



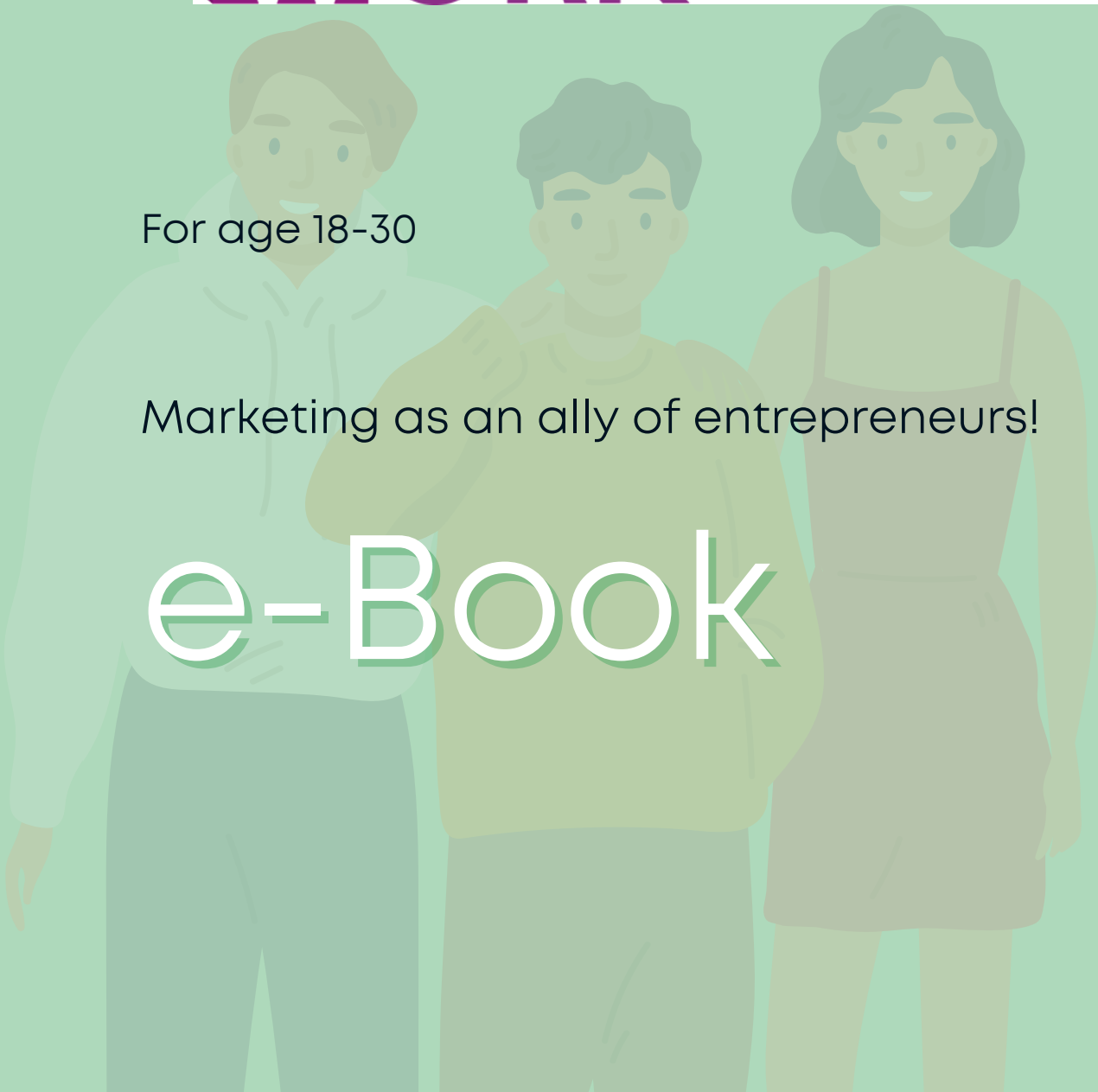
Click [here](#) to watch introduction video

THE DIDACTIC MINE ^{of} YOUTH WORK

For age 18-30

Marketing as an ally of entrepreneurs!

e-Book



Marketing as an ally of entrepreneurs!



Overview

The activity will help participants to understand the most important keys of marketing necessary to elaborate a successful marketing campaign.

