



I. Most common
ICT tools
applied by EU
enterprises



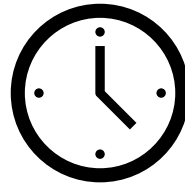
Activity: ICT tools that we have heard of



The constant development of technological tools has played a crucial role in the rise of e-businesses. Take a few moments and write down what are the most common ICT tools that you know of used mostly by EU enterprises.

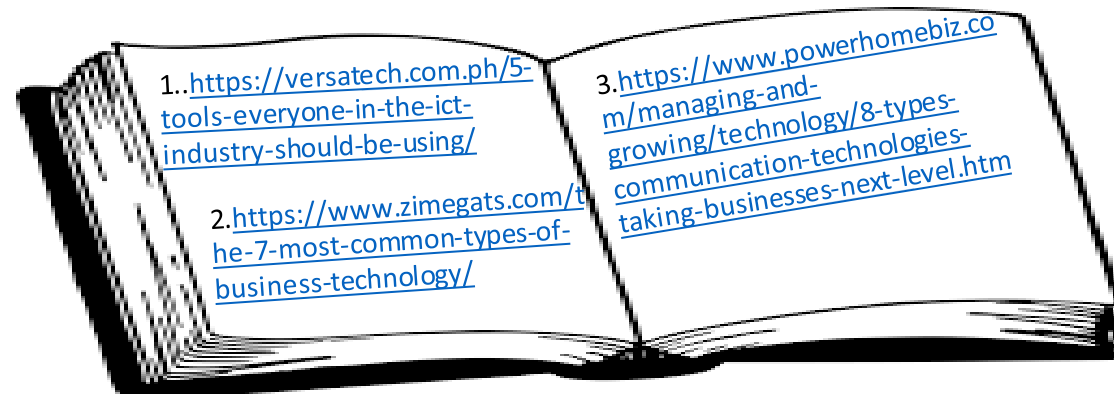
INDIVIDUAL
ACTIVITY

Instructions: 5-10 minutes of
brainstorming



Mmmmm ok time is up.

Review what you have written and check the links below for extra ideas and Tools that could be included in your list.





II. Ethical Marketing



Activity: Case study

We are going to review a case study of a well-known brand and the way the management dealt with a major complication.

In 2016, Johnson & Johnson (J&J), a leading multinational medical devices, pharmaceutical, and consumer packaged goods manufacturer, was faced with about 1,200 lawsuits related to its talcum powder products – Johnson’s Baby Powder and Shower-to-Shower body powder. Johnson’s Baby powder was an iconic brand, which J&J had been promoting to adults, particularly women. For a long time, talcum powder when used for feminine hygiene, had been linked to ovarian cancer. The lawsuits alleged that J&J had known about this association but had failed to inform its customers about it. Analysts were concerned whether J&J, which had faced a number of product-related crises, would be able to maintain its reputation as a trusted family company in a climate of mounting lawsuits. Can J&J afford to jeopardize the whole J&J brand while trying to protect its talcum powder? .

Source:<https://www.icmrindia.org/Casestudies/catalogue/Marketing/MKTG357.htm>



e-mprover



GROUP ACTIVITY

Instructions: Participants should be formed into small groups and elaborate on the following questions. Each team presents their thoughts and perspectives, a discussion follows.

Questions:

1. How did you find company's behavior in terms of ethics?
2. Will this company lose customer's trust?
3. Determine company's responsibility toward its customers
4. Define alternate ways that company should have managed this crisis in order to keep their reputation



III. Online and off-line promotion





Activity: Pros and Cons

We have established the easiest but effective ways of either on-line or off-line promotion as you can see on the table below

ON-LINE PROMOTION	OFF-LINE PROMOTION
Social Media	Printing Materials
Website	Newspaper
Mail	Phone

GROUP ACTIVITY

Instructions:

1. Participants form 2 groups
2. One group elaborates on pros of on-line promotion and other one on pros of off-line promotion.
3. Each team debates defending their position.
4. A general discussion follows on conclusions after the debate.



