

MARKETING TOOLKIT

A BEGINNER'S GUIDE



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IINTRODUCTORY

Welcome to Toolkit

Toolkit is for students, by students. A one stop guide on everything you need to know about business. We provide easy-to-understand explanations for fundamental terms in marketing, finance, and beyond. Toolkit serves as a starting point for students, entrepreneurs, and anyone else who is interested in entering the business world. Toolkit was created for every type of learner, because knowledge is the most powerful tool you can have.

CHAPTER I

Introduction to Marketing

What is Marketing?

Marketing is the process through which a company attracts and sustains customers. It is the action of identifying the needs and wants of a customer, and presenting a product or service to satisfy it. The primary goal of marketing is to reach a specific audience, communicate a product's benefits, and grow a customer base. Marketing includes everything from media presentation to advertisements and product delivery. **To achieve sales, marketing professionals need to grab the attention of their target audience.** This may be done via promotion, which aims to increase the buying or selling of services or products.

Marketing is greater than just promotion. Promotion is one of the functions of marketing. Keep reading to learn more!

Marketing Mix

The marketing mix is known as the 4 Ps: **product, price, place, and promotion.** They help businesses provide a more well rounded approach to their marketing and sell their products or services effectively. An extended version of the marketing mix is known as **7 Ps:** incorporating additional factors such as **people, process, and physical evidence.**

Product: Ensure that the product meets customer needs.

Price: Setting a price that reflects the product's value and market demand.

Place: Getting the product to places convenient for customers.

Promotion: Advertising the benefits of the product through ads, sales promotions, and public relations.

People: Anyone who interacts with customers, like sales reps or social media personalities, must be well-trained.

Process: Customers care that products are made, delivered, and sourced efficiently and reputably, without needing the details.

Physical Evidence: Customers may hesitate to buy unfamiliar products, so offering samples or pictures can ease their concerns.

Why is it Important?

Comprehensive planning: Helps a business to understand what it has to offer in a product and how they should go about planning a successful product launch.

Strategic Development: It assists in the development and execution of effective marketing strategies catered towards the target market.

Cost Efficiency: It enables businesses to play to their strengths and avoid irrelevant expenses when developing a marketing plan.

Customer Focus: Ensures that the product or service meets customer requirements, and that it will be effectively marketed.

Consumer Behaviour

Consumer behavior is defined as **the study of how consumers make decisions concerning the satisfaction of needs, wants, and desires while acquiring and using products.** By understanding consumer behaviour the business will therefore remain updated on factors that determine the customers' purchasing decisions and thus meet the needs of their target markets, hence remaining competitive.



CHAPTER 2

Market Research

Importance of Understanding Customer Behaviour

Identifying Needs: It gives insight into consumer needs, thereby helping businesses to produce products that answer these needs.

Effective Marketing: It helps in building specific campaigns, which appeal to the target audience, and it also increases the efficiency of promotional activities.

Market Opportunities: Businesses can recognize the emerging trends and preferences and thus make good use of new market opportunities and enhance existing offerings.

Customer Experience: Increase customer satisfaction and loyalty by aligning products and marketing strategies in line with consumer preferences.

Continuous Improvement: Ongoing consumer information gathering and analysis to finesse marketing strategies, if needed, in order to remain relevant within the market.

Target Audience

A target audience is a **group of people who you want to purchase your product or service**, and are generally the people who would benefit most from your product. It is important for a company to have their target audience in mind when releasing a product so that their business can thrive. **Knowing your customers will help you to target people who are willing to pay for your product or service.** This is a much more effective and affordable way to reach your customers and generate business.

Segmentation is the process of splitting a company's target market and putting the people into groups of potential customers with similar needs and behaviors. Segmentation allows you to reach your customers more precisely based on their needs and wants

Marketing Strategy

A marketing strategy is **any effort from a business to promote their product and attract customers**. It is important to have a marketing strategy to communicate to customers what the company stands for and why the products would be good for them. The **4 core marketing strategies** include:



CHAPTER 2

Market Research

What is Market Research

Market research is the **process of evaluating the viability of a new service or product through gathering information about potential customers**. It helps businesses determine the wants and needs of their target market, what products and strategies would maximise their sales.

Market Research uses primary and secondary research to find these two main attributes:

Qualitative

Qualitative research provides insights into customer feelings and thoughts.

Quantitative

Quantitative research uses data and statistics, such as website views, social media engagement, and subscriber numbers.

Market Segmentation

Market segmentation involves **grouping prospective buyers based on demographics, geography, behavior, or psychographic factors to better understand and target them**. Market segmentation identifies target groups to tailor products and branding towards, therefore **minimizing risk and maximizing ROI** (Return On Investment) by focusing resources on the most promising segments. Companies generally use three criteria for market segmentation:

Homogeneity: A common need within a segment.

Distinction: A uniqueness from other groups.

Reaction: Similar responses to the market.

For example, a gym may have different advertisements for professional athletes than casual gym goers.

Types of Market Segmentation

Demographic Segmentation

Divides the market by characteristics like age, income, gender, and occupation.

Example: A fashion brand targets young women in finance with disposable income.

Firmographic Segmentation

Focuses on organizations rather than individuals, using factors like company size and revenue.

Example: A software provider offers different products for large firms and smaller companies.

Geographic Segmentation

Groups customers by location, assuming similar needs within a region.

Example: A clothing retailer stocks more rain gear in the Pacific Northwest.

Behavioral Segmentation

Based on consumer actions and decision patterns, predicting future behavior from past interactions.

Example: Millennials prefer craft beer, while older generations opt for national brands.

