

# They'd Love You If They Knew You

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Jumpstart your marketing to reach the audiences  
who matter most

# Today's Agenda

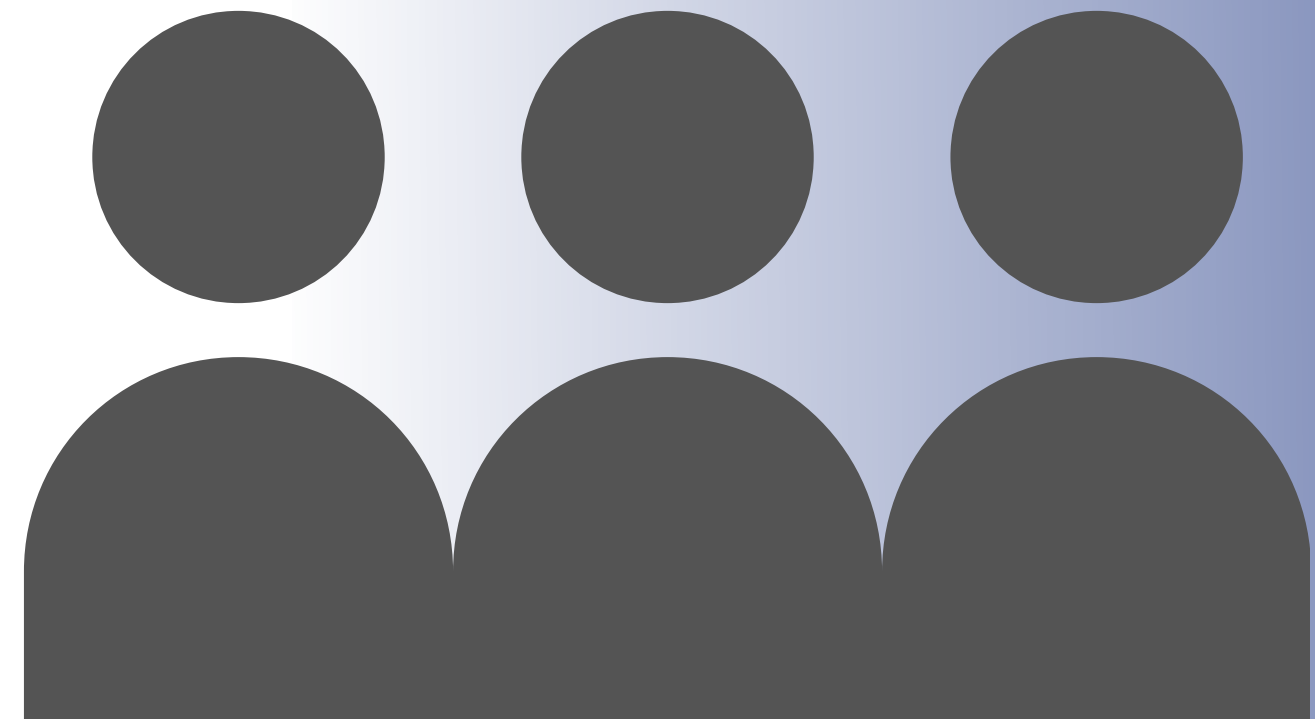
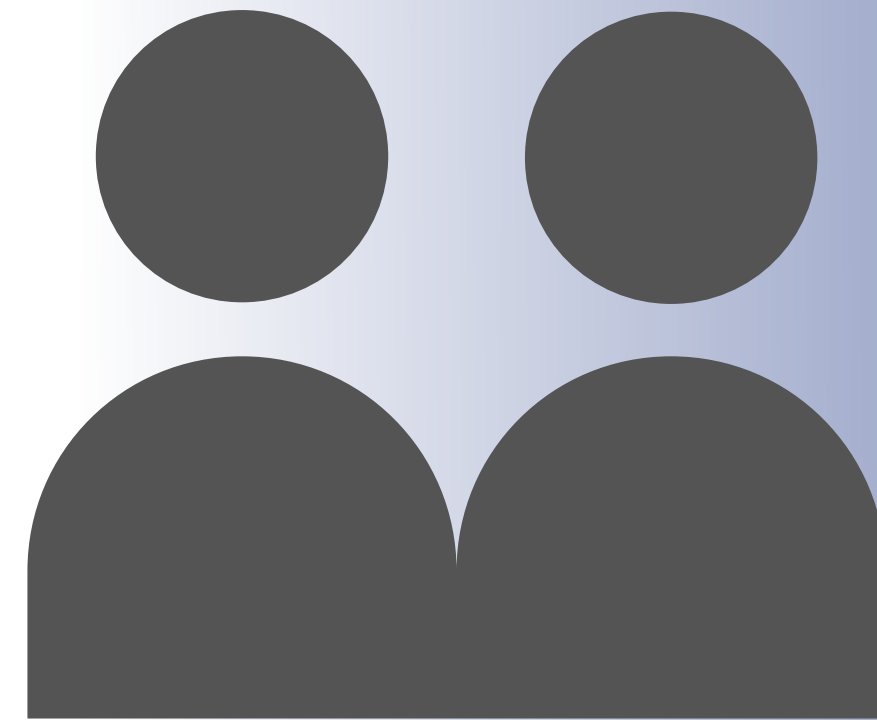
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- About You, About Me
- Master Your Message
- Social Media for Real
- Getting Out There
- Group Chat

