

# Business sustainability, marketing, and social networks

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## MODULE 5



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With the advent of the internet, consumer buying habits have changed a lot. Before buying a product/service, he likes to go online to get information about the product/service and its company in order to make an opinion. Moreover, the COVID health crisis has shown the importance for companies to have an online presence, a company that does not have an online presence is missing out on several opportunities for growth in brand awareness and sales.

Today, social networks are powerful allies and essential tools for the expansion and sustainability of a business online and offline. This module presents an introduction to digital marketing with a focus on social media marketing, and on how to improve your company's online presence to ensure its sustainability.

# Business sustainability, marketing, and social networks



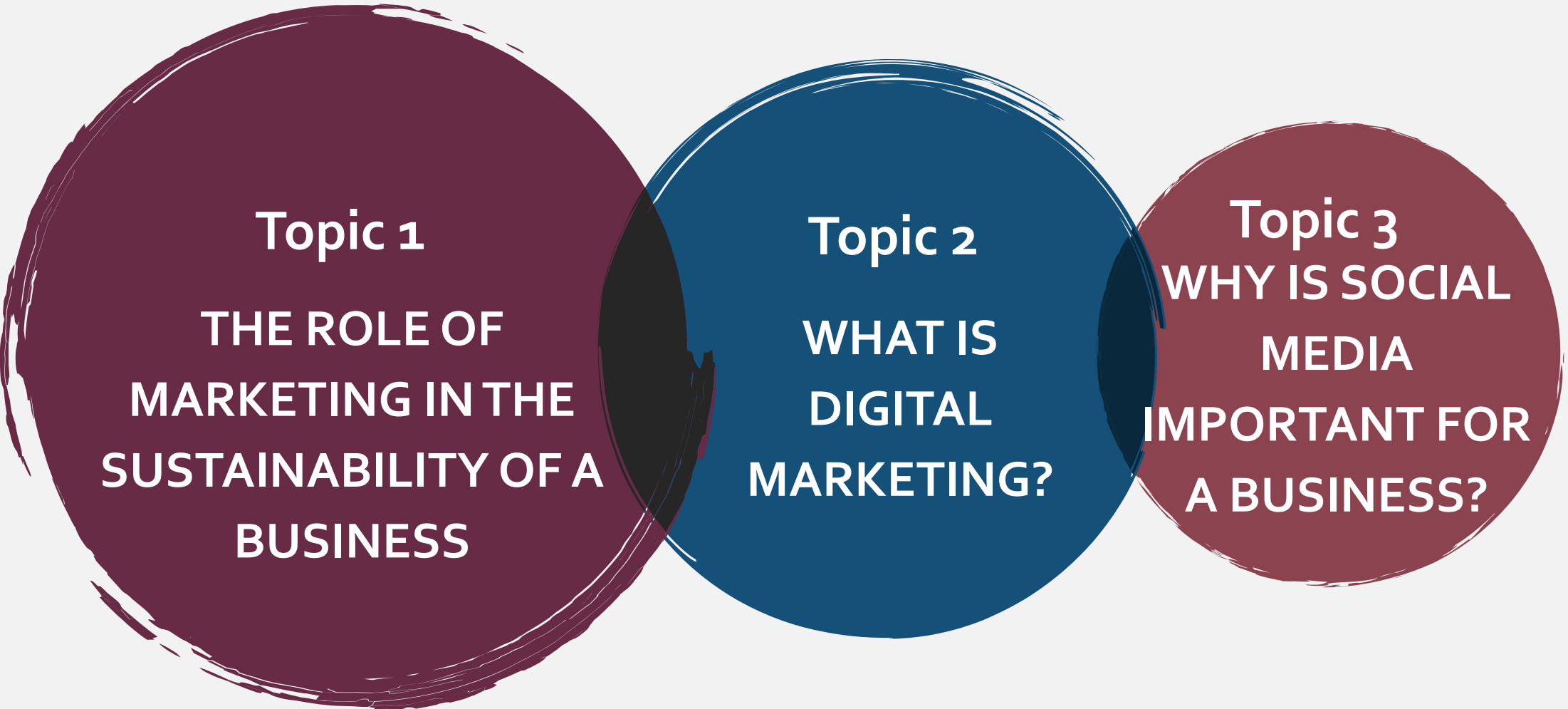
# Ice - Breaking activity

## 1. What do you think about this increase?

The 2021 Global Stats Report updated, released by Hootsuite, and We Are Social, reveals that more than 4.80 billion people worldwide now use the internet, 300 million more users than in 2020 (+5.7%).