Psychographic Segmentation

Classifies consumers by lifestyle, personality, and interests.

Example: A fitness apparel company targets individuals interested in various sports.

CHAPTER 2

Market Research

What are Surveys and Interviews in Business?

Surveys and Interviews in business serve to allow a business to have insight into their **consumer-base**. In general, interviews focus more on **qualitative data**. Surveys on the other hand, give **quantitative data**.

Qualities of a good survey & interview

- Have a Clear Purpose**
Use closed questions (yes/no) for confirmation or categorization
Use open-ended questions (who, what, where, when, how, why) for detailed responses.
- Research in Advance**
Prepare by researching the target market (or interviewee's) background
Use: market research (for target market), LinkedIn, social media, etc.
Ask specific questions based on research.
Example: What was your experience in business studies?
- Keep it Simple!**
Ask clear, simple, and single-focus questions.
Review questions with an Outside party for clarity to avoid misunderstandings.
- Word Questions Neutrally**
Avoid leading questions that assume a specific answer.
Example of a biased question: "Do you think our store is the best?"

Common Types of Surveys Used in Business

- Competitor Research Survey**
Helps businesses identify their competition, and how customers perceive them.
Example: A competitor research survey might question how often customers buy products, and include opened ended questions like, "Which brands do you associate with this product category?"
- Consumer Behavior Survey**
Aims to understand where each consumer is on their customer journey. By surveying how they feel about your brand against their purchasing stage, you can gather more information to help move them along their journey.
- Brand Personality Survey**
The public image of your brand can rapidly change, with customers developing opinions based on your public actions and advertising techniques. A brand personality survey monitors how your customers perceive your brand.
- Price Testing Survey**
Price is one of the central factors that influence buying decisions. A price testing survey will help evaluate whether or not your customers are happy with the amount they pay for your products and services.

Market Trend Analysis

Market Trend Analysis refers to the **monitoring of buying behaviour and consumer trends in order to ensure that your product/service still satisfies the wants or needs of your target market**. An effective market trend analysis process helps you identify emerging trends before they mature.



CHAPTER 2

Market Research

Why Is Market Trend Analysis Important?

Market Trend Analysis can help reduce **investment risk** by determining the next **big thing** in the market, and avoiding investing in trends or products that are in their decline. Market trend analysis is vital for maintaining a **competitive advantage** within markets, especially in fields with **high competition**. For example, Meta losing market share to TikTok due to being behind in consumer demand trends

Analyzing Market Trend Steps

- 1 Your objectives should be specific, measurable, achievable, relevant, and time-bound (**SMART**). Your scope should define the market size, segments, regions, competitors, and customers that you want to analyze.
- 2 → Collect data from **primary** and **secondary** sources as well as **qualitative** and **quantitative** types of data. You should evaluate the **credibility**, **accuracy**, and **timeliness** of each source and cross-check the data for consistency and validity.
- 3 → Use analytical tools and frameworks such as SWOT Analysis, PESTLE Analysis, Porter's five forces analysis, value chain analysis, or customer journey mapping depending on the project.
- 4 → Communicate findings using visual diagrams such as charts, bar graphs, and other visual aids.

Examples of Analytical Models

Porter's 5 Forces

Porter's 5 Forces is an **analytical model** used to help identify the **structure of an industry** and to help companies determine their **competitive strategies**. The model can be applied to any segment of the economy. It helps explain why various industries maintain different degrees of **profitability**

THREAT OF SUBSTITUTES:

Easily **substitutable** products/services threaten profitability, because they can be replicated by competitors

INDUSTRY COMPETITION:

High competition **reduces** individual **company power**; low competition allows for **higher profits**



BUYER POWER:

More **buyer** (consumer) **power** can drive prices down

SUPPLIER POWER:

Fewer suppliers increase their power to **raise prices**

NEW ENTRANTS:

