



MAC & MOORE

SHE IS FIERCE

MARKETING 101

// CHEAT SHEET

Mac&Moore was founded by Jess and Nat, two marketing professionals with a passion for looking under the bonnet of businesses. They help you define who you are and what you want to achieve - beyond a sales target on a whiteboard.

WHY WE'RE HERE

So you're a fierce female who's started a business, gone freelance or are thinking of turning your side hustle into a full-time earner. In which case you need to start thinking about marketing and how you're going to expose your business to the right audience and target customers.

LET'S GET STARTED

Are you right at the beginning and you have no idea where to start? Well, don't fear - here are our top tips for bossing your marketing and getting ahead of the crowd...

SAY MY NAME, SAY MY NAME

So you've decided to start a side hustle or a business. That's great! Firstly, you need to come up with a company name. Here are some ways for coming up with a name that's memorable and authentic to you:

// NEXT STEPS

- *Think of what your business offers - come up with synonyms and see if you like the sound of anything. Try a Google image search on words that connect to your business, sometimes that's a great way to spark ideas.*
- *Is your business solely you, a service you provide or something you create? Then sometimes just your name is enough! Just double check that it isn't already taken by somebody in a similar industry as this may affect copyright.*

CREATE A BUSINESS PLAN AND ALIGN WITH YOUR MARKETING PLAN

All start-ups should at least have a rough business plan in place with some set objectives and goals. This doesn't have to look at the next 1,2,3 years ahead but you need a basis for the next 6 months.

// NEXT STEPS

- *Download the Prince's Trust Business Plan and this should give you a rough guideline of how to structure your strategy and what you will need to include.*



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WHO ARE YOU TALKING TO?

As part of your business plan you'll be asked to list your target audience. It's crucial to understand who you're trying to reach, talk to and sell to. You might have several different target audiences for different reasons and you can use various marketing channels to reach them, so make sure you set some objectives.

// NEXT STEPS

- *Get a piece of A4 and write down all of the different audience types you're trying to talk to. For example, is it individuals, small businesses, corporates? List the reasons why you're talking to these businesses.*
- *If you're talking to individuals, then think about the type of customer you want and what would a profile of them be? Think about the age, location, gender, interests, beliefs and values. This will then help build a profile of what you want your customer to look like and make it easier to find and communicate with them.*

VISUAL IDENTITY

Once you've done the above, then it's time to think about what your brand looks like and how you'll communicate. Even if you're the only person in your business, you need to decide if you'll speak 'as you' or if you want to develop a brand personality and tone of voice that sits separately, and can allow you to grow.

// NEXT STEPS

• *There are some great blogs/books out there that are worth reading. Your task is to do some background reading - click a few of our favourites below:*

Fiona Humberston "How to Style Your Brand"

Paul Arden "Whatever you think, think the opposite"

Dave Trott "Creative Mischief"

Peter Gasca "The Difference Between..."

Women Who: Little Black Book: A Toolkit for Working Women

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