IV. Ways to
promote your
business online



We have reached the conclusion that 3 steps are required to successfully promote your business online

1

Social Media

2

Website

3

Email



Let's see step by step how can you advertise your business through...





1

Social Media

- Social Media is the most powerful form of marketing and create a great benefit to startups and small businesses that enable them to communicate directly to the customers and followers.
- Young people more often choose between Facebook and Instagram.
- You have to know which Social media is suitable for your business .
- Your web marketing strategy that we are going to examine in later steps will assist you in defining what social media you are going to use.

We are going to examine strategies for Facebook



➤ Facebook ads

[Ad's Manager](#) is a tool provided by Facebook for the creation of ads. Facebook will assist you through 5 steps for selecting your business'

- objectives
- audience
- Ads placement budget
- format of your ads

1. **Objectives:** You will have to choose the right objective for your campaign from the options below

Create New Campaign [X]

Choose a Campaign Objective
[Learn More](#)

Awareness	Consideration	Conversion
<input type="radio"/> Brand awareness	<input type="radio"/> Traffic	<input type="radio"/> Conversions
<input type="radio"/> Reach	<input type="radio"/> Engagement	<input type="radio"/> Catalog sales
	<input type="radio"/> App installs	<input type="radio"/> Store traffic
	<input type="radio"/> Video views	
	<input type="radio"/> Lead generation	
	<input type="radio"/> Messages	

Cancel Continue





2. Audience

Defining your audience will be the next step of this process in order for Facebook to show your ad to the people that are most likely to buy from you.

Provided factors:

- demographics (age, gender, language),
- location (the region where the person lives or create a perimeter around your
- interests
- buying behaviors
- connections. Targeting based on connections will allow your targeted audience to see friends who like your page or are attending an event in the ad.

!On the right of the screen you can find the audience size indicator, which gives you a sense of your potential ad reach.

!You'll also see an estimated number of Page likes

3. Ad placements

You can also select where exactly you want your ad to appear

By default, Facebook will preselect the Automatic Placements option, but there is also the option to decide where your ads will appear with the Manual Placements.

4. Define your Facebook ads budget

There is a Budget section, where you can insert the budget you are willing to spend to your advertising campaign and a Schedule section to specifically decide the dates that your ads will appear.

5. Format section

In this section, you can select the type of visual you want for your campaign: carousel, image, video, slideshow, or canvas.



Useful links

<https://blog.hootsuite.com/how-to-use-facebook-custom-audiences/>

<https://blog.hootsuite.com/facebook-targeting/>

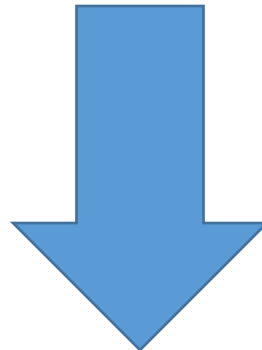
<https://www.facebookblueprint.com/student/catalog>

Activity 1: Start ad-ding

INDIVIDUAL
ACTIVITY

Instructions:

Each participant will try out the [Ad's Manager](#) tool, following the previous steps and will provide their feedback answering the following questions.





Questionnaire:

1. Please describe your experience with Ad's Manager tool

- a. Great, very useful tool
- b. Neutral
- c. Bad, I did not understand how to use it