More competitors **decrease** a company's **market share**

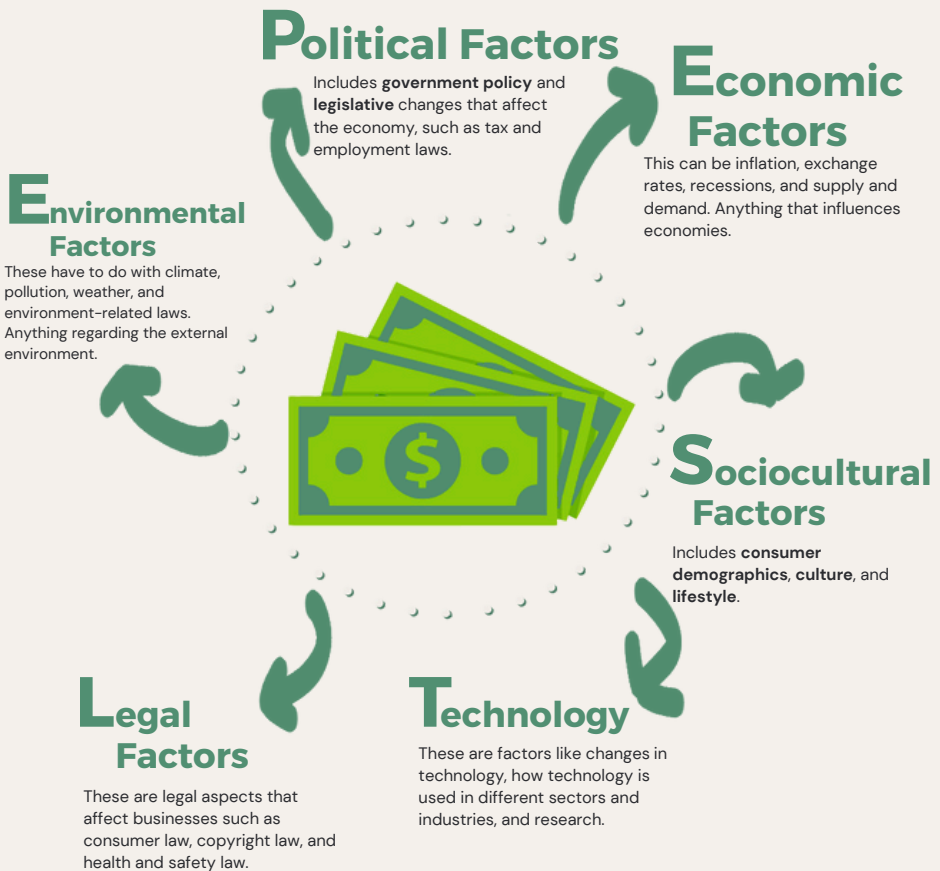
CHAPTER 2

Market Research

Examples of Analytical Models (Continued)

PESTLE Analysis

PESTLE stands for **political, economic, sociocultural, technological, legal, and environmental**. PESTLE analysis focuses less on information surrounding of money and profits, and more about the **external environment** of a consumer base.



CHAPTER 3

Sales and CRM

What Are Sales?

A sale is a **transaction between two or more parties that involves the exchange of tangible or intangible goods, services, or other assets for money**. In some cases, assets other than cash are paid to a seller.



Sales Techniques and Strategies

Building and Maintaining Customer Relationships

Customer relationships play an integral role in business. Customer relationships help retain customers and build direct brand loyalty. Good customer relationships often feature a two-way approach to communication, with high customer satisfaction.



Customer Relationship Management (CRM)

Customer relationship management or CRM is technology designed to help businesses profile or “**save for later**” prospective and current customers. This helps businesses maintain stronger customer relationships. A CRM system helps companies stay connected to customers, **streamline processes**, and **improve profitability**.

Benefits of Customer Feedback

Integral to Product Development
Customer feedback is crucial for **creating a product that aligns with what your audience wants**. It helps modernize and innovate within your industry.

Builds Loyalty
Customized solutions based on feedback enhance client retention. **Clients are more likely to stay loyal when they see their needs addressed and feel valued**.

Competitive Edge
Quickly integrating feedback allows you to **outpace competitors** by adapting swiftly to market changes and consumer preferences.

Benefits of using CRM Technology for Customer Relationships

- **Enhanced Customer Service**
Having customer information, such as past purchases and interaction history, easily accessible helps customer support representatives provide better and faster customer service.
- **Trend Spotting**
Collection of and access to customer data lets businesses identify trends and insights about their customers through reporting and visualization features.
- **Automation**
CRM systems can automate menial, but necessary, sales pipeline and customer support tasks.

CHAPTER 3

Sales and CRM

What Is a Sales Funnel?

A sales funnel is a **marketing model** that describes the journey potential customers go through from first encountering a product or service to making a purchase. It is designed to capture and guide leads through various stages, ultimately narrowing them down to paying customers.

Why is a Sales Funnel Important?

The sales funnel is crucial because it **helps marketers understand customer behavior and optimize their strategies to increase conversions**. By identifying which stage a customer is in, marketers can tailor their messaging and marketing efforts to effectively guide them towards a purchase.

How It Works

A sales funnel typically starts with a broad pool of leads and gradually narrows down to fewer paying customers. For example, in an e-commerce setting:



Lead Generation

Leads are **potential customers** interested in your product or service. Successfully converting them into loyal customers drives business success. A **structured** lead management helps increase both the quantity and conversion rate of leads. Businesses can have thousands of potential leads, this is why **CRM** is, a common lead management tool, is crucial in the modern day business world.

Different Types of Leads:

- Marketing Qualified Lead (MQL):** Engaged with marketing efforts (e.g., filled out a form for an offer) but not ready for a sales call.
- Sales Qualified Lead (SQL):** Showed explicit interest in purchasing (e.g., filled out a form to ask about the product/service).
- Product Qualified Lead (PQL):** Used the product (e.g., free trial) and showed interest in upgrading to a paid version.
- Service Qualified Lead:** Indicated to customer service that they want to become a paying customer (e.g., asked to upgrade a subscription).

CHAPTER 4

Branding

What is a Brand?

A brand is an **encompassing identity that consumers associate with a business**. It is formulated through product design, packaging, and advertising—all the elements that bring the product to life and set it apart from its competitors. Powerful branding gives **substantial value to a business by providing distinctive advantages in the marketplace**. Brands are legally protected through trademarks that prevent them from unauthorized use.

Importance of Branding

Here are some of the reasons why a strong brand identity is important for a business:

Memorability:

A powerful brand makes a business memorable, standing out in the marketplace. This can also help with recognition for future marketing campaigns.

Influencing Purchase Decisions:

A strong brand image may be associated with high quality, value, or a given lifestyle, reflecting consumers' purchase decisions.

Employee Support:

With a reputable brand, one builds pride and loyalty among the employees. Top talent will get attracted, and productivity will increase on its own.

Identity Creation: Branding helps create an identity for the business, allowing customers to connect with something more than just the product or service.

Creating a Brand Identity

A brand's identity consists of the company's name, logo, visual design, language, and tone of voice. Brand identity is all about **defining how a brand interacts with target consumers** on websites, social media, and via email. Strong brand identity feels recognizable because of the beliefs and values expressed within it that resonate with the target audience.

