

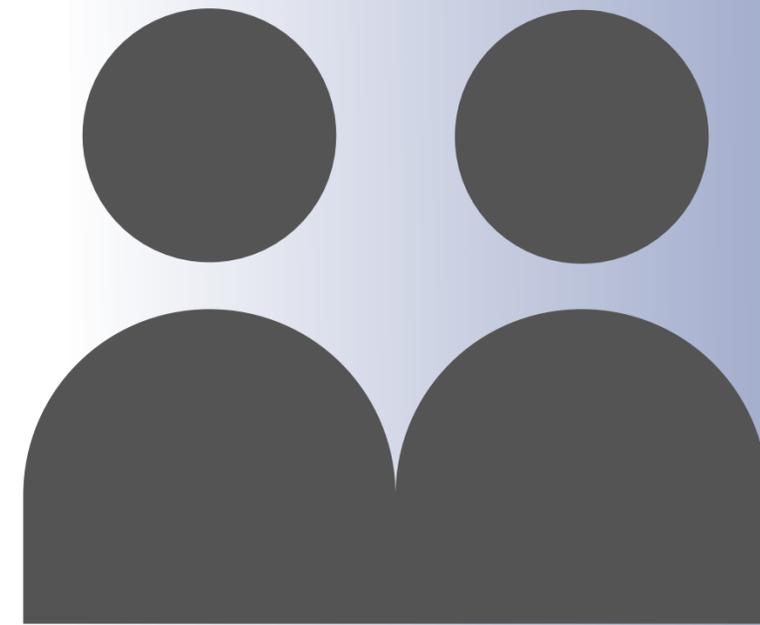
They'd Love You If They Knew You

Jumpstart your marketing to reach the audiences
who matter most

Today's Agenda

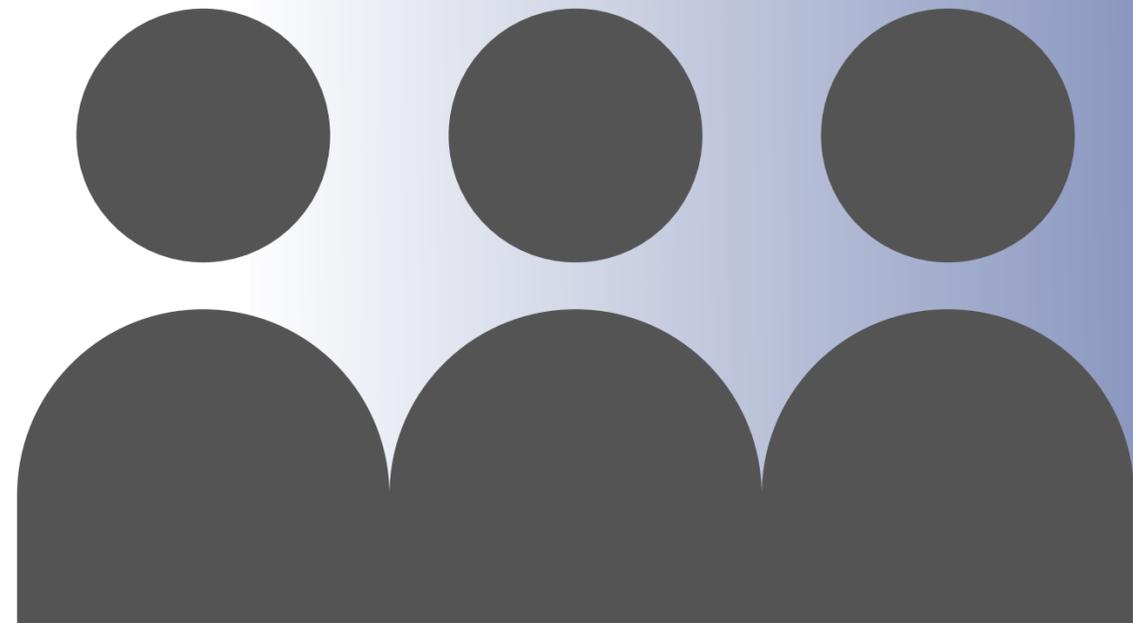
- About You, About Me
- Master Your Message
- Social Media for Real
- Getting Out There
- Group Chat

Who's in the room?



