult topics in an easy-to-understand way or show a step-by-step process to readers.

## How to improve your sales and evaluate them

Create a page where you can better sell your product and obtain feedback from your customers. Bear in mind that the content of the page is as important as the style of the page itself, so take care of both of those aspects.

## What to bear in mind

- Have a very clear idea of who your customers are.
- Develop a plan to make yourself visible amongst your target customers.
- Activate your digital remarketing channels.
- Activate your digital prospecting channels.
- Have a content marketing plan that covers the whole buyer lifecycle.
- Amplify your content into social channels.
- Have an email nurture campaign.

## Why create a marketing campaign on social media?

Nowadays, social media is spread worldwide; and although its main attraction is the social aspect it carries, its widespread influence makes it a fantastic place in which to advertise one's brand.



# How to create a marketing campaign on a social media website

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## Facebook – online marketing campaign

Facebook continues to be the reigning champ of social media sites, as the #1 spot where friends connect and share online. More than just a meeting place for friends, Facebook has grown into a venue for businesses to market themselves through interaction with customers and self-promotion. Facebook also has 1.56 billion daily active users. This makes Facebook a fantastic place for a marketing campaign.

### Select your audience

Using what you know about the people you want to reach —like age, location, and other details, choose the demographics, interests and behaviors that best represent your audience

### Decide where to run your ad

Next, choose where you want to run your ad—whether that's on Facebook, Messenger, or across them both. In this step, you can also choose to run ads on specific mobile devices.

### Set your budget

Enter your daily or lifetime budget and the time the period during which you want your ads to run. These limits mean that you'll never spend more than you're comfortable with.

### Pick a format and place an order for your ad

Choose from six versatile ad formats — they're designed to work on every device and connection speed. You can choose to show a single image or video in your ad, or use a roomier, multi-image format. Once you submit your ad, it goes to our ad auction which helps get it to the right people.

# How to create a marketing campaign on a social media website

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## Measure and manage your ad

Once your ad is running, you can track performance and edit your campaign in Ads Manager. See if one version of your ad is working better than another, or if your ad is being delivered efficiently, and make tweaks and adjustments as needed.

## Instagram –online marketing campaign

Instagram is a global platform that allows brands to humanize their content, recruit new talent, showcase products, and inspire their audience. Instagram can also help you grow your brand awareness and introduce your work. It allows you to promote your work, brand, and product in a friendly, authentic way.

## The process of building Instagram Marketing strategy

1. Set your goals for Instagram- set a purpose and goals for the long run.
2. Determine your Instagram target audience think about the audience (age, location, gender, interests, etc.) you want to reach.
3. Conduct a competitive analysis- review other marketers in your field and their content, look into their hashtags, post frequency, etc.
4. Configure an editorial calendar- plan your posts in advance and in detail (captions, hashtags & posting time).
5. Build a consistent brand on Instagram to establish and maintain a consistent aesthetic.
6. Grow your Instagram follower base- make sure your username is recognizable and searchable, and follow other accounts that relate to your work.

# How to create a marketing campaign on a social media website

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## Why create an Instagram business account

A business account/profile makes it easy for users to contact you, provides you with in-depth insights, and allows you to promote your work more successfully!

## How to create a business account

1. Open the Instagram (IG) app and Sign Up.
2. Enter your account details - use your actual business name so your profile/work is recognizable to the audience.
3. Pick a username - Pick a username unique to your profile/work which allows other accounts to engage with your work. It should be recognizable and easy to find.
4. Optimize your IG account - choose a profile picture, write your IG bio etc.

## How to look at Instagram Analytics

By switching to a Business account/profile you gain access to some analytics - follower growth, impressions, reach & engagement. It is possible to access these by clicking on View Insights. Access to more in-depth IG metrics is possible via paid third-party apps (e.g. Sprout Social) which allows you to see details such as performance compared to selected competitors.

Tracked analytics vary on one's goals, but it is always necessary to keep an eye on followers' engagement (likes, comments) and the number of followers over time in order to view whether your account is growing and performing well.

# How to create a marketing campaign on a social media website

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## Instagram Advertising

IG Advertising offers you a unique opportunity to engage with your audience. Adds appear in feeds, just like any other posts, but they aren't as obvious as typical ads. Instead, they provide a natural way to encourage the audience to learn more about your work.