Key Brand Identity Components:

Brand Equity:

The increased value that a company generates from a product with a recognizable name compared to a generic equivalent. Positive brand equity refers to what customers can willingly pay more for in relation to a branded product over a generic one.

Brand Personality:

Human-like personality traits that are attributed to a brand and, through affective links established with consumers, move further on to closer relationships with customers and loyalty.

Brand Positioning:

This refers to the process of positioning a brand in such a way that it displays its unique characteristics and value. Effective brand positioning is what helps set one brand apart from the other, supports pricing strategies, enhances creativity, and yields repeat customer patronage.

CHAPTER 4

Branding

Building a Brand Identity



Company and Market Analysis:
Conduct a SWOT analysis to determine the position of the company against its competitors in the industry.

Define Personality and Messaging:
Ensure a consistent perception of the brand by retaining consistency in all its elements, delivering a single image and message.

Identify Customers:
This means knowing their needs and wants by using surveys, focus groups, and interviews among other tools.

Determine Key Business Goals:
Align brand identity with business objectives, ensuring all branding efforts support these goals.

Pop Quiz!

Strong Brand Identity Examples

Can you identify the brand? Look at these logos and see if you can name the brand they belong to. Answers are at the bottom, no cheating!

The "swoosh" logo makes this brand quite recognizable, and it symbolizes ideas of athleticism, motivation, and accomplishment.



This brand brand embodies sophistication, grabs excitement, and comes across as sincere; it's really broad in its appeal.



Focuses on genuineness, showing real beauty and authenticity in their campaigns.

Top right: Starbucks Bottom: Done. Top left: Nike

CHAPTER 5

Advertising and Promotion

What is Advertising?

Advertising is **any paid communication of ideas or products in the media**. Creates recognition and informs people about the product The two basic aspects of advertising are:

Medium: How the message is conveyed	Message: What is trying to be communicated?
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Key Advertising Terms

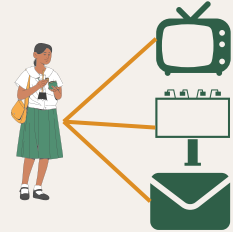
Call to Action	A phrase, hook, or anything that urges viewers to purchase, act, or believe. Effective ads always include a call to action; without it, they won't influence buyer behavior.
Ad targeting	In digital marketing, algorithms and software automatically deliver ads to users based on their data, including what they view, spend time on, and the websites they visit.
Ad Impressions	In digital marketing, it refers to how often an ad is displayed on an app or website. For it to count as an "impression," a specific number of pixels must be visible for a certain time (e.g., 1 pixel for 1 second). It differs from a "click."
Click	Used in digital marketing; when a user interacts with an ad by clicking on it
CPM	Cost per mille, or cost per thousand impressions. CPM is essentially the average amount you pay every thousand times an internet browser or platform shows your ad.
CPA	Cost per action, and refers to a pricing model where you pay every time an ad generates a lead for you (someone signing up for a free trial, buying a product, etc.). This can often be a safer option than CPM because it avoids paying for exposure that does not result in a sale.
CPL	Cost per lead, where advertisers only pay for every customer who fills out a form with their information. It is different from CPA or CPM because rather than paying for views or purchases, with CPL you are paying for information from the customer.

CHAPTER 5

Advertising and Promotion

Communication Channels

Communication channels are the **ways in which a business conveys information to a customer**. Different communication channels are used for promoting and advertising a product based on the type of promotion and the target audience. Some communication channels include social media, web ads, television, newspapers, magazines, billboard posters, radio, cinema, emails, direct mail, etc.



Types of Promotional Strategies

There are countless strategies and campaigns that have been used over the years. Here are some of the most popular strategies that you can use when advertising your company:

<p>Social Media: A company can create their own page to show off their products/services. They can also use influencers, celebrities, etc. and sponsor them so that they can promote their business. Brands can also create hashtags and contents, promoting user generated content (UGC).</p>	<p>Referral programs: A program where customers are encouraged to share a brand with family and friends in return for a discount or other incentive. This can help grow a brand's customer base through word of mouth and also makes previous customers more likely to return.</p>
<p>Loyalty plans: A program launched by retailers, hotels, or other businesses that offer rewards, discounts, and other benefits to repeat customers. Loyalty programs are designed to attract and retain customers, since the more they spend, the more benefits and incentives they receive, and the more likely they are to return to that brand.</p>	



CHAPTER 5

Advertising and Promotion

What Makes an Effective Ad?

There is no clean cut definition for what makes a good advertisement. The world of marketing and advertising is infinite, and there is always an aspect of risk when launching a new ad, but here are some key components that are found in the majority of successful advertisements:

- 1 **Appealing to Emotion:** Connecting with an audience will make your brand resonate with them. When a customer feels happy, excited, or understood when they see an ad, they are likely to **associate that positive feeling with the brand**, making them more likely to be a customer.
- 2 **Use a Slogan:** The most memorable and successful ads feature a **catchy slogan**. This will help the customer remember your brand next time they are shopping. Keep the slogan short, easy to remember, and relevant to your target audience.
- 3 **Short and Sweet:** Keep your advertisement **short and to the point**. Customers are likely to skip over a long ad, especially online, reducing the effectiveness.
- 4 **Use visuals:** Eye-catching visuals such as a video montage, bright and cohesive colors, or an interesting image work to **hook a viewer**, and **make them more likely to engage with your ad**. Especially online, people are more likely to look at images than read a lot of text.
- 5 **Test it out:** Advertising professionals use many different methods to determine the effectiveness of an ad, also known as **conversion rate optimization (CRO)**. One of the most popular method testing methods in CRO is **split testing**, where advertisers will release two different versions of an ad and see which one customers engage with the most.

