



MAC & MOORE

SHE IS FIERCE

MARKETING 103

// 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

Your business is up and running, you've got a following off and online and you're beginning to make money. Well what's next and how can you take your business to the next level?

PRICE POINTS

Money can be a difficult subject, there's no doubt about it. You absolutely need to research and test out the market before setting your prices, but knowing where you sit within the marketplace can also be tricky. Imposter syndrome and self-doubt can lead to losing real cash if you don't know your worth and price up your products or services accordingly. Creative skills and crafts are incredibly valuable, and working on your confidence and self-promotion skills might just help you boost sales.

// NEXT STEPS

• *Practice pitching your product or service to friends of friends first so that you can confidently about price points. The best (and hardest) trick is to state the price then shut your mouth. Filling an awkward silence can mean devaluing what you have to offer before the other person has a chance to respond.*

PARTNERSHIPS

Get on board with some like-minded creatives/influencers/brands; this can be a great way to spark new ideas, boost creativity and create something totally new. Be involved with the "community over competition ethos" but try and think of ways that you can both make money from teaming up, rather than solely being used for profile-building or reaching a new audience.

// NEXT STEPS

• *Reach out to people within the Noisy Girls Club and try and hatch a plan to collaborate with someone doing a different but complementary hustle to your own.*



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STYLE AND SUBSTANCE

It's all very well having a beautifully curated page and website - but if nobody is seeing your work or buying it then it's kind of redundant. If you're serious about turning a passion project into a legitimate business, then it means wearing a lot of different hats. You can't just rely on your goods/services to sell themselves. Think social analytics, website traffic, sales data etc. Try and learn more about your audience's behaviour, for example are there particular times of the day/week/year that you get more interest or enquiries. With things like GDPR coming into play you'll need to think carefully about how you're engaging with your customers to ensure they can reach you, but also that they're hearing from you in a way that suits them.

// NEXT STEPS

• *Pick 3-5 bits of data that you track weekly, that could be email open rates, Instagram followers and unique website visits. Over time you should start to see trends, and you can change your marketing strategy based on real insights, rather than guesswork. Some website platforms like Squarespace and e-marketing systems like MailChimp have great reporting functionality built-in, but a spreadsheet/PowerPoint can work just as well, whatever works for you!*

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