

A top-down view of a wooden desk with a laptop, a cup of coffee, a pencil, and a notepad. The scene is bathed in a warm, orange-toned light. The laptop is open, and the coffee cup is filled. There are several crumpled pieces of paper scattered around the desk.

Do you even Market, Bro?

*Marketing talk for small pagan
groups*

Who Am I?

WE ARE MISFITS IN MARKETING

With 25 years in the web design industry, 11 years freelancing as a web designer, 9 years working for large million-dollar digital agencies, and 5 years owning my own web design and online marketing company focusing on small businesses, I have spent years understanding how people react to the internet.

Misfit Interactive - www.misfitinteractive.com

What is Marketing?

Marketing is the action or business of promoting and selling products or services, including market research and advertising.

THE PROBLEM WITH MARKETING

- Can be expensive to hire professional marketers
- Can be expensive as DIY while throwing money at techniques and ads that don't work
- If you don't know your target market, then how do you know where to put your money and time?
- Is very time consuming
- Is always changing

Types of Marketing

Focusing simply on the best avenues for pagan groups and events, we're limiting the many types of marketing for this presentation.

1. Digital Marketing
 - a. Social Marketing
 - b. Online Ads such as Google Adwords
2. E-Mail Marketing
3. Direct Mail
 - a. Pamphlets, Flyers and posters delivered by hand or posted in locations
 - b. Postcards sent via snail mail
4. Audio/Visual Marketing
 - a. Podcasts, digital commercials and video marketing

Other Types of Marketing

Larger styles of marketing available that aren't necessarily the best bet for smaller groups and events

- Magazines
 - a. More global reach, less effective for local events and more expensive
 - b. Great for reaching demographic
- Newspapers
 - a. Cater to older crowds and undesirable audiences

Other Types of Marketing

Larger styles of marketing available that aren't necessarily the best bet for smaller groups and events

- Television
 - Expensive and also harder to target specific demographics
- Billboards and Transit
 - Great for local marketing, but unable to target specific demographics

How do you find out your demographic?

- Who are your current customers or target audience?
- Who is your competition marketing to?
- Analyze your services, make a list, and the benefits of each. Then make a list of who needs these services.
- Once you know who needs the service, start thinking about age ranges, location, sexual orientation and how you may market each message differently.



Consider the psychographics of your target

Psychographics are the more personal characteristics of a person, including:

- Personality
- Attitudes
- Values
- Interests/hobbies
- Lifestyles
- Behavior
- Determine how your service will fit into your target's lifestyle. What features are most appealing to your target? What media does your target turn to for information?



Evaluate your Data

Once you've decided on a target market, be sure to consider these questions:

- Are there enough people who fit my criteria?
- Will my target really benefit from my product/service? Will they see a need for it?
- Do I understand what drives my target to make decisions?
- Can they afford my product/service?
- Can I reach them with my message? Are they easily accessible?



1.

Digital Marketing

Let's start with the bread and butter of small group marketing



“

“Engage rather than sell ... Work as a co-creator, not a marketer.”

Tom H. C. Anderson, market researcher

“The Trick to Marketing is to make it seem like you’re not.”

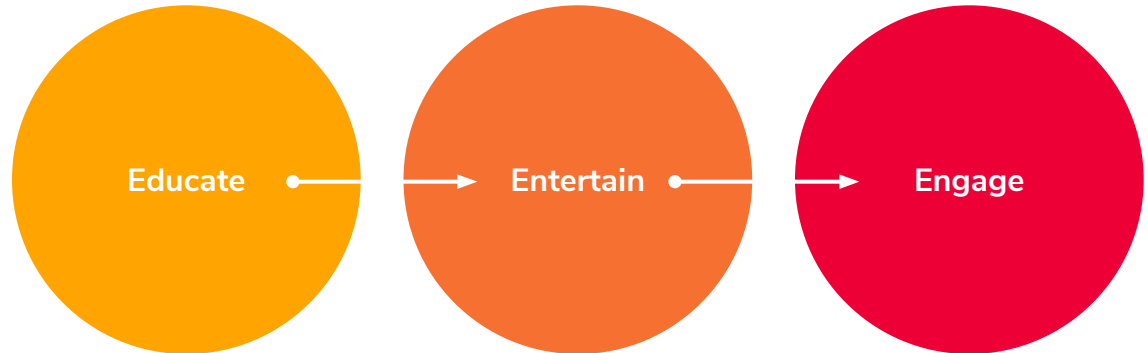
Crystal Groves, Misfit Interactive

The Three E's of Digital Marketing

The majority of businesses do social marketing all wrong. They continually talk about themselves or try to sell their service. **No one follows a business to only be marketed to 24/7.**

We've broken down digital content into "The Three 'E's' of Social Marketing":

- Educate your audience. This provides value.
- Entertain your audience. This provides value.
- Engage with your audience. This creates trust.