## The process of building Instagram Marketing strategy

1. To create your IG ad, simply select a current IG post you'd like to boost (or you can create a new one in FB Ad Manager) and link your IG Business account to your FB page.
2. Pick an objective (e.g. brand awareness, engagement, etc.) and name your ad set. Then, target your ad with offered demographic and psychographic factors (e.g. age, gender..)
3. Under the Edit placement select IG under the available platforms. This means your ad will run on IG social media.
4. Ad budgeting - your ad will run on the daily budget you allocate. On IG, this is explained in detail under the Advanced Options menu, which allows you to schedule your ad to run during certain hours of the day and similar details
5. Finally, set up your ad content. It is possible to create new content to run as your ad or to boost an already existing post.

## Marketing and Communication activities

Besides the pure promotion of a product, marketing campaigns allow you to better communicate with your target audience.

# How to create a marketing campaign on a social media website

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You can partake in multiple marketing communication activities like advertising, promotions, and public relation activities.

## Advertising

Advertising consists on placing messages targeted towards your audience in a specific medium. Generally, you will pay others to place the advertisements while controlling the message and fashion of the advertisement.

Before choosing the advertising technique, bear in mind its costs as well as the possible viewership of the medium you plan on using.

## Promotions

Promotions are based around encouraging the trial or purchase of a product in a more direct manner than advertising by, for example, offering free samples of a product or attending events with your product.

Promotions don't rely on shown, written, or printed messages, unlike advertisements. Although promotions can be costly.

## Public Relations

Public relations activities try to bridge the gap between advertising and promotion by getting others to discuss your business/work in positive ways.

Common public relations tools include press releases sent to media outlets and newsletters, sent to potential and current customers.



# Measure the results of the campaign, sales cycle, and efficiency of resources used

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## How to measure the success of marketing strategies

- Examine Visibility.
  - Identify the number of Visits.
- Analyze statistics and forms.  
Check how many are converted into Leads.
- Measure the number of Customers.
  - KPIs help to measure the failure or success of campaigns

## How to measure the success of your digital campaigns in a website

Number of visits to the website.  
Website bounce rate.  
Time the visitor spends on the site.  
Pages viewed per session.  
Visits to detail pages of each model. Filling out and submitting forms.  
Number of contacts via chat or call. Source of web traffic.

## Effective performance measurement requires the definition of four fundamental aspects:

- What is the activity to be measured?
- What are the objectives of the activity?
- What objectives do you hope to achieve with the measurement?
- What will the measurement method look like?

# **Measure the results of the campaign, sales cycle, and efficiency of resources used**

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## **How do you measure the results of a public relations campaign?**

Evaluate how many times your brand is mentioned on the internet. Identify how many times your clients receive information about your brand, through social media, digital networks, and influencers.

You should also try to identify through which mediums your customers received information about your brand.

## **Marketing Management Indicators: Effectiveness and Efficiency**

-Marketing effectiveness is defined by the sales and results obtained. Customer satisfaction and the frequency of new purchases are also taken into account. Logically, in order to achieve efficient marketing, the profits must be higher than the investment in the marketing actions mentioned above.

-To measure efficiency, we take into account the costs of marketing actions, as well as the expenditure on human resources, etc.

-If we compare effectiveness with efficiency, we will be evaluating the objectives achieved against the costs.

# Measure the results of the campaign, sales cycle, and efficiency of resources used

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## What is marketing efficiency control?

-To measure the efficiency of marketing strategy, we need to establish the KPIs (Key Performance Indicators).

-KPIs are the metrics used to track the performance of a marketing campaign. Each artist should define its KPIs and the rule is to find out what directly influences the planned objectives.

-It is not good to create a long list of KPIs. That would only generate too much work and too little focus. Between five and seven should be sufficient.

## KPIs need to be established to measure marketing efficiency:

-A marketing efficiency control system allows you to detect potential problems and anticipate them. The key is to evaluate the results and monitor the actions continuously. To do this, it is necessary to establish how the controls are going to be, in order to ensure that we meet the forecasts and that the tactics are the right ones.

-With this monitoring, we will ensure that the plan is fulfilled, as well as measuring the actions, knowing to what degree the objectives are met, and implementing the necessary adjustments. If the pre-set goals are not achieved, the management of the sales team and the marketing actions must be questioned.