Real World Examples

Here are some of the most popular and successful ad campaigns in recent years. Can you see which of the above criteria they fit?

Let's Go Further!

Other popular types of CRO testing are A/B, A/Bn, and multivariate testing


☐

Appealing to emotion

☐

Using a visual

☐

Using a slogan

☐

Keeping it short and sweet

CHAPTER 6

Digital Marketing

What is Digital Marketing?

Digital marketing refers to **using websites, apps, and other forms of digital media to promote and sell products and services**. Digital marketing includes several core values of traditional marketing, but has also adopted its own unique requirements. It is a fundamental form of advertising for any modern company, especially with the popularity and ever changing capabilities of today's technology.

Social Media Marketing



Your.Toolkit  
@yourtoolkit

Subscribe

...

Using social media to market your brand's products and/or services is one of the most **popular** and **utilized marketing strategies today**. It involves understanding your message and how it fits into social media landscapes so you may insert your brand into ongoing trends or conversations. Understanding the **algorithm** of your social media of choice is also a key factor as this can make or break your success online.

Email Marketing & Lead Nurturing



New Message

To: Toolkit

Subject: Email Marketing

Email marketing is a marketing strategy **where emails are sent and consumers are updated on products, sales, etc.** It is one of the most popular and effective marketing strategies as it incentivizes customer loyalty and helps build a **stronger relationship between the brand and consumers**.

There are many different types of email marketing campaigns that a brand could run. For example, newsletter emails are often sent out weekly and highlight new products or features and updates on the brand and promotional emails are sent out during specific sales and events to encourage customers to spend. These are just two of the many email marketing campaigns.

Subject: Lead Nurturing

Lead nurturing emails target a **specific audience** or person with the goal of turning them from a **potential sale to a loyal customer**. Other types of emails used in marketing include welcome emails, confirmation emails, survey emails, seasonal marketing emails, and etc.

CHAPTER 6

Digital Marketing

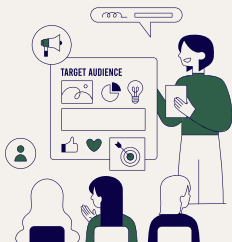
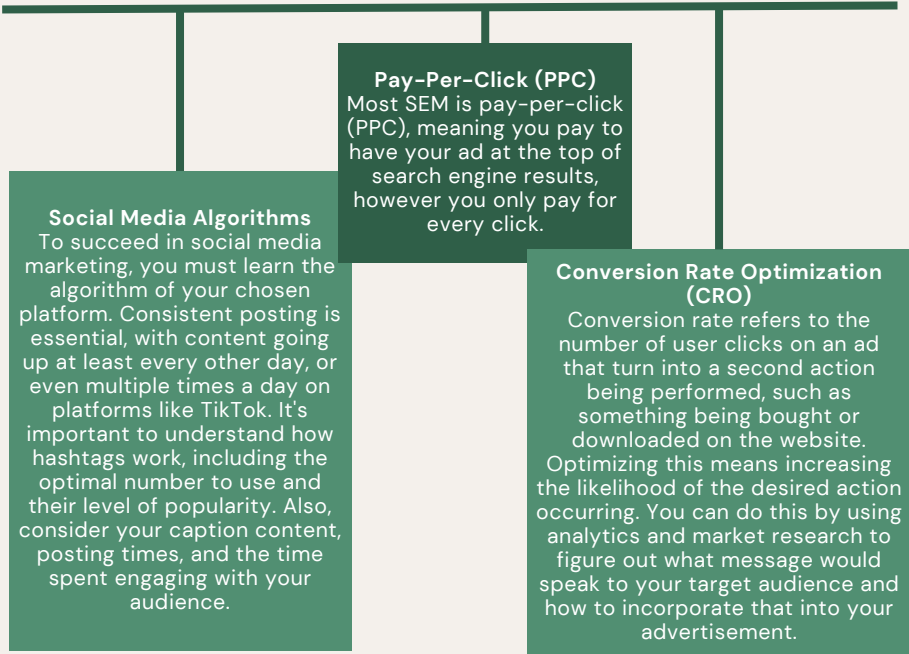


Search Engine Marketing (SEM) vs. Search Engine Optimization (SEO)

Search engine marketing typically refers to paid ads used to drive website traffic or encourage potential consumers to complete calls to action. Search engine optimization, however, is **when websites are altered in order to improve their ranking on a search engine results page**. This is typically achieved by incorporating keywords and phrases that the target audience would use in their searches.

Digital Marketing Terms

Digital marketing is an increasingly large field with ever changing technology and strategies. These are some of the most popular terms and concepts found in digital marketing.



CHAPTER 7

Content Marketing

Creating Engaging Content

To create engaging content, you must first **identify your target audience and consumer base**. After doing this, figure out **what types of media and content your audience consumes**. Then create content using trends relevant to that demographic, utilizing the specific forms of media they consume. Avoid overusing content ideas, and maintain a diverse range of inspiration to prevent your content from becoming repetitive. **It's important to tell a story, use calls to action, and invest time in understanding the algorithm of your chosen social media platform**. of your social media platform of choice. Examples of good post ideas include packing an order, a day in the life, trending memes, etc.