# Who's in the room?

How many years have you been in business?

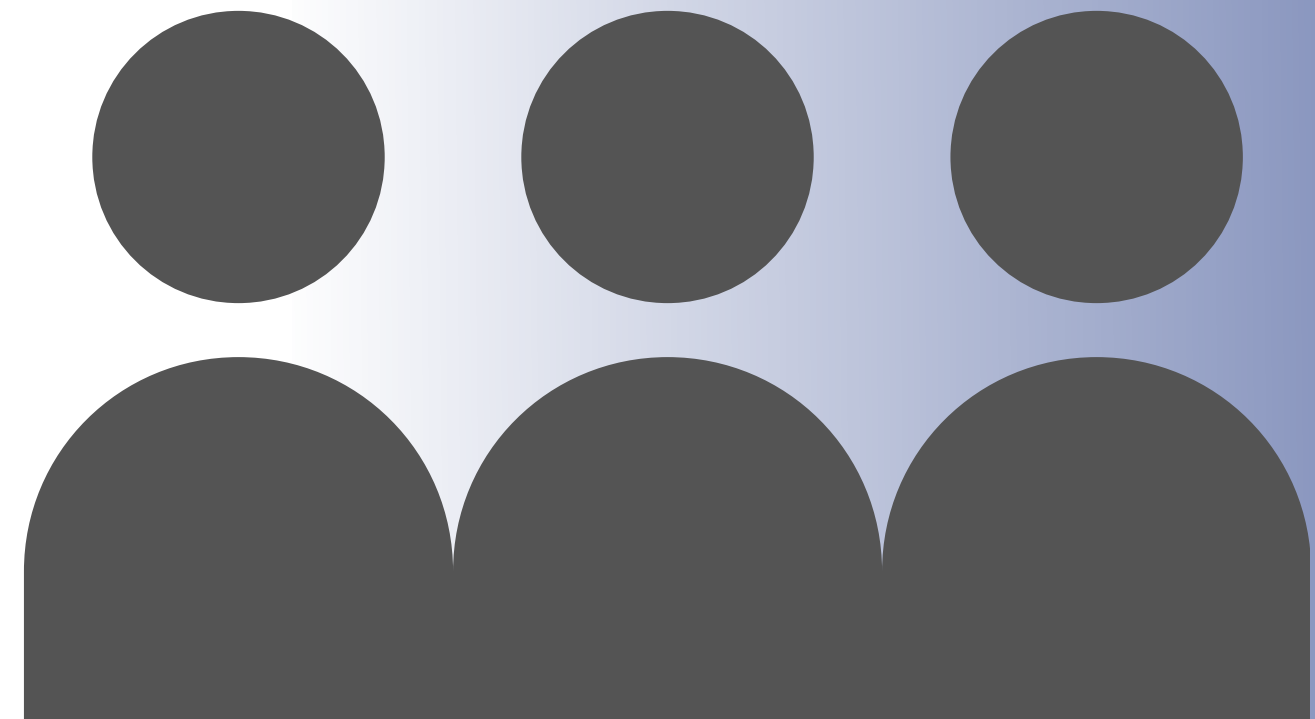
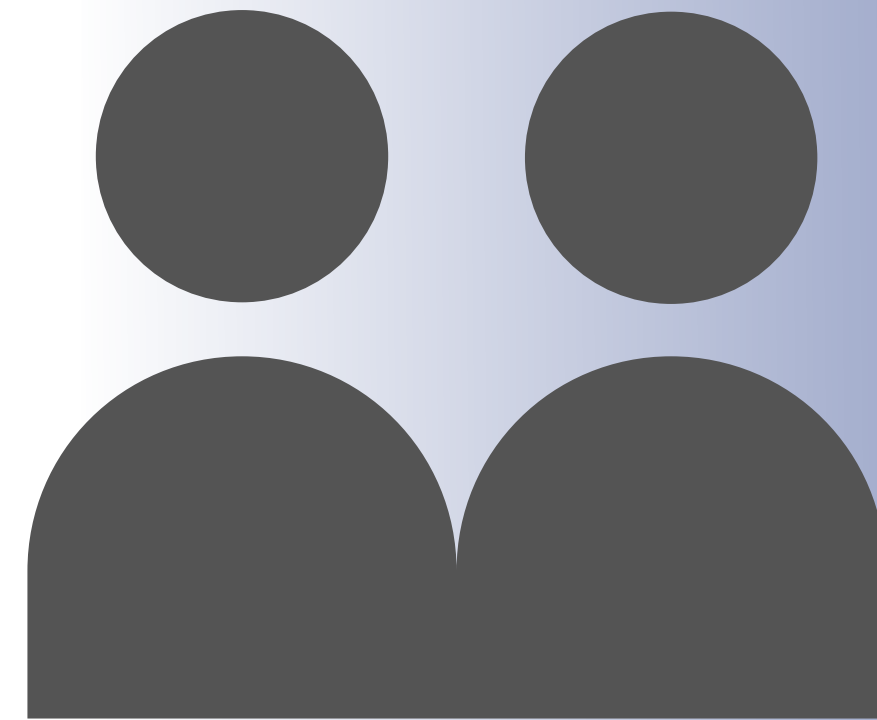
- A. 1-3
- B. 4-7
- C. 8+
- D. 15+