How many years have you been in business?

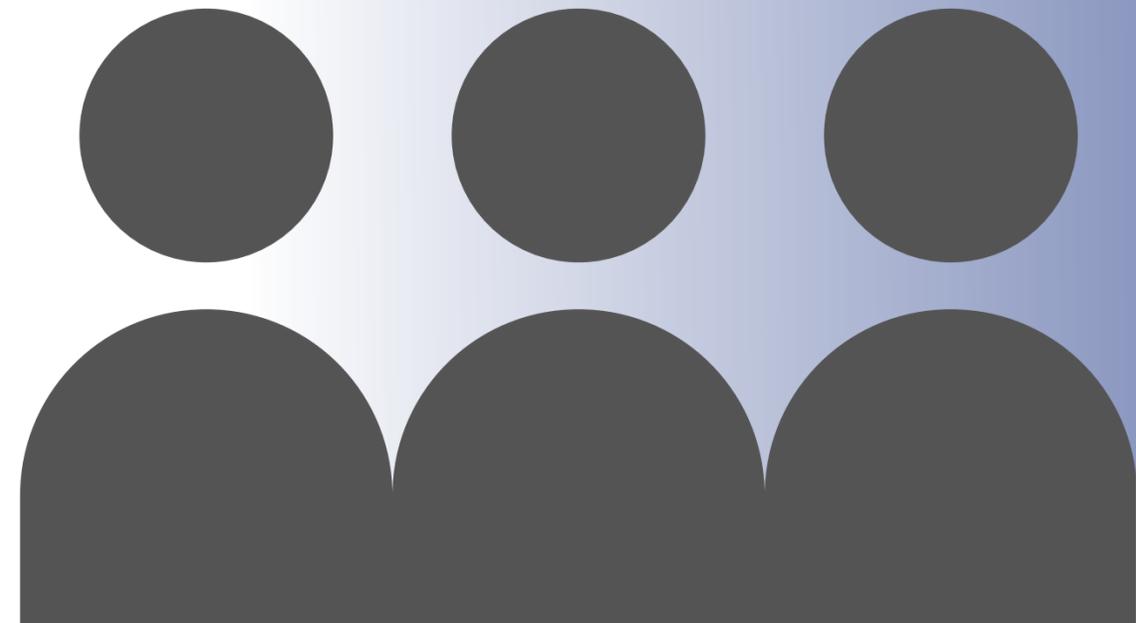
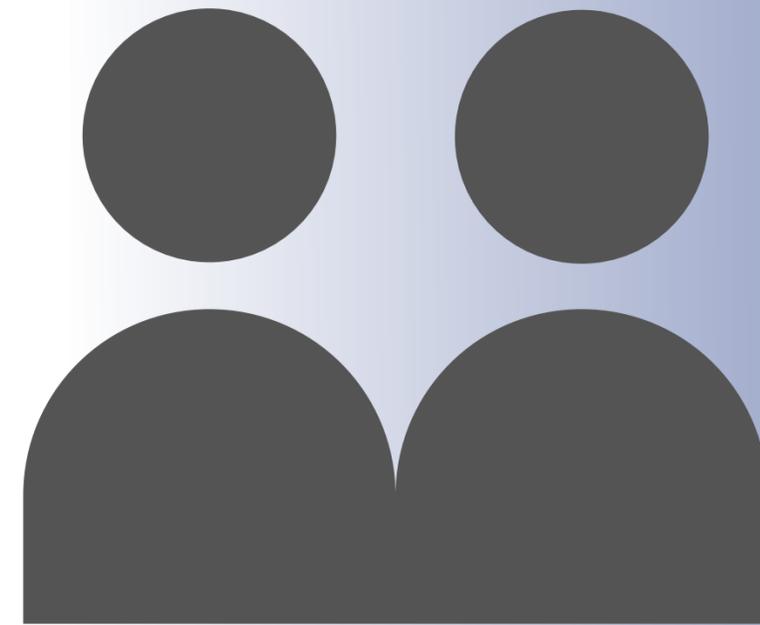
- A. 1-3
- B. 4-7
- C. 8+
- D. 15+



Who's in the room?