DIGITAL PLATFORMS

What to advertise and where?

How do you know what platform to use, and how to use it?

If you had to pick one social platform to market with, Facebook is still top dog. But never rely on simply one social network. Remember the FB outage of 2019?



Facebook

Still the main platform for digital marketing with over 1.5 daily active users and over 2.5 monthly users. They have detailed demographics and provide regular analytics on your current users and data throughout the world to utilize in your marketing strategy



Instagram

Facebook bought Instagram in 2012 and have been fully integrating it with their ad marketing program. Instagram is quickly growing into one of the top social marketing platforms due to it's visually appealing setup and integration with Facebook marketing data.

Other Digital Marketing Platforms



Twitter

Twitter is good for regular updates, and though you can interact locally and even advertise locally, it's harder to target an audience and provide a measurable experience for your marketing strategy for local groups.



Pinterest

As an avid Pinner, many people go to Pinterest for educational opportunities.

While Pinterest has an advertising platform, most people are there to be educated. Unless you are providing value for that market, you will not gain much traction on Pinterest.



LinkedIn

LinkedIn is quickly growing into a massive market for online advertising. However, it is majorly B2B marketing, which most of us are not marketing B2B, we're marketing B2C and LinkedIn will be difficult to get into for pagan groups since most people are there with their PR persona.

What is wrong with this Facebook Post?

 April 1 at 11:09 AM · 🌐

CALL [443-398-4934](tel:443-398-4934) or bobcoursey.com



961 Views

Homesale Realty 

April 1 at 10:07 AM · 🌐

At Homesale Realty, we believe that your home is more than just a home. Our agents provide expert care and skilled service to help you find whatever it is you a...
[See More](#)

 Like  Comment  Share 

What is wrong with this Facebook Post?



Homes in Gettysburg With Mike Cherry, Realtor



January 22, 2018 · 🌐

🍒🍒🍒 If your project qualifies as a home improvement, does that automatically mean it's tax deductible? Not necessarily. In fact, home improvements are generally not tax deductible. However, there are some exceptions and other kinds of tax breaks that may apply to you, including:

When You Sell: If your home increases in value (whether through appreciation or upgrades) and you turn a profit when you sell, that profit — known as capital gains — will be taxed. However, you can reduce the amount of capital gains taxes you owe by increasing your adjusted cost basis.

Solar Energy Upgrades: While the tax credits for most energy efficiency upgrades expired in 2016, you can still claim a tax credit for solar water heaters and solar panels through 2021. Currently, the tax credit is 30% of the cost, including installation.

Medically Necessary Modifications: Renovations that are made to accommodate a medical disability can typically be deducted on your taxes. Examples include adding a wheelchair ramp, widening doorways, adding handrails or support bars, and installing lifts. There are some limitations, and you must itemize deductions instead of claiming the standard deduction, so be sure to talk to your tax advisor first.

What is the First Thing you notice with this Facebook Post?



Walmart
August 4

Your favorite ice cream treats, now on Rollback!

"Like" if you love Choco Tacos, "Share" if you're a Big Star Bar fan.



Like VS Share

Like · Comment · Share 3,076

53,030 people like this.

View previous comments 2 of 1,722

Walmart Thanks for commenting everyone! We appreciate it very

What is the First Thing you notice with this Facebook Post?



DAVIDsTEA

Liked · February 6

Don't try this at home. But if you do, please make sure the tea is cold and please send us the pictures -> social.media@davidstea.com

Like · Comment · Share

Aurelie Frenette-Araujo and 178 others like this.

33 shares

David Leadingham That is awesome!
February 6 at 7:55pm · Like

Kelly Dowswell Epic!
February 6 at 7:55pm · Like

Jodie Sargent Boredom, not necessity, is the mother of invention!
February 6 at 7:56pm · Like · 6

Peggy Sawyer hehehehehe
February 6 at 7:57pm · Like

Drew Beaudoin I definitely need to try this...
February 6 at 7:57pm · Like · 1

Christopher Lo'p that's awesome !!