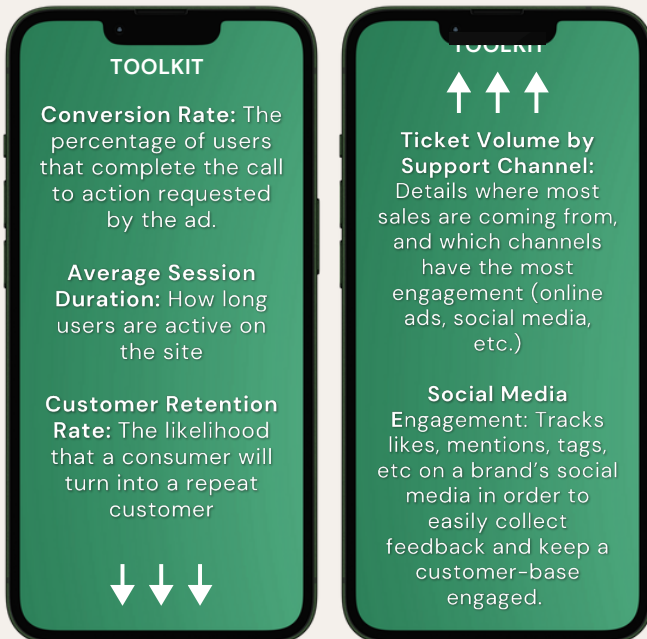


Content Calendar

A calendar that is used to **schedule posts and content ahead of time**. There are many apps that will automatically make posts according to your content calendar and many social media platforms such as Instagram have integrated this as one of their features as well.

Engagement Metrics

Engagement metrics refer to **social media statistics that describe the number and type of people who are viewing your content, as well as how effective that content is**. Examples of engagement metrics include:



CHAPTER 7

Content Marketing

Blogging and Vlogging

A **blog** is a series of personal, first-person online articles, while **vlogging** is similar but in video format, often on platforms like YouTube or TikTok. Both methods work by feeling very personal, so it helps consumers get engaged in your brand's story.

Influencer Marketing

Influencer marketing refers to **working with an influencer** (through sponsorship, sending free gifts, etc.) in order to **expand a consumer base through their audience**. "It's an effective social media strategy that boosts engagement and builds trust around your brand."



Influencer Katie Fang partners with Glow Recipe to launch a skincare line.

Test Yourself!

We've covered a lot of information so far, check how much you remember with this mini quiz! Answers can be found below.

1. What are CRM systems primarily used for in marketing?

- A) Enhancing product design
- B) Managing customer relationships and interactions
- C) Conducting market research
- D) Creating advertising campaigns

2. Which of the following is NOT a capability of CRM systems?

- A) Marketing Automation
- B) Project Management
- C) Social Media Marketing
- D) HR Management

3. What is one key benefit of influencer marketing?

- A) It guarantees high conversion rates
- B) It increases brand visibility and trust through endorsements by individuals with large followings
- C) It reduces advertising costs
- D) It ensures immediate product sales

4. In the context of branding, what is Brand Equity?

- A) The market share a brand holds
- B) The financial value a brand adds to a product compared to a generic version
- C) The number of products sold under a brand name
- D) The level of customer service provided by a brand

5. What is the primary purpose of a sales funnel?

- A) To track employee performance
- B) To manage inventory
- C) To guide potential customers through the buying process
- D) To analyze market trends

6. Why is customer feedback important for businesses?

- A) It helps avoid costly mistakes
- B) It ensures compliance with regulations
- C) It increases employee productivity
- D) It reduces production costs

7. What does PPC stand for in digital marketing?

- A) Pay-Per-Click
- B) Pay-Per-Customer
- C) Pay-Per-Conversion
- D) Pay-Per-Campaign

8. What is the main focus of Conversion Rate Optimization (CRO)?

- A) Increasing the number of ad impressions
- B) Enhancing the user experience to boost the percentage of visitors who take a desired action
- C) Decreasing the cost-per-click
- D) Expanding social media reach

1. B 2. C 3. B 4. B 5. C 6. A 7. A 8. B

CHAPTER 8

Public Relations



What is Public Relations?

Public relations is **the communication of a product, brand, or business by presenting information about it in the media or community.** It is a strategic form of communication used by a company to create and support their image and reputation towards the public. Information can be communicated through magazine editorials, reviews, celebrity endorsements, charitable sponsorships, trade shows, community involvement, and other forms of media in which the public receives information about a company.

Managing Public Image and Reputation

A critical part of Public Relations is monitoring and protecting a company's image and reputation in the face of controversy. **Reputation management** is a proactive and reactive approach to PR, and requires monitoring, protecting, and managing the image of your company. There are several factors in reputation management, however some of the most popular involve

Monitoring Your Online Reputation: PR specialists use AI and other technologies to monitor company mentions and track consumer sentiments online, providing insight into public opinion.	Media Training and Interactions: Engaging with customers online and through events builds reputation, but media training ensures spokespersons engage with the public professionally, and protect the company's reputation.	Utilize the Media: Good relationships with media outlets help shape public image and are crucial for crisis mitigation.	Crisis Management: In a crisis, a company should act professionally, take accountability, and demonstrate change, using a crisis communication plan to handle issues appropriately.
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Crisis Management

Crisis management involves **predicting potential threats to stakeholders and planning a response to minimize damage and protect them.** It includes anticipating a crisis and planning how it would be dealt with in a way that does not harm stakeholders.

Crisis Communication Plan:
A comprehensive plan created by the crisis management committee to ensure swift and effective action when a crisis arises.



