

DIY Marketing

Simple steps to get your
product out there

@CrowderHouse

Overview

What we'll attempt to cover today.

1. Brand yourself
2. Set your mission
3. Make a plan
4. Develop content or execute stunts
5. Reach out to people

Brand Yourself

What makes your product unique?

- A brand connects you to clients
- Branding defines your business
- Make sure it relates to your clients
- Simple works best
- What makes you different?
- Why should we care?
- Mark your brand *first*

*“A brand is a
Collection of
perceptions in
the mind of the
consumer.”*

Colin Bates,
Branding Experts

Mission Possible

What do you plan on achieving through business?

Now that you know what your brand is, create a purpose behind everything you do –

And stick to it!



Are you brainwashed?

Greens aren't just for bunnies.



Although they'd have you think so.

*Don't fall for the
great bunny
conspiracy.*

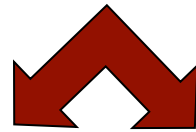
Planning is Everything.

Think Big – Start Small

- DIY Marketing can involve many different channels
- It can quickly become overwhelming
- Pick one crazy idea at a time
- Roll it out over a couple of channels – and do it well
- Run a campaign for months – make it manageable

Golden Social Media

Pick your channels wisely.



Develop Content

Share yourself – Gain Business

- Repeat visitors
- Fresh content helps with organic search returns
- Be short, concise – consider your followers' time
- Be creative – mix up the media
- Try to make everything a story, not a promotion
- Share information and value
- People are looking for experiences, share yourself



Reach Out to People

In Web 2.0 customers seldom come to you

- Use Twitter to engage, draw people back to your site
- Hold events on the farm; fundraisers = great exposure
- Leverage free listings
- Use social media for customer service
- Post on other blogs
- Get involved in community – join other business groups
- Make your crazy campaigns viral

Reach Out to People

In Wel

- Use Twitt
- Hold even
- Leverage
- Use socia
- Post on c
- Get invol
- Make you



you

your site
exposure

ess groups

Let's tie loose ends.



Any questions?

1.613.658.1285

alicia@crowderhouse.ca

www.crowderhouse.ca