

Basic Marketing One-Sheet

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I think of marketing as being different from publicity in that **publicity** is more formalized (but not always) and involves creating a press release or *pitching* a journalist or blogger – in other words, telling your story to someone who will then *tell it themselves to THEIR audience*.

Marketing, to me, in it's most basic form, is connect direct with your audience/buyers.

You don't need to use *all* the avenues below. There are whole other types of marketing (like referral marketing) – *you can do this IN YOUR OWN WAY* once you understand what effect you're trying for (to create a clear picture in people's minds of what you do or are doing and remind them about it in fun ways)

Email List / Enews (Your tiny hometown newspaper)

Tools: Mailchimp, Constant Contact, Leadpages

- **Keep the list:** Mailchimp, Constant Contact
- **Use the List:** Send out enewsletters
- **Grow the list:** first put all friends & students on and send an email telling them what you've done, with unsubscribe; exchange your VFO/bribe for email names

Blog (Tell your story)

Tools: Wordpress

- **Weekly stories** *about* what you're doing that will be relevant to "your audience" (i.e. students [stories for or about students], audience [insights that might 'help' audiences enjoy show more], buyers)
- **What is it NOT:** advertising, constant announcing

Connect (Post – Listen – Respond – 'Engage')

Tools below – from 'easiest & quickest' to more involved

- **Facebook:** Text, images, videos, conversations
- **Your Personal networks:** We often forget these and their value
- **Twitter:** Mostly conversations, links & images
- **LinkedIn:** (I don't know!)
- **Pinterest:** Fusion of 'photos with embedded text. Together they illustrate or create meaning
- **Instagram:** Quick snips of life through images
- **Enews:** You *curate* your other 'feeds' give them context (with a short overview) and provide easy access to them
- **Blog:** You *curate* your life, comment on it and illuminate your human experience

Promote (Focused action)

Use all the above *together*, all pointing towards 'a single page' which includes all the info you want to give *and a link to join your enews*

- Use all the above to focus on a single event or idea