# 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**

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20 years media

15 years marketing & comms

7 years science + tech focus



**JENNO CO.**

**B2B Content & Strategy**

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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

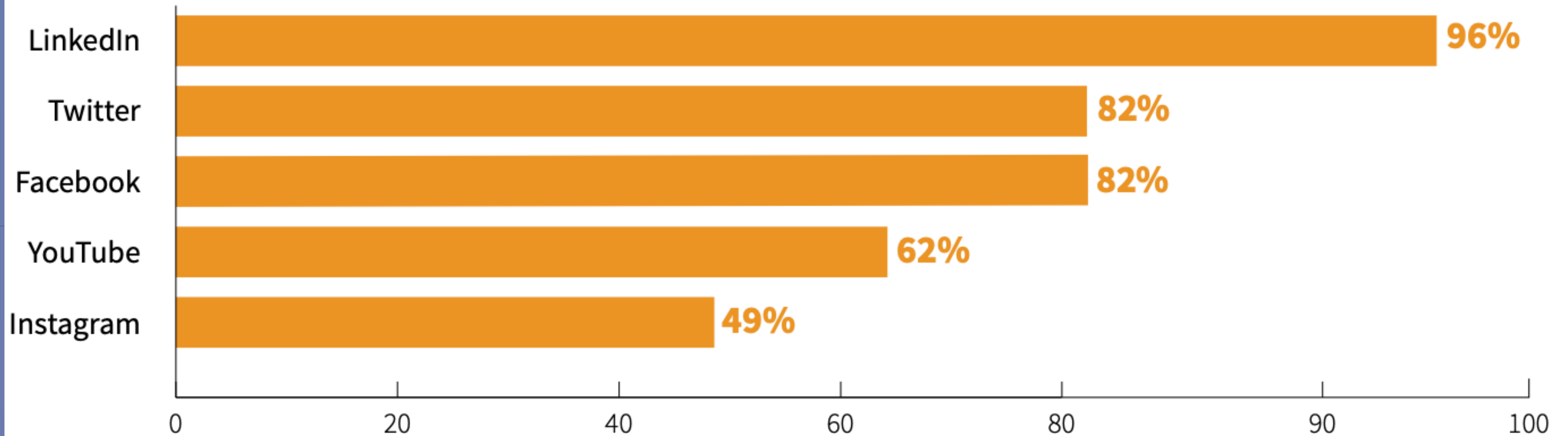
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Spoiler: it's not actually "free"





## 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

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## WHICH PLATFORM(S)?

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What are your relationship needs?

What are you best at?

Ask your customers!

Stalk your customers.