## 1. As a future or current entrepreneur, what does this information mean for you and your business?

There are now 4.48 billion social media users in the world, which represents almost 57% of the total world population.



**Topic 1**  
**THE ROLE OF  
MARKETING IN THE  
SUSTAINABILITY OF A  
BUSINESS**

**Topic 2**  
**WHAT IS  
DIGITAL  
MARKETING?**

**Topic 3**  
**WHY IS SOCIAL  
MEDIA  
IMPORTANT FOR  
A BUSINESS?**

WE GET project n. 2020-1-NL01-KA204-064559

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# The role of marketing in the sustainability of a business

"Marketing can be defined as the analysis of consumer needs and the set of actions used by organizations to influence their behaviour. Marketing creates value perceived by customers and adapts the company's commercial offer to the consumers' desires". (e-marketing.fr)



## TOPIC 1

# The role of marketing in the sustainability of a business

Until 2004, the marketing strategy of a company used to be a **mix**. It was composed of 4 key factors called the **4P's: Product, Price, Place (distribution) and Promotion of a product/service**. A coherent strategy implemented by companies, especially small and medium-sized enterprises, to make their products known and circulate in the market. After 2004, internet explodes and with it website increase and the appearance of e-commerce. As a result of that a **new key factor** was added to the 4p's which is "**Persons**".



## TOPIC 1

# The role of marketing in the sustainability of a business

Therefore, the 4P's strategy became the **5P's strategy**. This new factor **implies more interaction with the consumer**, today, more than ever before, the consumer's opinion is very important for the reputation, the success and the sustainability of a company. And this is where a good marketing strategy can help. **Because the consumer doesn't just buy a product/service any more, but also an experience.**

## TOPIC 1

# The role of marketing in the sustainability of a business

A **satisfied consumer** becomes a **loyal customer** and in turn recommends the company and its product/service around him or on social media, hence the **importance of digital marketing**.



## TOPIC 1



# 5 P's MARKETING MIX

## Product

Be specific. Explain the features of your products and services and how they specifically benefit your market. Understanding how your product solves your market's problem in a different way than your competitors is crucial.

## Prix

How much do you charge for your product or service? It should be enough to cover your expenses and make a profit, but it should be what the market is willing to pay for the quality of the product and the level of service you provide.

## Place

Where are your products and services sold? How are your products and services distributed? How will you get them to your target customers.

## Promotion

What methods will you use to get your products and services in front of your prospects and customers? To do this, you need to understand your market, including where it is and how you can create marketing messages that it will respond to.

## Person

The people and services you use in your business can impact your success. If your salespeople or virtual assistant are poor quality, you may lose customers. You will have complaints to deal with. With competition, customers have a choice of who to do business with and they prefer companies that offer attentive and responsive service.

# What is Digital marketing?

By definition, digital marketing is the way to promote your brand, your product/service online. It aims to attract your target customers to you, with whom you will engage to convert them into leads or loyal customers.

If you want to reach your potential customers online, digital marketing can help.



## TOPIC 2

# What is Digital marketing?

In order to do this, there are 6 leverages in digital marketing to communicate your message to your target audience:

- **Website:** Your website is where your target customers have their first contact with your company. To see your products/services, prices or want to get in touch with you. Therefore, your website is where your customers will judge your company and its offerings. That's why you need to fine-tune the architecture and design of your website.

TOPIC 2

# What is Digital marketing?

- **The natural referencing (SEO):** According to a study by IFOP relayed by FrenchWeb, in B2C, 90% of people do research online before buying in a physical store.

The objective of SEO is to rank your pages higher in the search engine results page and thus increase your visibility for one or several given keywords. That's why if you are looking to reach target customers who don't necessarily know your brand or your domain name, it is important to be listed on search engines, especially Google.