2. Where the steps provided useful and sufficient for you to experiment with Ad's Manager tool?

- a. Yes
- b. Yes, but more information is required
- c. No

3. If you create a FB page for your business, are you considering to use FB ads?

- a. Yes
- b. Maybe
- c. No

4. Please, justify your previous answer.



2

➤ Website

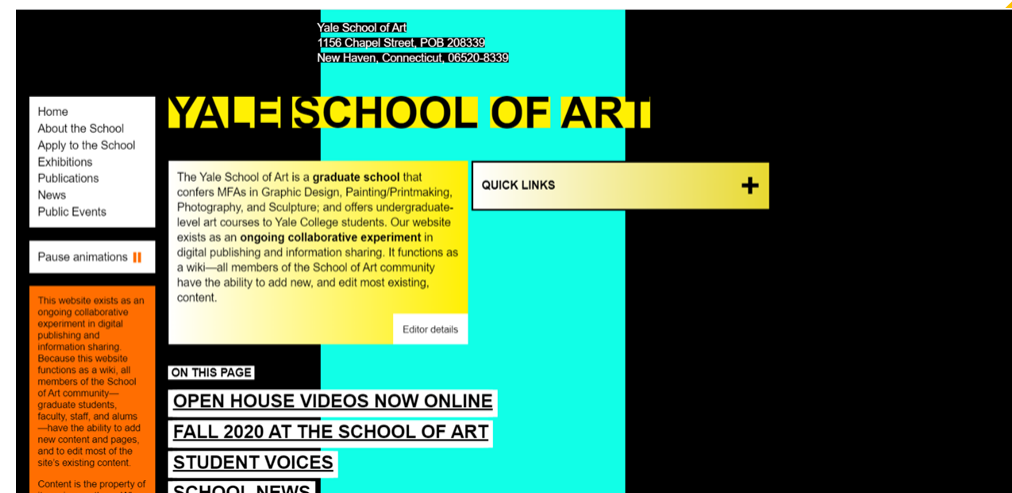
If you decide to create a Website for your business, an important factor that you also need to consider is style.

A website design should focus on two things

1. Elements
2. User-friendly navigation

We are going to review an example of a bad design of website.

Yale's School of Art website, even though is a well-established institute with direction in arts, the result is rather disappointing. Background, coloring, images selection do not represent institution's high quality and is not inviting to new audience.



<https://www.art.yale.edu/>



Useful links:

<https://www.rankingbyseo.com/blog/bad-websites/>

<https://99designs.com/blog/creative-inspiration/web-design-ideas/>

Activity 2: Style it up

GROUP ACTIVITY

Instructions:

1. Learners should be formed into small groups and using Yale's website example each team will prepare and present what modifications they would make in order to change the website into a successful one
2. After each team presents their proposals a general discussion will follow.
3. All participants will elaborate using the points mentioned in previous stage to create a short guide including all the points that a future entrepreneur needs to consider when creating their website in terms of design.

3

➤ Email



The most traditional but still popular tool for the online promotion is email marketing.

Email marketing is used to:

- send emails to customers to take care of your relationship with them
- update customers on your business activities
- retain customers
- send emails to reach new customers



Let's have a look on this video providing interesting information on email marketing

Email Marketing for Beginners: EVERYTHING You Need For A Successful Campaign



shorturl.at/fkMO3

Useful link:

<https://www.sendinblue.com/blog/what-is-email-marketing/>

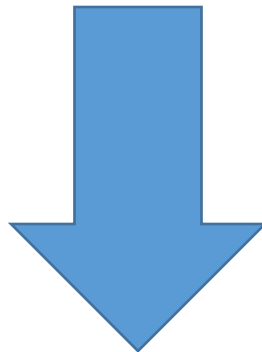


Activity 3: Back to basics

INDIVIDUAL
ACTIVITY

Instructions:

After viewing the video, learners will need to answer the following questionnaire to gain clear insight on the most important parts of email marketing



Questionnaire

1. Why is email marketing more popular than social media?
 - a. It's not
 - b. Personalized list
 - c. Social media are out of style

2. What is the most important aspect of a lead magnet or freebie?
 - a. Title
 - b. To contain too much information
 - c. Sales pitch

3. What do you have to do after delivering the freebie?
 - a. Start a weekly campaign
 - b. Start a monthly campaign
 - c. Start an annual campaign

4. Is it necessary to come up with all the content of your freebie mails on your own?
 - a. Yes, I have to create everything on my own
 - b. No, I have to use only existing materials (videos, podcasts, articles)
 - c. No, I could use existing materials but also create on my own

5. What should be the style of your freebie mail?
 - a. professional
 - b. too typical
 - c. friendly



Correct answers:
1b, 2a, 3a, 4c, 5c



V. Developing
a web
marketing plan



A marketing plan will assist you going through all the steps for the creation of an efficient marketing strategy.