# Measure the results of the campaign, sales cycle, and efficiency of resources used

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## KPI's to bear in mind

- Number of leads generated: are potential customers. Objective: to convert into customers.
- Number of qualified leads: it is about providing all the information to potential customers, giving them all the knowledge they need to make a purchase decision.
- Conversion rate: Evaluates the leads that are converted into sales, assessing efficiency.
- Average ticket: evaluates customer behavior. Strategies such as progressive discounts, and free delivery by volume, are common.
- CAC (Customer Acquisition Cost): values all the investments made until a consumer becomes a customer.
- Number of deals closed: in a given period for the creation of goals.
- Sales cycle: Determines the time required for a person to make a purchase from the first contact.).

## Measure the results of the campaign. Indicators to measure the success of a digital campaign:

- Reach: number of people who have been shown the ad, whether they have clicked on it or not.
- CTR (Click Through Rate): the number of clicks an ad gets relative to the number of impressions.
- CPC (Cost Per Click): indicates how much you pay per click in a digital advertising campaign.
- Conversion Rate & CAC

# Measure the results of the campaign, sales cycle, and efficiency of resources used

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## Sales cycle

- To get a result from a client requires a time commitment and different steps to be taken.
- A result can take days, weeks, months, or even years ... to achieve.
- Offer value in your creations.
- Create a credible and trustworthy brand.

## What tools are used to measure the results of the digital marketing campaigns?

- Google Analytics: Google Analytics is one of the most comprehensive tools you can use to measure not only the results of your advertising campaigns but various KPIs within your marketing strategy.
- Kissmetrics: a web analytics tool that helps you understand your customer behavior.
- Sprout Social: a social media management tool that allows you to plan, publish, engage and analyze your content on the social platforms used by the artist.
- AdEspresso: is a Social Advertising tool that allows you to create Facebook advertising campaigns.
- Mixpanel: a tool that works in a web environment, on mobile devices, and offers a comprehensive view of customer behaviour.



# CHAPTER 2

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## Practical examples of running a marketing strategy



# Practical examples of running a marketing strategy

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## Steps to follow to start your marketing strategy

- 1. Learn the basics of marketing;** including the terminology used throughout the marketing world and how basic marketing tools are used. Bear in mind that even if you end up not using most of these tools; understanding what they are and how they work will make you a lot better at marketing!
- 2. Start creating your online identity.** Explain who you are, your goals, and especially, what you do. Remember, an appealing online identity can make the difference between failure and success.
- 3. Begin planning your marketing strategy.** Select your target audience in regards to your product. Bear in mind what they will and won't be interested in and mold your product into their desires. Locate possible competitors that share the market with you and look at their targets; learn from their successes and their failures alike.
- 4. See what public will bring more possible customers** by analyzing the typical buying habits of your chosen target audience.
- 5. Begin your marketing strategy on social media platforms** like Facebook or Instagram with all the previously obtained knowledge. Make activities such as promotions or advertisements on your preferred social media. It's recommended that you do this on multiple social media platforms.
- 6. Analyze your results** by following the steps mentioned in chapter seven. If you don't see immediate success, don't panic! This is completely normal, analyze the strong point and weaknesses of your campaign and improve on it.

## CHAPTER 3

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# Our tools to conduct a marketing strategy



# Our tools to conduct a marketing campaign

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1. **Mailchimp:** An all-in-one marketing tool that will help you with the design and tracking of your marketing campaign.



2. **Teleprompter:** A free online teleprompter that will allow you to create videos without memorizing an entire script.



## Teleprompter

3. **OBS studio:** A completely free and easy-to-use video recording and streaming tool.



## OBS Studio

# Our tools to conduct a marketing campaign

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4. **WeVideo:** An easy-to-use video editing tool you can use for your projects.



5. **Edpuzzle:** An interactive video creation tool perfect for making interesting and unique videos for your audience



edpuzzle

6. **Mentimeter:** A presentation creation tool that allows users to interact with your presentations as you are presenting them.

 **Mentimeter**

## Our tools to conduct a marketing campaign

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**7. Canva:** A free and extremely intuitive presentation, card, video, and handbook creation tool you can use in all of your projects.



**8. SurveyMonkey:** A survey tool useful for gathering your customers opinions.



**9. Google Meet:** An online meeting tool for presentations with your customers.



Google Meet



# Our tools to conduct a marketing campaign

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**10. Wordcloud:** A Wordcloud generator that's extremely useful for the creation of attractive logos for your brand.