## TOPIC 2

# What is Digital marketing?

- **Content Marketing:** This essentially consists of publishing and promoting Web content (blog, newsletter, video, podcast, visual...) to attract, inform and convert your target customers. These contents are created, in particular, to (increase brand awareness, increase traffic to your website, generate new customers leads, Or to retain your existing customers.

## TOPIC 2

# What is Digital marketing?

- **Marketing on social media:** . Social Media Marketing is about promoting your content and interacting with your target consumers on social platforms: Facebook, Instagram, LinkedIn, Pinterest, Twitter...

**Online advertising (display):** These are paid advertisements to attract potential customers to your website.

TOPIC 2

# What is Digital marketing?

- **Email Marketing**: Email marketing is mainly used not to generate new leads, but to nurture those leads once they have shown a first sign of interest in sending a regular newsletter.

When well exploited, these leverages contribute to the development of a company in terms of image, values and product/service quality. They also allow the company to create a strong link over time with its customers. In this module, we will focus on the levers of **social media**

## TOPIC 2

# Why is social media important for businesses?

Approximately 71% of customers who have had positive interactions on social media with a company would recommend the brand to others in the future.

Social media is an effective digital marketing strategy that reaches customers around the world. Here are some of the top reasons why businesses should expand their social media presence:



## TOPIC 3

JUL  
2021

# USE OF SOCIAL PLATFORMS AS SOURCES OF NEWS

PERCENTAGE OF **WORLDWIDE SURVEY RESPONDENTS\*** WHO SAY THEY USE EACH SOCIAL PLATFORM TO DISCOVER AND ACCESS NEWS CONTENT

FACEBOOK



44%



YOUTUBE



29%



WHATSAPP



23%



INSTAGRAM



15%



TWITTER



13%

FB MESSENGER



12%



TELEGRAM



6%



TIKTOK



4%



LINKEDIN



4%



SNAPCHAT



2%

# Why is social media important for businesses?

- **Understand customer:** needs with a strong social media presence, companies can understand customer needs by analysing their engagement and interests on certain topics or products.

TOPIC 3



# Why is social media important for businesses?

- **Increase brand loyalty:** Through direct engagement with customers, a social media marketing strategy increases brand loyalty, customer satisfaction and customer retention. A business with an active social media profile establishes better communication with existing and potential customers. These platforms allow the company to provide quick responses and personal messages to customers, fortifying a bond of belonging.

TOPIC 3

# Why is social media important for businesses?

- **Increase brand awareness:** Increase brand awareness - Online marketing through a social media site increases brand awareness by providing opportunities to network directly with customers. Spending a few hours a week on online engagement will increase the image and visibility of the brand.
- **Increase website traffic:** sharing content on social media increases the likelihood of customers visiting the company's website.

TOPIC 3

# Why is social media important for businesses?

## How to use a social media for your business

1) First, it is important to define which social network(s) is/are appropriate for your business, based on the objectives you wish to achieve, e.g., highlight your products/services in order to differentiate yourself from the competition, present your brand and its values in order to build customer loyalty, etc.

TOPIC 3



Facebook is perfect for more engagement-based content and softer sells. Photos and videos work well, as does showing behind-the-scenes updates and the names and faces of the real people behind your brand.



As an image-based social networking site, Instagram is another great place to grow your business through engagement and brand awareness as opposed to outright sales. To make the most of the network, tap into everything that it has to offer including live videos and Instagram stories.



As the world's foremost business social networking site It's ideally suited to lead generation techniques such as setting up webinars or offering free downloadable whitepapers and ebooks.



Pinterest users tend to be made up of a specific demographic, mostly women. It's particularly popular amongst arts and crafts communities, wedding planners and fashion



Twitter is a little bit like a mix of Facebook and Instagram with LinkedIn thrown in for good measure. It's a great place to share and to comment on breaking news and it can also be useful for live-tweeting events or providing customer service.



One of the best ways to raise brand awareness and to generate results from a YouTube marketing strategy is to work with influencers to sponsor videos.

# Why is social media important for businesses?

## How to use a social media for your business

### 2) Developing affiliate partners

It involves setting up an affiliate program, to turn consumers into ambassadors of your brand. For example: use sponsorship codes to reward those who encourage their friends to make a purchase.