Who are your customers and clients?

1. B2B
2. B2C
3. B2B and B2C



About Your Friendly Speaker



JENNIFER OLADIPO

All The Communications

20 years media

15 years marketing & comms

7 years science + tech focus



JENNO CO.

B2B Content & Strategy

Content strategy, creation and distribution for passionate companies in technology and life science.



Master Your Message

KNOW YOUR AUDIENCE

What do THEY SAY they want and need?

Might be segmented

Their language, your tone

Search terms, hashtags, industry terms, etc.

KNOW YOURSELF

Positioning relative to competitors

What makes you special

How you do what you do

Why you do what you do

KEY MESSAGE PLATFORM

Be clear and consistent everywhere you show up:

Web + social

Collateral + presentations

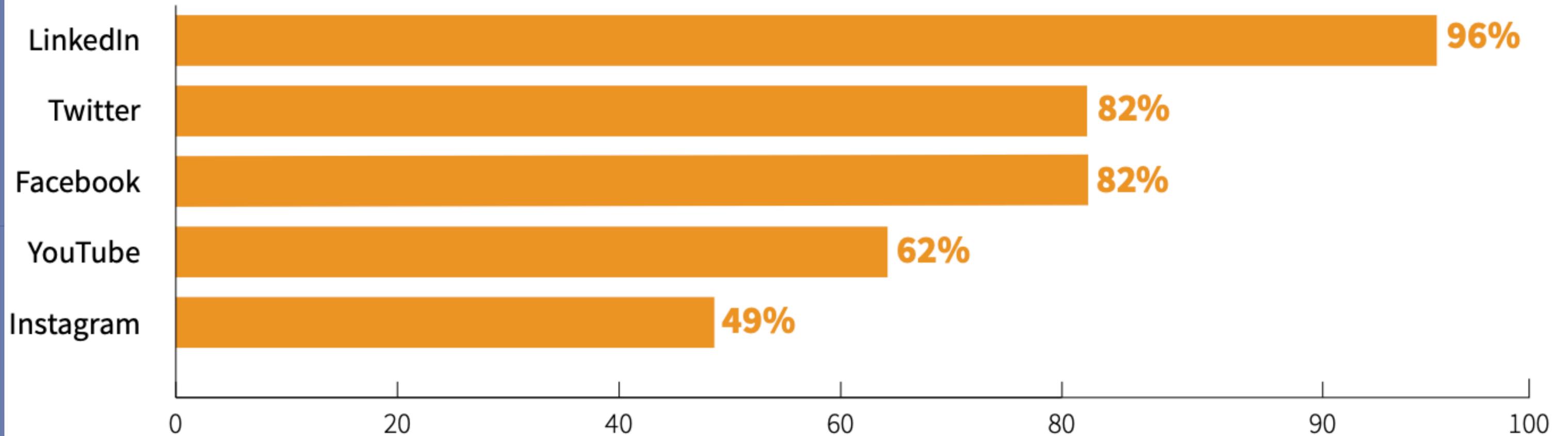
Elevators + holiday parties

Social Media for Real

Spoiler: it's not actually "free"



Organic Social Media Platforms B2B Content Marketers Used in Last 12 Months



Base: B2B content marketers whose organization used organic social media platforms to distribute content in the last 12 months. Aided list; multiple responses permitted.

11th Annual Content Marketing Survey: Content Marketing Institute/MarketingProfs, July 2020

Social Media For Real

WHICH PLATFORM(S)?

What are your relationship needs?

What are you best at?

Ask your customers!

Stalk your customers.

