



MAC & MOORE

SHE IS FIERCE

MARKETING 102

// 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

You've set-up and you're already well on your way to establishing your business. WELL DONE YOU! You know the marketing basics and you're looking to create more traction and set yourself apart from the competition.

MARKETING CHANNELS

Now you've created your business plan, got a company name and brand, it's time to start thinking about what marketing channels you're going to use. Take the information you built about your target audience and find out where you're likely to engage with them, here are some examples that may be relevant:

Online & Social Media
Events
Direct Marketing
PR
SEO
Tactical

// NEXT STEPS

• *Pick the marketing channels you think are most relevant for your customer and write down why. That way you can make informed decisions and focus your precious time on the right places.*

SET S.M.A.R.T OBJECTIVES

Now you've picked your channels, you're ready to start engaging with your customers. Well it's always great to get some objectives set so you have some goals to aim for. In business you'll hear the jargon "KPI's (Key Performance Indicators). Businesses set these in order to ensure any work they carry out are creating results and you're not just spending time on something because you 'think you have to'.

// NEXT STEPS

• *Set some KPI's for your marketing objectives. For example, these could be 'grow my Instagram following by 1000 in 3 months'. That way you can review and see what is working well and what might need some extra attention. These are never set in stone either, you can always add and amend as you go.*



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PERSONAL BRAND

You've probably heard this phrase being thrown around a fair bit online, but what are the specifics of a personal brand that can actually be really effective? Standing out from the crowd is really important so working on your positioning within your marketplace (not trying to be all things to all people), your tone of voice so people connect with you and remember your brand. Having ethics/authenticity is key. Don't be afraid to "do you" and be confident in your approach, because if you're making a living from your ideas, you need to really believe in what you're saying. Here are a few of our favourites:

Lena Dunham

I love her tone of voice, honesty, vulnerability and dedication to women's rights. We regularly read *Lenny Letter* and love the content and guest writers who write on a range of subjects that allow us to see the world through somebody else's lens.

Megan Ellaby

A fashion blogger who stands out from the crowd. It isn't just about her style but also her thoughtful approach to her blogs, styling, photography and overall content. You get the sense Megan could be your pal and isn't offering intimidating fashion advice. Her warmth, Mancunian wit and being unafraid to laugh at herself makes her accessible and likeable. Plus, I haven't met anyone yet who doesn't want her wardrobe and haircut.

Cindy Gallop

In a world that is constantly telling us to conform, not only blows s**t up like Michael Bay, but also says it how it is with a greater purpose to create more conversation and equality. You can watch Cindy on one of our all-time favourite *Ted Talks*. It isn't for the faint hearted. But that's why we love her.

// NEXT STEPS

- Write down some individuals in business you admire and what you love about their personal brand.
- Write down what you believe your personal brand is. If your brand was a person, what would they be like? What would they wear? Where would they hang out at the weekend? What's their favourite food? Are they shy or outspoken? You get the idea...

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