The activity, made of 2 parts, is introduced by short theoretical inputs, and before diving into the 2nd part some other theoretical pills are delivered to provide participants with the information necessary to accomplish the second task.



Learning objectives

- To understand the role of marketing in entrepreneurship and how to use it.
- To understand how to use the 4P and to create the USP.
- To elaborate on a marketing campaign.
- To practise teamwork and communication skills.
- To stimulate participants curiosity on marketing as a tool to make a product/service shine.



Age

18 -30 years old.



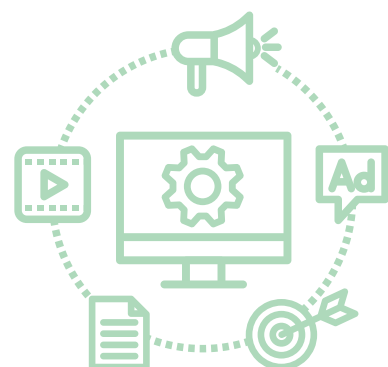
Time

120 minutes.



Group Size

From 1 to 30 participants.





Materials

- 1 block of flipchart and a flipchart board.
- Spare paper to take notes.
- Pens, markers.

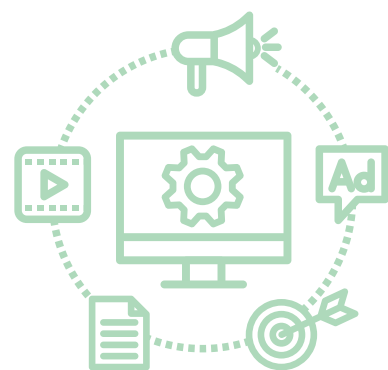
If you foresee using online tools:

- Video projector.
- Laptop.
- Access to internet and to appropriate online collaborative tools.



Preparation

- Study all concepts you are going to touch and be ready to explain and answer questions!
- Prepare a presentation on the main concepts that you are going to touch on in the activity. In the handouts, you can find some of them. For the market segmentation, you can use one of the many videos, [this](#) for example. It should last no more than 10 minutes.



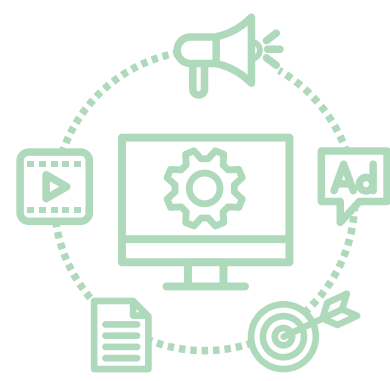
Description

Part I: The 4P and the USP in Marketing

1. Present the activity using the presentation previously prepared. Stop before talking about “Market Segmentation” (10 min).
2. Ask participants to form small groups of 5 people.
3. They have to think about 1 product/service for which they would like to create a marketing campaign and the concept of USP (10 min).
4. Ask participants to analyze their product giving answers as accurately as possible to the questions of the 4P (Promoting – Product – Place – Price) (20 min).
5. Stimulate the groups to make comparisons between their future company and the ones of competitors by using the “your product” list and to elaborate a USP to communicate to the market (20 min).
6. Give space for presenting their USP.

Part II: Market segmentation

1. Continue your presentation by introducing the market segmentation concept, its components, and the cycle of a product.
2. Ask participants to work again in the previous groups. Considering the previous product and the related USP elaborated, they need to understand what their customers value most about their product and create their own marketing campaign for their potential customers with different strategies for each different market segment (20 min).



3. Ask them to identify where their product is in its life cycle, so they can better understand the type of marketing they should use.

4. Invite the groups to decide on an economical budget for their campaign. Their findings so far should help them to narrow down their potential market. (20 Min).



Tips for facilitators

- Be prepared with the concept of 4 P and the understanding of the cycle of the product phases.
- Let participant understand that money is never unlimited, especially in the first phase of their investment.
- Bring as many examples as possible of marketing campaigns of other companies to narrow down the concept of the marketing campaign.