SAMPLE PARENT COMMUNICATION: BUS ACCIDENT

Bus Accident
(adapted from letters developed by Chesapeake City and Hanover County Public Schools, Virginia)

Dear Parents,

This morning, prior to school, there was an accident involving a school bus and an automobile. There were known injuries to the passengers of the car. The children on Bus # _____ witnessed the aftermath of the accident, but were not involved in it.

The children from the bus involved in the accident were taken to the library by the guidance counselors and administration. The children were asked if they were injured in any way and their parents were then contacted. Your child, because of being on Bus # _____, may show delayed reaction to the accident. Please be alert over the next several days to symptoms of delayed reaction, including:

- a desire to be alone, unusually quiet
- loss of appetite
- problems with sleeping, nightmares
- difficulty with concentration
- crying
- angry outburst, short temper
- headaches, upset stomach

Your child may also exhibit some physical complaints. Please contact (principal's name) to fill out an accident report. The school will be offered support services for students needing help dealing with the accident. We will also provide counseling services to parents in helping their children to cope. Please don't hesitate to call if you have any questions or concerns. (Give school phone number.)

Sincerely,

Principal of School

CHAPTER 8

Public Relations



Risk Management

Risk management is **the process of identifying, analyzing, and controlling risks to a company's earnings**. The risks could be strategic, security-based, financial, legal, etc. There are 3 major types of risk management.

1. Risk Avoidance

If a company is considering launching a new marketing campaign that involves a controversial topic, that could potentially lead to negative public backlash, the PR team may advise against pursuing the campaign altogether, opting instead for a safer, more neutral approach. By avoiding the risky topic, they prevent potential damage to the company's reputation and avoid any negative media coverage.

2. Risk Reduction

A company is preparing to announce a major restructuring, that might lead to employee layoffs and could result in negative media coverage and public sentiment. So the PR team reduces this risk by preparing a comprehensive communication plan that includes clear messaging, spokesperson training, and early engagement with key stakeholders. They might also preemptively provide support resources for affected employees and ensure that the company's positive contributions to the community are highlighted in the announcement.

3. Risk Retention

If a company knows that its industry is subject to frequent regulatory changes, the PR team accepts this as an inherent risk of the industry. They retain the risk by maintaining a crisis management fund in the budget and developing a crisis communication plan that can be quickly deployed if new regulations lead to negative coverage. The team is prepared to address issues as they arise, knowing that some level of negative press is unavoidable.

What is Media Relations?

Managing relationships with media through communication. The "media" may include influencers, celebrities, bloggers, editors, journalists, and more. It entails writing a story about your company and pitching it to the media/publishing it.

Media Kit

A package of basic information about a company to give to reporters. It is often used when launching a new company or launching a new product/service offered by an already existing company. It often includes contact information, biographies, brief company history, products and services the company offers, a company's goals, etc. It focuses around a company's mission/vision statements and informs about what the company wishes to accomplish.

A press release is an announcement of big changes, newsworthy events, or company information to the public. It is a form of report written by the Public Relations (PR) department

CHAPTER 9

Ethics in Marketing

What is Ethics in Marketing?

The primary goal of a business is to make a profit, but that must be approached in an ethical and fair way. Ethics in marketing refers to **integrating moral principles and values into marketing campaigns and practices**, ensuring that business activities are done in **fair, honest, and responsible ways towards the customer, society, and the environment**. There are certain values that a company should abide by when creating an ad campaign. Keeping these values in mind, as well as prioritizing the wellbeing of their customers can help **avoid unethical practices and prevent public controversy**.



What Role Does Ethics Play in Marketing?

Ethical marketing also means treating workers fairly, using sustainable materials, and **doing your part to support environmental or social causes that feel important to your brand**. Ethical marketing needs to influence every aspect of your marketing strategy, not just one or two areas. **You need to show honesty, transparency, and integrity across the board.**

Corporate Social Responsibility

Corporate social responsibility is a **self-regulating business model that helps a company be socially accountable to itself, its stakeholders, and the public**. By practicing corporate social responsibility, companies are aware of how they impact their clients, including economic, social, and environmental impacts on society.

Examples of Common Ethical Practices

- **Honesty:** Give clients and stakeholders truthful information; stand behind their commitments
- **Responsibility:** Prioritize client needs, the environment, and vulnerable groups when making marketing decisions.
- **Fairness:** Avoid harmful practices such as false advertising, manipulative sales tactics, and price gouging
- **Respect:** Treat all clients, customers, and employees fairly.
- **Transparency:** Communicate effectively, respond to criticism, and maintain transparency to gain credibility.
- **Authenticity:** Be genuine to a brand's values and identity to deepen customer connections and increase loyalty.

Unethical Advertising Examples

There are many forms of unethical advertising. Some are used to deceive customers into paying a higher price, while others are considered illegal and can be considered as a breach of contract in many countries.

Deceptive or False Advertising: This refers to misleading marketing of product information or visuals, like e-cigarettes being advertised as a "safe alternative" while containing more nicotine.

Comparison Inconsistencies: Any advertisement in which a company compares its product to a brand-name product without sufficient or supporting evidence.

Bait and Switch Tactics: This occurs when a business markets high-value products to attract customers but offers lower-quality or higher-priced alternatives.

Targeting Vulnerable Demographics: Targeting minority groups or leveraging social movements in ad campaigns can be risky, often seen as disingenuous or controversial.

CHAPTER 10

Emerging Trends



Artificial Intelligence in Advertising

Many marketing firms already use AI in their daily operations, but many do so unknowingly or aimlessly. While AI has grown at a rapid speed over the last few years, many firms need to upskill their employees' knowledge surrounding AI in order for it to be effectively and strategically implemented.