The 6 basic steps that will have to consider are:

1. **Business Summary**-information on your company. SWOT analysis
2. **Business Initiatives**-SMART goals
3. **Targeting audience**-traits of your customers, competitors' analysis
4. **Market strategy**-what you offer in comparison to existing products/services
5. **Marketing expenses**-budget for marketing agency, marketing software, paid promotions and events
6. **Marketing channels**-social media, content of activities, how these channels will serve to grow the business.

Useful links:

<https://www.weidert.com/blog/top-10-most-effective-marketing-strategies>

<https://www.weidert.com/blog/top-10-most-effective-marketing-strategies>

SMART goals

The acronym stands for

- Specific
- Measurable
- Attainable
- Relevant
- Time-Bound

Setting clear goals is one of the most important aspect of a successful business. This activity will assist in the decision-making process and will provide important feedback that you will have to review and store for all future goals that you are setting for your company.

When you reach the milestone, you articulated in your SMART goal, you'll be able to celebrate knowing that you achieved something tangible and impactful.

Useful links:

<https://www.indeed.com/career-advice/career-development/smart-goals>

<https://www.smartsheet.com/blog/essential-guide-writing-smart-goals>



Example

You are setting a goal to make more posts on your social media, publishing your company and products. You believe that by constant posting you will enlarge your audience. Let's see how you should organize your goals.

Specific	You have to determine the number of posts, comparing to previous activities and setting a realistic goal
Measurable	Check your performance so far, do you make posts regularly and on schedule?
Attainable	Check first your availability and workload and set a realistic number of posts according to these indicators
Relevant	Your goal is clear, to increase your visitors ,and with regular posts there is high possibility to achieve this goal
Time-bound	Set a specific period of time that you are going to follow your plan. After this deadline you can check and evaluate the performance and make the necessary modifications



Activity 1: Be smart

INDIVIDUAL ACTIVITY

Instructions:

Each learner will have to experiment on the SMART template and set some specific goals either for their company or for personal achievements

Activity 2: Get to know you better

INDIVIDUAL ACTIVITY

Instructions:

Use the SWOT analysis template and elaborate your business idea by defining your strengths, weaknesses, opportunities and challenges

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• What assets do you have such as customers, equipment, technology?• What assets do you have such as knowledge, network, skills?	<ul style="list-style-type: none">• What resources are you missing?• Will you need to get trained in social media platforms?• What communication process need improvement?
OPPORTUNITIES	CHALLENGES (or treats)
<ul style="list-style-type: none">• Do you have a strong partnership?• Are you organizing an event?	<ul style="list-style-type: none">• What can affect negatively your online activities?



VI. Web tools
for online
selling





➤ GOOGLE Analytics

We have already analysed some very useful tools that you could find online and assist you on starting your business, such as Paypal, Etsy platform and WOOcommerce.

If you decide to create your own website another interesting tool would be GOOGLE Analytics.

The tool allows you to track and analyze critical data on your site and site visitors for FREE.

You can have a full picture of how your site is performing from the vast amount of data collection. GOOGLE Analytics also generates reports to display that data to you. By using this tool, you gain critical insight on your website performance.

For more information on what GOOGLE Analytics exactly provide you can check [The Beginner's Definitive Guide to Google Analytics'](#).

Let's have a look on this video providing interesting information on Google Analytics and how to use them

How to Setup Google Analytics & Install on Website

INDIVIDUAL
ACTIVITY

Instructions: Each learner following the instructions provided in the video should try on their own the demo version of Google analytics to have a first view on the tool and how it is working.



<https://www.youtube.com/watch?v=mXcQ7rVn3ro>