NSFW

Media/ad buying

Visuals - videos, social cards

Intensive content marketing

DIY (PROBABLY)

Posts and/or influencer engagement

Informal videos

Personalized videos

Slideshows

NEEDS AND INTERESTS

Facebook - branch out

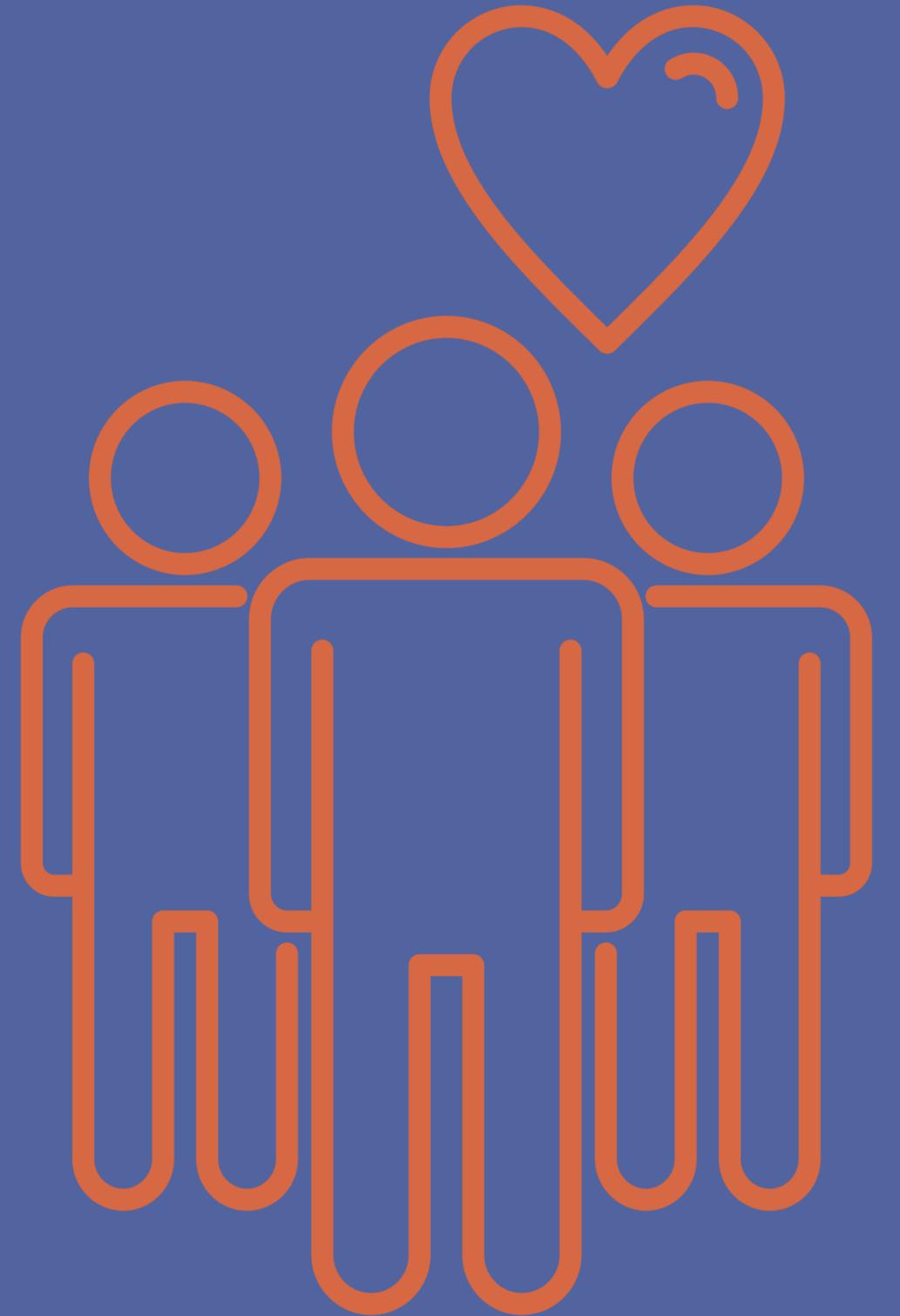
Instagram - be PERSONable

TikTok - teach

Twitter - flex & react

Get Out There

Old fashioned and newfangled ways to be seen





SHOW UP WHEREVER YOU CAN

Events - be the only one in the room

Piggyback - do it on somebody else's dime

Buddy up - find/build your entrepreneurial wolf pack

Lead magnets - be helpful and enticing

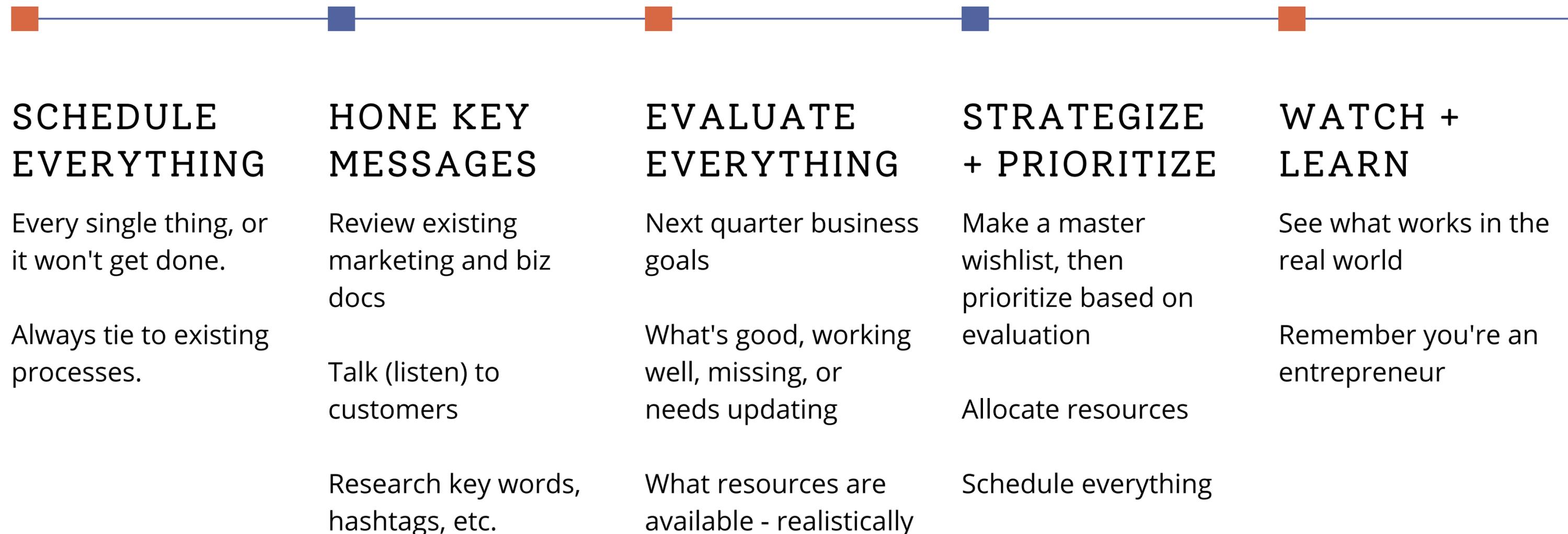
Case studies - let your customers talk

Speak, write, shoot - show and tell

Beef/veggie up your website - bots, magnets, clarity

You can do this

A JUMPSTART FLOW



Resources

A closer look at topics
we've covered

 <https://www.caseydemchak.com/blog/the-big-benefits-of-a-key-message-copy-platform/>

 <https://blog.hubspot.com/marketing/media-buying>

 <https://www.convinceandconvert.com/social-media-strategy/b2b-brands-using-instagram/>

 B2B Content Marketing Trends
<https://contentmarketinginstitute.com/wp-content/uploads/2020/09/b2b-2021-research-final.pdf>

 https://thebootstrappedfounder.com/twitter-the-gathering-how-and-where-to-find-the-right-followers/?utm_campaign=Opt-In%2BWeekly&utm_medium=email&utm_source=Opt-In_Weekly_60



Keep in touch

We'd love to talk about all things marketing.

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