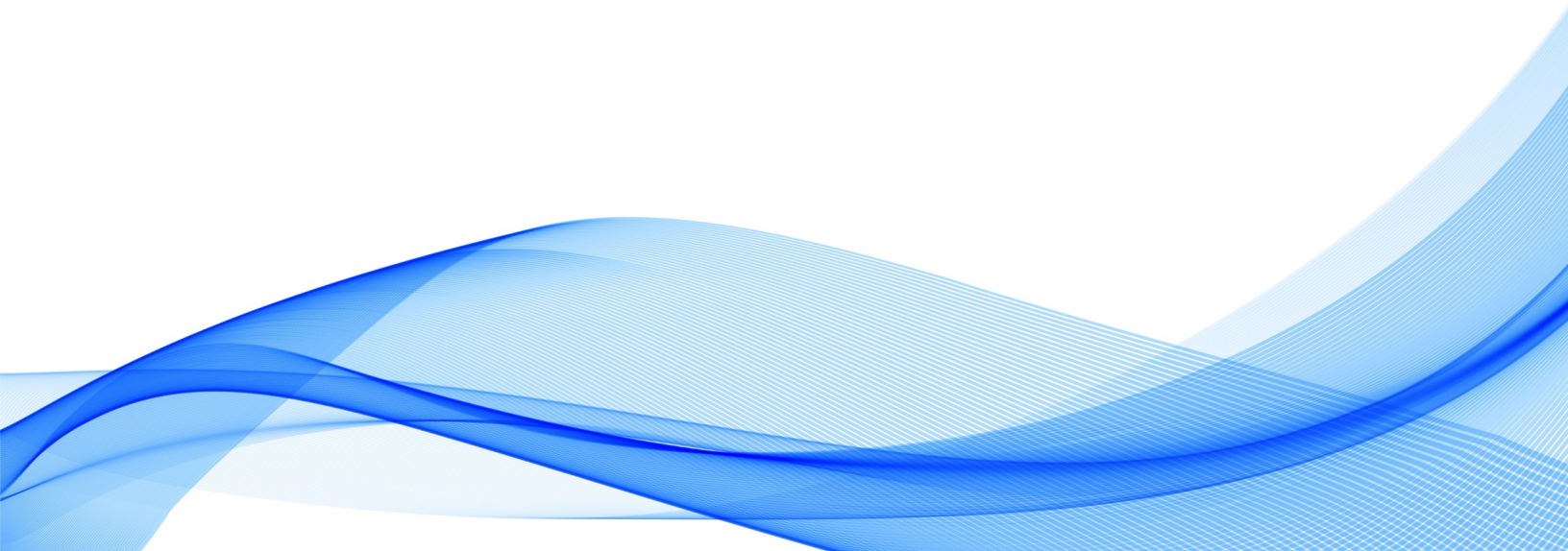


## The Digital Marketing Tree – Session 2 -WORKSHEET-

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## Branding

Here are my steps to ensuring you create a memorable brand!

1. Ensure you know your Target Market inside and out.
2. Ensure you are positioning yourself correctly in relation to your competition.
3. Understand your Value Proposition to your specific demographic.
4. Create Clear, Compelling, Consistent communication!

## Target Market

(Same as Previous Session)

There are 4 different customer type columns, but there may be more or less

### Demographic

Demographic segmentation groups customers and potential customers together by focusing on certain traits such as age, gender, income, occupation & family status.

	Type 1	Type 2	Type 3	Type 4
<b>Age</b>				
<b>Gender</b>				
<b>Income</b>				
<b>Level of education</b>				
<b>Religion</b>				
<b>Occupation</b>				
<b>Family Structure</b>				

### Psychographic

Psychographic segmentation groups customers according to psychological traits that influence consumption habits drawn from people's lifestyle and preferences. It is mainly conducted on the basis of "how" people think and "what" do they aspire their life to be.

<b>Hobbies</b>				
<b>Social status</b>				
<b>Opinions</b>				
<b>Life goals</b>				
<b>Values and beliefs</b>				
<b>Lifestyle</b>				
<b>Personality</b>				

### Geographic

Geographic segmentation involves segmenting your audience based on the region they live or work in. This can be done in any number of ways: grouping customers by the country they live in, or smaller geographical divisions, from region to city, and right down to postal code.