### 3) Run contests

Contests are a guaranteed way to get engagement on social media. Give away your product/service as a reward.

TOPIC 3

# Why is social media important for businesses?

## How to use a social media for your business

### 4) Propose quality content

Make sure that your content (photos, videos, visual...) are of good quality and highlight your products or services.

5) Maximize the functionality of each social network  
Whether it's instagram or facebook, updates are made regularly in order to offer features that aim to help you promote your product/service and your brand.

TOPIC 3

# Ideas for publications for social networks

<ul style="list-style-type: none"><li>● <b>Posting quotes</b> Quotes are often very popular with subscribers. They help convey your brand's commitment to sharing positive thoughts.</li><li>● <b>Promote your products and services</b> Social networks are the showcases of your activity and remain a space dedicated to the promotion of your products and services. Use quality visuals on your feed, in your stories by associating informative, relevant, playful or funny content.</li></ul>	<ul style="list-style-type: none"><li>● <b>Sharing tutorials</b> This type of content has a high potential for engagement because it is part of an education, learning and entertainment process for the target audience. It is therefore possible to offer various tutorials, in line with your activity and commitments. For this, it seems wise to rely on the carousel format, which is particularly effective on Instagram and on LinkedIn, for example. Or short videos (Reel) on Instagram and Tik Tok.</li></ul>	<ul style="list-style-type: none"><li>● <b>Posting behind the scenes</b> Behind the scenes" are types of content that allow to show the backstage of a brand (behind the scenes of manufacturing, progress of a project, upcoming novelty...) in order to take its community into its universe. This type of post makes it possible to rely on storytelling and to humanize a company to make it closer to its target audience.</li></ul>
<ul style="list-style-type: none"><li>● <b>Ask your followers questions</b> Ask your subscribers questions via: polls, question stickers. This invites your subscribers to interact with you and give you feedback ....</li></ul>	<ul style="list-style-type: none"><li>● <b>Sharing customer testimonials</b> This type of content not only helps to spread the word about a brand, but also enhances your community. This creates a sense of trust in your brand.</li></ul>	<ul style="list-style-type: none"><li>● <b>Focus on seasonal content</b> Content related to the holidays is a good way to stimulate your community and generate engagement. Use seasonal events to offer contests, which are also a type of engaging content.</li></ul>

The mission of marketing as a management process of organizations is to build a customer base and to ensure, in the long term, its sustained loyalty, by taking the necessary actions on a daily basis to strengthen its satisfaction. Today, Social Media are powerful tools that allow you to implement these actions that will help your business to be sustainable.

## Conclusion

# Time to practice!

## First practical activity



- 1) today, more than ever before, the consumer's opinion is very important for the reputation, the success and the sustainability of a company. **The statement is true or false?**
- 2) The number of website increase after 2014. **The statement is true or false?**
- 3) **Fill in the gap**  
digital marketing is the way to \_\_\_\_\_ your brand, your product/service \_\_\_\_\_
- 4) Among these proposals, which one are part of 5P's?
  - a) Passion, Price, Product, Placement, Promotion
  - b) Product, Price, Placement, Promotion, Person
- 5) Among these actions, which one represent the one of the 6 leverages of digital marketing?
  - a) Develop a new product line
  - b) Run contest on social media
  - c) organize a private sale

# Time to practice!

## Answers

1) True

2) True

3) Fill in the gap

digital marketing is the way to **promote** your brand, your product/service **online**

4) Among these proposals, which one are part of 5P's?

b) **Product, Price, Placement, Promotion, Person**

5) Among these actions, which one represent the one of the 6 leverages of digital marketing?

b) **Run contest on social media**



# Time to practice!



## Second practical activity: Implement a digital marketing strategy for your business

- First, define the objectives you wish to reach for your activity
- According to these objectives, put in place 3 digital marketing levers that best fit your business
- Define which social network is the most adapted for your activity

[How to create a Facebook account](#)

[How to create an Instagram account](#)

[How to create a LinkedIn account](#)

[How to create a Twitter account](#)

[How to create a Pinterest](#)

[How to create a Youtube account](#)



# References

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WE GET project n. 2020-1-NL01-KA204-064559

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