## NSFW

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Media/ad buying

Visuals - videos, social cards

Intensive content marketing

## DIY (PROBABLY)

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Posts and/or influencer engagement

Informal videos

Personalized videos

Slideshows

## NEEDS AND INTERESTS

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Facebook – branch out

Instagram – be PERSONable

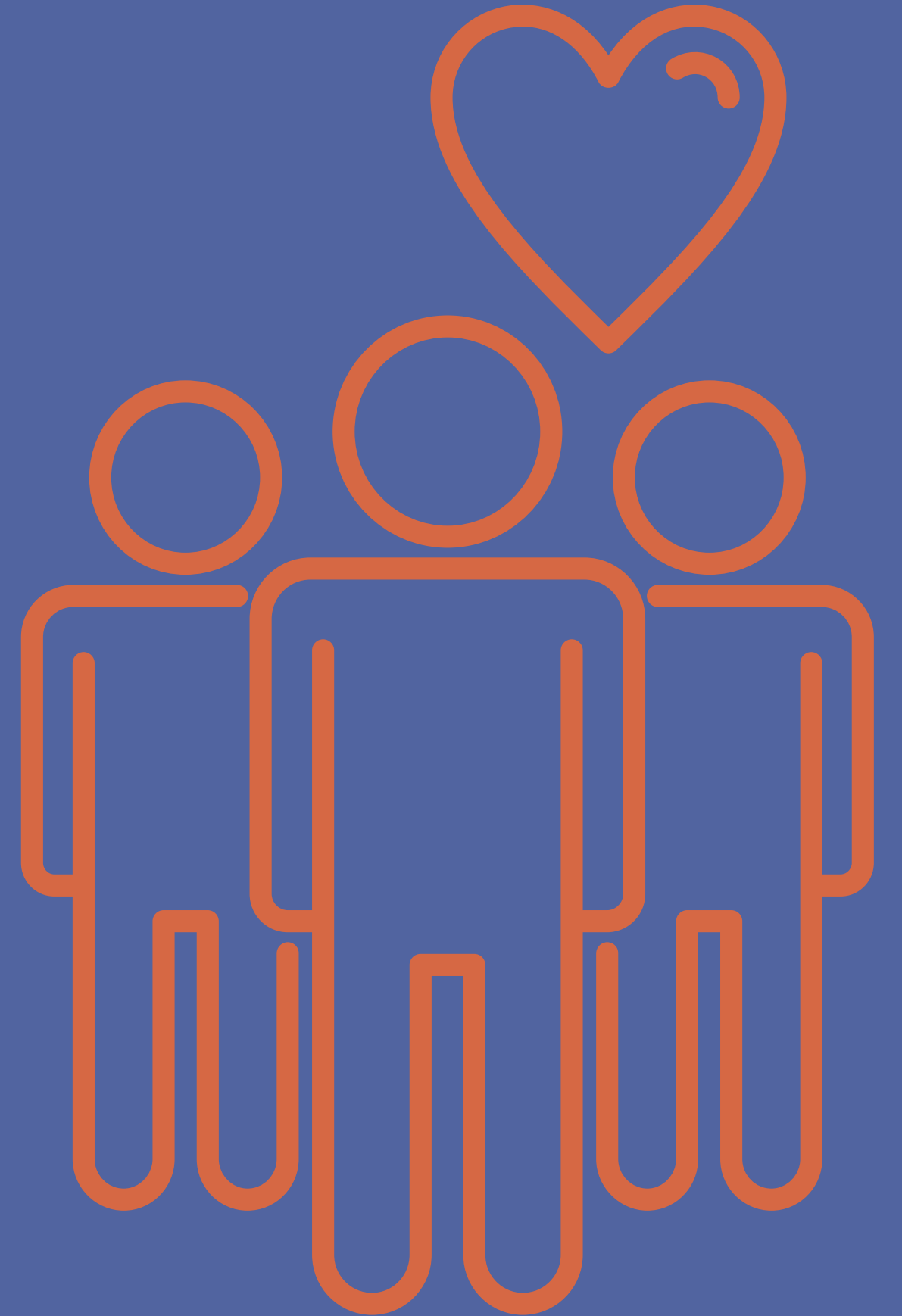
TikTok – teach

Twitter – flex & react

# Get Out There

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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



### SCHEDULE EVERYTHING

Every single thing, or it won't get done.

Always tie to existing processes.

### HONE KEY MESSAGES

Review existing marketing and biz docs

Talk (listen) to customers

Research key words, hashtags, etc.

### EVALUATE EVERYTHING

Next quarter business goals

What's good, working well, missing, or needs updating

What resources are available - realistically

### STRATEGIZE + PRIORITIZE

Make a master wishlist, then prioritize based on evaluation

Allocate resources

Schedule everything

### WATCH + LEARN

See what works in the real world

Remember you're an entrepreneur

# 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](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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