Advertising: AI helps optimize ad placement by studying audience segmentation and using predictive analytics to determine which websites, ads, and other factors will be most effective.

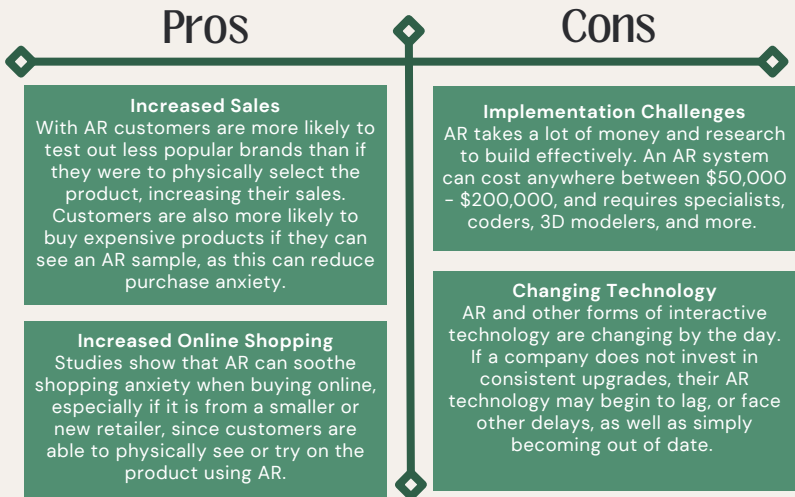
Public Relations: AI can match products with influencers and assist in crafting press releases and messaging.

Content Marketing: AI can determine content strategies, predict virality, and automate aspects of content creation such as posting schedules, keywords, and optimizing every piece of content to reach the maximum intended audience.

Email Marketing: AI tools optimize subject lines, timing, and personalization to improve open and click-through rates.

Augmented Reality (AR)

Augmented Reality refers to **apps and websites that add virtual elements to a live view of your surroundings**, and has been increasingly used in retail and marketing in the last few years. Many makeup brands are introducing AR for product sampling, so that customers can find a shade or style without physically trying it on. Other brands like IKEA are using AR to show what a piece of furniture may look like in a customer's home. Regardless of how it is used, AR has several benefits and drawbacks that must be considered.



CHAPTER 10

Emerging Trends



Augmented reality (AR)

AR is especially useful to implement three major factors for companies

<p>Entertainment</p> <p>Allows businesses to integrate interactive elements into the customer experience, offering a tech-forward feature that can be a major selling point and hook for the company.</p>	<p>Education</p> <p>Helps present information to customers in engaging, interactive ways. Car companies use AR to showcase new features, while department stores create interactive maps that notify customers of sales and promotions.</p>	<p>Evaluation</p> <p>AR builds off the physical environment to display products realistically, increasing the likelihood of purchase. For example, an online glasses store uses AR to show customers how frames would look on their face.</p>
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Sustainability and Green Marketing

Sustainability is becoming an increasing point of concern for customers, which means that marketers are shifting their focus to emphasize sustainability in their products and services. Here are some of the market trends surrounding sustainability and green marketing

<p>Environmental Transparency</p> <p>Customers want to know about the companies they support. Businesses are adopting eco-friendly practices, such as renewable energy and sustainable materials, while becoming more transparent in their manufacturing processes, with many gaining certifications to support their claims.</p>	<p>Circular Economy</p> <p>Companies are designing and promoting reusable, recyclable products to align with shifting consumer values. They also encourage eco-conscious consumerism, urging customers to consider the environment in their purchases, aligning with current trends.</p>	<p>Environmental Education</p> <p>Businesses are focusing on educating consumers about sustainability, rather than just promoting the environmental benefits of their products. This engages customers in the sustainability movement, fosters transparency, and enhances the company's credibility.</p>
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The future of sustainable marketing is bright and prolific. Market trends, customer demands, and tighter guidelines are motivating companies to shift their marketing practices to include some of the following:

<p>Environmental Regulations: Consumers are becoming more critical of companies and their environmental impact. As a result, we will likely see stricter regulations and certification requirements to prevent greenwashing.</p>
<p>Eco-labelling: We are already seeing the rise of environmental information on product tags and labels, but this will likely become more in depth, expanding to include product life cycles, carbon footprint data, ways to reuse and recycle, and more.</p>
<p>Localization Initiatives: Businesses will begin promoting local products and initiatives targeted at specific communities, educating residents on how they can make a personalized environmental impact and increase sustainability on a local level,</p>

Our Team

Toolkit could not exist without our incredible team of writers and editors. These students have proven themselves through competitions, projects, and real world experience, and have come together to create this Toolkit, just for you!



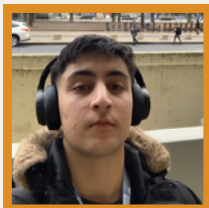
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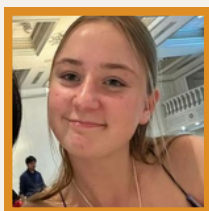
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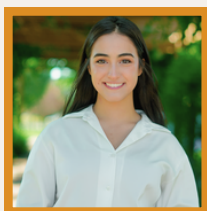
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Thank You

Above all, thank you to you, the reader, for whom Toolkit was built. Whether you are a student, a teacher, a competitor, or just stopping by, we hope this guide has added something to your personal toolkit. But don't stop here! At Toolkit we believe you never stop learning, and we encourage you to continue researching and learning about the topics we have covered so far.

To see more of our guides check out our website: www.yourtoolkit.ca!

Until next time, keep learning, and keep growing.

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