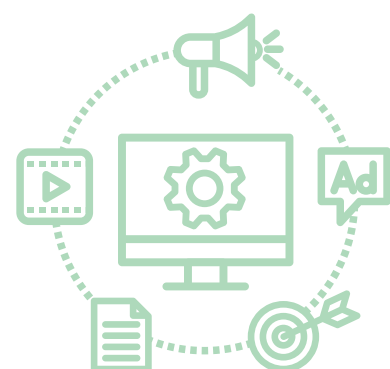
Debriefing and Reflection

- What did you learn from this activity?
- Which were the most difficult steps to elaborate?
- Is there anything you learned or experienced that surprised you? Can you explain what and in which way?
- What do you think is the most important thing everyone should know that is related to the theme?



References

- The activity is based on the Module 5 of the [“Educational Modules to increase entrepreneurial skills”](#) develop for the ESTEEM project - Enhance and Stimulate Trust while Exploring new forms of Entrepreneurship Modules



HANDOUTS

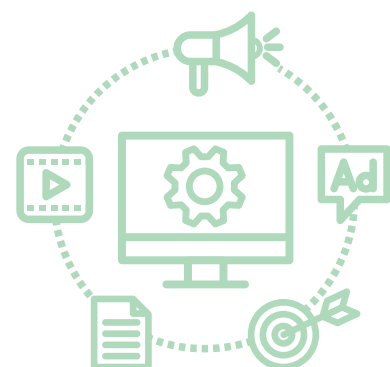
The 4 P in marketing

Product

- What does the customer want from the product/ service? What needs does it satisfy?
- What features does it have to meet these needs?
- Are there any features you've missed out?
- Are you including costly features that the customer won't actually use?
- How and where will the customer use it?
- What does it look like? How will customers experience it?
- What size(s), color(s), and so on, should it be?
- What is it to be called?
- How is it branded?
- How is it differentiated versus your competitors?
- What is the most it can cost to provide, and still be sold sufficiently profitably?

Place

- Where do buyers look for your product or service?
- If they look in a store, what kind? A specialist boutique or in a supermarket, or both? Or online? Or direct, via a catalogue?
- How can you access the right distribution channels?
- Do you need to use a sales force? Or attend trade fairs? Or make online submissions? Or send samples to catalogue companies?
- What do your competitors do, and how can you learn from that and/or differentiate?



Price

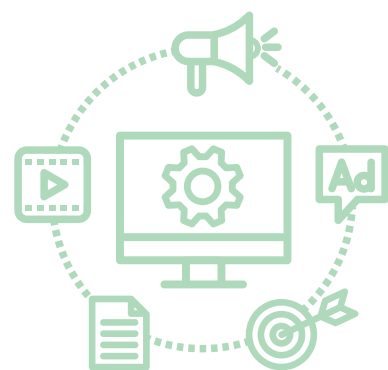
- What is the value of the product or service to the buyer?
- Is the customer price sensitive? Will a small decrease in price gain you extra market share? Or will a small increase be indiscernible, and so gain you extra profit margin?
- What discounts should be offered to trade customers, or to other specific segments of your market?
- How will your price compare with your competitors?
- How and where will the customer use it?

Promotion

- Where and when can you get across your marketing messages to your target market?
- Will you reach your audience by advertising online, in the press, or on TV, or radio, or on billboards? By using direct marketing mailshot? Through PR? On the Internet?
- When is the best time to promote? Is there seasonality in the market? Are there any wider environmental issues that suggest or dictate the timing of your market launch, or the timing of subsequent promotions?
- How do your competitors do their promotions? And how does that influence your choice of promotional activity?

Unique Selling Proposition (USP)

It's your "Competitive Edge" The unique thing that you can offer that your competitors can't.
The reason why customers buy from you, and you alone.



USP Analysis

1. *Understand what Your Customers Value*
2. *Rank Yourself and Your Competitors*
3. *Identify where You rank well*
4. *Develop a simple, easy communicate USP*

USP Tips

Relevance: The competence must give your customer something that strongly influences him or her to choose your product or service.

Difficulty of imitation: The core competence should be difficult to imitate. This allows you to provide products that are better than those of your competition.

Breadth of application: It should be something that opens up a good number of potential markets. If it only opens up a few small, then success in these markets will not be enough to sustain significant growth.

Your Product

Characteristics that influence customer to buy:

- Quality of Merchandise
- Catalog Quality
- Speed of Delivery
- Ease of ordering
- Website appearance and navigation