Using Pay-per-click Ads



Google

Google Ads are still a great way to hit a target audience through their search keywords. Google provides free tools that let you do the research to see what people are searching for in a certain locale, and then purchasing ads for those keywords.

Due to the cost of PPC ads, though, it's recommended to go after mid-market keywords rather than top keywords.

Also absolutely your #1 actionable step is to make sure your local SEO through a "Google for Business" account is setup, which will require an address. Also, always ask for reviews!



Bing

Bing is another search engine like Google that allows you to purchase Ads using the same keyword research that you would do for Google.

The difference between Bing and Google is of course Bing is second in the search market, but they also do not utilize their own review system like Google.

Instead, Bing utilizes Yelp reviews in their listings, so having a Yelp account is helpful when trying to rank on Bing.

2.

E-Mail Marketing

E-Mail is still going strong, but businesses don't think they need to utilize it



E-Mail Marketing Stats

5.6 Billion

Expected Users in 2019



73%

millennials prefer communications from
businesses to come via email.



Over 50%

U.S. Users check their email more than 10 times
Per day. 99% check email EVERY DAY



The Most Important Considerations for E-Mail Marketing

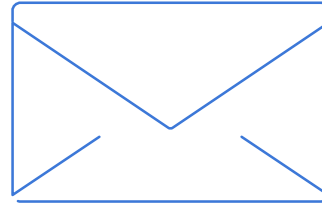
SUBJECT LINE IS KEY

Your E-Mail Subject Line is the doorway to the recipient. If you can't get past that, your e-mail doesn't exist. You must provide engaging subject lines.

- Use emoji's in your subject lines to stand out from the rest of the emails flooding users daily
- Speak as if you are in a conversation, rather than trying to sell them on a service or event
- Through your marketing research, see when users are most likely to check their email
- Make sure your e-mail is mobile friendly, a quick read, and relevant to their interest.
- Keeping multiple lists of users depending on who they are will help you customize your content for each demographic
- Make gathering emails easy through automatic integration with your website or sign-up forms.
- If you email too much, you will turn off your users and they will unsubscribe



E-Mail Marketing Platforms



Mailchimp

- Free up to 2,000 subscribers
- Easy to use templates
- Great analytics tools
- Drag-and-drop interface

Constant Contact

- Starts at \$20/month
- Has great analytics tools

Aweber

- Also has great analytics
- Ability to create drip emails
- Cost depends on size of your lists

3.