<b>Location</b>				
<b>Timezone</b>				
<b>Climate and season</b>				
<b>Cultural preferences</b>				

<b>Language</b>				
<b>Population type and density (urban, suburban, rural)</b>				

Behavioural

Behavioral segmentation refers to a process in marketing which divides customers into segments depending on their behavior patterns when interacting with a particular business or website.

<b>Spending habits</b>				
<b>Purchasing habits</b>				
<b>Browsing habits</b>				
<b>Interactions with your brand</b>				
<b>Loyalty to your brand</b>				
<b>Product feedback</b>				

## Positioning

Market positioning is a marketing strategy focused on building a unique identity that differentiates you from your competitors in the minds of your customers.

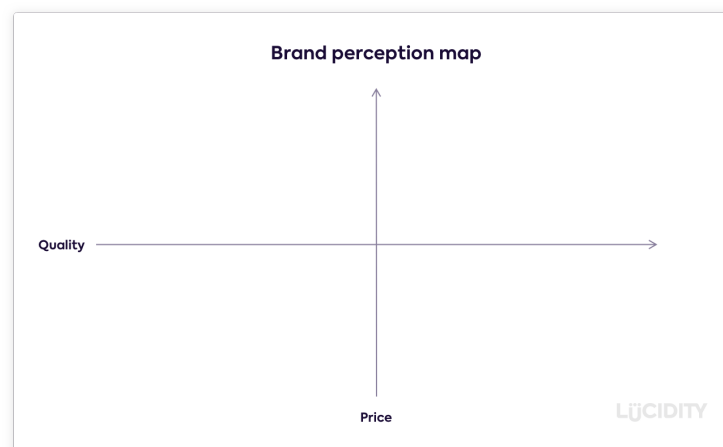
You should create a matrix around key aspects important to your clients and evaluate where you sit in relation to your competition.

Step 1: Using the Buyer Personas already identified, outline what their specific needs are in relation to your business.

Step 2: Identify what makes your product or service fulfil the need outlined.

Step 3: What differentiates you from your competition.

### Example Positioning Matrices:



For a tour company you could use: Price vs Number of locations visited.

For a B&B you could use: Price vs Quality of Breakfast etc.

For a hotel you could use: Price vs Proximity to local landmarks

## Value Proposition

Your business's value proposition is one of the most important elements of your overall marketing message.

It answers the question:

*"Why should your ideal customer purchase from you, rather than from somebody else?"*

1. List the physical features and factors of your destination.
2. Identify those aspects that are unique to your product or service.
3. Narrow down your product or service.
4. Start writing phrases.
5. Answer your customer's primary question: "What's in it for me?"

Look to create a Value Proposition:

You can use a formula, such as "We help [target market] [benefit] by [unique feature]", to craft your UVP.

### Examples:

Tour Company: *"We help solo travelers explore the world by connecting them with local guides and hosts".*

For a hotel/B&B: *"Our Resort is the ultimate family-friendly hotel for parents who want to enjoy a relaxing and fun vacation with their kids."*

## Content

For each element of communication, Email, blog post, Instagram feed and TikTok, you need to identify WHY you are posting/creating (BENEFITS), WHO else thinks this is great (CREDIBILITY), and then encourage your viewers to take ACTION.

## Benefits

List the benefits of your business as outlined in the UVP. Understand how they help your customer fulfil a need.

- 1.
- 2.
- 3.
- 4.
- 5.

## Credibility

What channels can you use to create credibility for your business?

List different ways you can create credibility (Tripadvisor, Airbnb, Facebook, Google Business, reviews, interactions, collaborations etc):

- 1.
- 2.
- 3.
- 4.
- 5.

## Call-to-action

There is little point in creating content without having a call-to-action in mind! A.B.H. Always Be Helping (your client fulfil their need)

Identify a few calls to action based on your business that will get your client to engage with you. E.g. Send a message, Make a reservation, Post a review, Post a picture etc.

- 1.
- 2.
- 3.
- 4.
- 5.