Direct Mail

*Print Can be a fun way
to reach your users*



Direct Mail Stats

9%

Direct mail still gets the most conversion rates



2nd Place

Tied with social media for most used medium



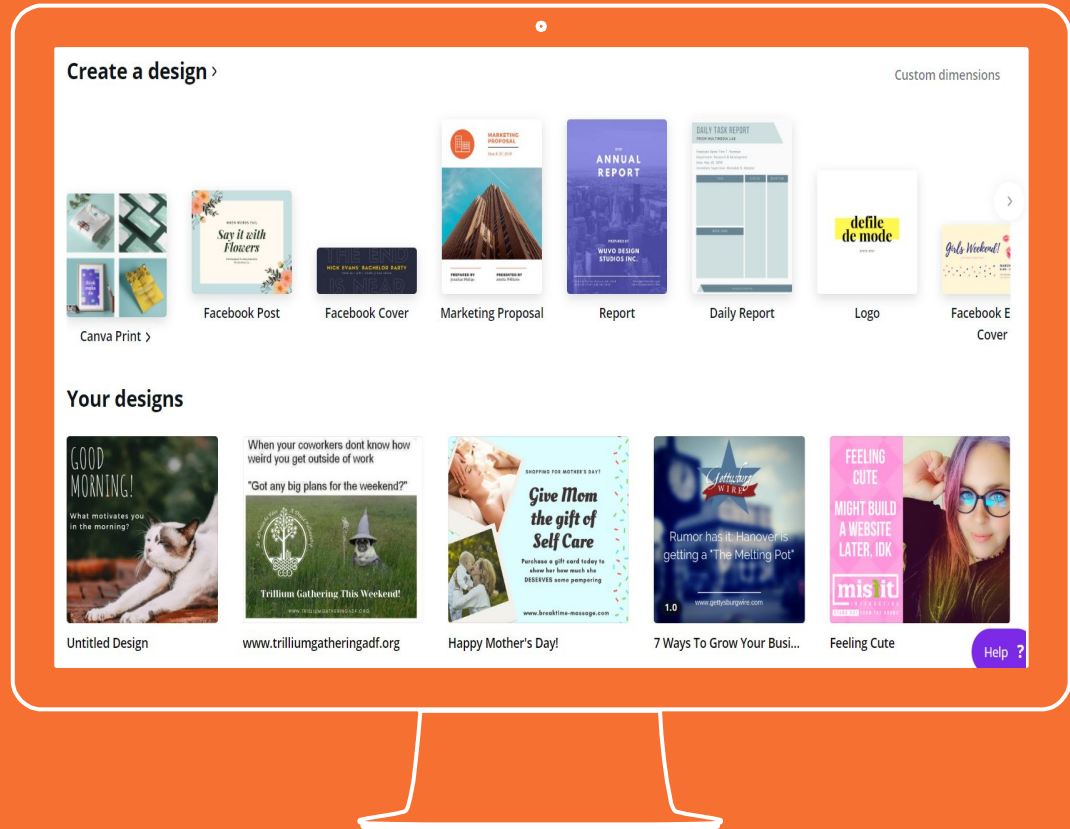
Trustworthy

Consumers trust direct mail more than online ads



Graphic & Print Design

Software you can utilize for both graphic design for online marketing and print design for direct mail



Tools for Creating Great Graphics and Print Art

The Days of Simply Photoshop are over. New Tools are coming out all the time to help you create amazing digital and print art.

1. Canva

- a. Lets you choose the medium, sets the size, and provides assets to use in your art
- b. Can be used for digital graphics and print design with thousands of templates to start you off

2. Snappa

- a. Digital graphic creation for social media

Tools for Creating Great Graphics and Print Art

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1. In-House Designs
 - a. Systems like Vistaprint also have in-house designs to create beautiful print graphics
 - b. Zazzle allows you to create swag with your logo and messages to give out
 - c. Many print companies can design your mailer for you

Tools for Creating Great Graphics and Print Art

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1. Purchase Graphic Design
 - a. You can hire freelancers on sites like Fiverr.com that will create your graphics for you at a reasonable price
 - b. Envato Studio connects you with high quality graphic and print designers that create the item and send you the original files to get printed
2. Find or Buy Templates
 - a. Google Docs and Microsoft Word have some very simple and basic templates you can use for your print needs. Do a google search for free templates

So I have cool print material and swag, what do I do with it?



Send Postcards

Postcards are a cheaper and easy way to reach local demographics. You can start creating your own lists now or collect addresses for local pagan businesses



Display Posters

Asks local pagan shops to display posters for your events in stores



Send Print Material to Local UU Churches

Local pagan-friendly businesses may be willing to send their customers to your events



Keep a Printed Referral List or Brochure Handy

You can only fit so much on a business card. Having a list of your constant services and events handy to give out to consumers and businesses let them know exactly what you are looking for



Host Mixers

Investing in public mixers where you can pass out materials and also network with potential pagans in the area is a great way to casually meet them face to face before THE BIG RITUAL



Attend Festivals, PPD's, etc.

Handing out swag is a favorite for conference goers. The same can be said for festivals, Pagan Pride Days etc. Creating swag that is useful for attendees such as custom umbrellas, string bags, etc. ensure that your swag will be appreciated

4.

Audio/Visual

Audio and Visual are soon going to be the main medium to reach your audience



Audio & Visual are taking over the marketing sphere

Creating content through video and audio are currently the best way to reach users.

The average Facebook User has less of an attention span than a goldfish.



A top-down view of a wooden desk with a laptop, a cup of coffee, pencils, and crumpled paper. The scene is bathed in a warm, orange light. The text "Are you paying attention?" is overlaid in white, bold, sans-serif font.

**Are you paying
attention?**

Video Marketing Stats

82%

of Twitter users watch video content on Twitter



45%

of people watch more than an hour of Facebook
or YouTube videos a week



500 Million

More than 500 million hours of videos are
watched on YouTube each day





Thank you!
I hope you learned stuff!

If you have any questions about marketing and creating content:

- www.misfitinteractive.com
- crystal@misfitinteractive.com
- [@misfitint](https://www.instagram.com/misfitint)

