



DYI Marketing

Post Pandemic

Presenter: Eric Vincent Allen, Founder/Partner



Who Are We?

- Black Ink Creative Partners LLC (Black Ink) was established by Eric Vincent Allen in 2014 as a graphic design house and has since grown into a full service visual communications, multi-media design and integrated marketing company doing business across the United States and Canada.
- We are a fully registered and insured government contractor with clients ranging from small businesses to national corporations, local municipalities to state and federal agencies.
- We have between 5 and 16 contracted artists, videographers, photographers, designers and management leaders working at any given time on various projects, with an additional 6 on call freelance professionals



Past & Present Clients

- City of Fargo ND
- William Shatner
- Manchester CT Parks and Recreation
- Manchester CT Board of Education
- Isothermal Community College NC
- Yale University CT
- Parent's Inc.
- Contract Ready
- Brookdale Community College NJ
- Marshall Amplification U.S.
- Godin Guitars, Canada
- Bulletproof Music Studios
- Asheville NC Transit Authority

Post Pandemic Marketing

What's different now?

1 - Health is a big concern

People want to feel safe with you, your employees, service and product - that message needs to be integrated, whether directly or through visual cues.

2 - Competition is more fierce as much as the playing field has been leveled

Less employed people means more start ups and more competition, however more cost effective marketing channels have opened or become cheaper platforms and more eyes are on these channels than ever before.

3 - Anyone can create marketing material

A cell phone and some free or cheap software

Do It Yourself

You work with what you have and up to the point you need to hire a professional.

What's the Difference?

Professionals are skilled and trained in the technology, science, history and data of design, advertising and marketing.

But you pay for that professional polish.

Starting out you don't need us.



You Have Everything You Need



What Are Your Trade Offs?

- **More Time More Work**
 - However time invested in your business is both earned and saved money
- **Less Polish**
 - However there are enough softwares out there to do the heavy lifting
- **More Personalized**
 - You are in control and can work on the fly, creating content immediately for a target audience
- **Less Effective**
 - Depending on your goals, it could be highly effective. The goal of the marketing determines the effectiveness

Time Management

- Delegate lesser tasks to someone else in your organization.
- Make a lists of tasks you can delegate to other people.
- Ask for help in your marketing efforts .
- Schedule a day for marketing, a day for editing and a day for deployment and stick to it.

**CONSISTENCY IN MARKETING IS KEY TO BUILDING A BASE AND
DELIVERING YOUR MESSAGE!**



Types of Marketing

There are two primary distribution methods that all types and methods fall under.

Outbound Marketing

Outbound marketing refers to intrusive promotion such as print ads, TV ads, cold calling, and email blasts. This marketing method is called “outbound” since the brand is pushing their message out to all consumers to spread awareness —whether they are in need of it or not.

Inbound Marketing

Inbound marketing, on the other hand, is focused on *attracting* customers rather than interrupting them. The majority of **inbound marketing** tactics fall under digital marketing as consumers are empowered to do research online as they progress through their own buyer’s journey (more on that later).

Types of Marketing

A. Traditional Marketing - Traditional marketing refers to promotion on any kind of channel that has been around since before the advent of the internet.

- a. Print
- b. Radio
- c. Television
- d. Out-of-Home
- e. Field Marketing

B. Digital Marketing - Digital marketing is leveraging technology that didn't exist traditionally to reach audiences in new ways. This type of marketing encompasses all marketing efforts that use an electronic device or the internet.

- a. Search Engine Marketing
- b. Content Marketing
- c. Content marketing
- d. Social media marketing
- e. Video marketing
- f. Voice Marketing
- g. Email Marketing
- h. Experiential/Interactive Marketing

What Works Best for Your Small Business?

Do you have a relationship with an existing audience/client base and can you connect with them without having to work too hard and spend lots of money?

Email

Leaflets and Brochures

Sales Calls

Coupons

Blog

Vlog

Samples

Website

Sales people

Mailers

Billboards

Radio

We want you to do it all on Social Media

1. **Set up social media accounts for your business.**
2. **Let your followers, clients, friends, family, partners and associates know you're biz SM handle and ask for a follow.**
3. **Determine what are the best channels to reach your audience.**
4. **Determine the best day to post your marketing and post every week on that day at that time**
5. **Engage - Ask questions, create a Call-To-Action**

DYI Marketing Takes Place on Social Media

HOW DO YOU CONNECT?

Organic



DYI Marketing Takes Place on Social Media

Settle on your connection method, try to deliver the message in Video going forward.

Because of technology, video has become the prime method of delivering messages across digital media platforms.

Global Media Group, declared back in 2019 - Video is the future of marketing [paraphrased].

Anyone can make videos.

Deliver your message

The Content

The message you deliver should fit your audience.

Your content should be delivered through a channel in which your target audience would use more frequently.

Should engage the audience, either through calls-to-action, commenting, giving discounts or special offers, or sharing of information.

The message should catch their attention.

Deliver your message

DAILY EXPRESS

THE WORLD'S GREATEST NEWSPAPER [EXPRESS.CO.UK](http://express.co.uk) WEATHER: SUNSHINE AND SHOWERS TUESDAY JUNE 12, 2018 60p

The unelected House of Lords is today forcing MPs to vote on the Brexit Bill...despite 17,410,742 Britons winning the right to leave. We have one simple warning to our elected representatives...

IGNORE THE WILL OF THE PEOPLE AT YOUR PERIL

TODAY the Daily Express asks every MP sitting at Westminster one simple question: **Whom do you serve?** Our elected representatives to the House of Commons this afternoon, begin a series of crucial votes on Theresa May's Brexit plan. The Prime Minister's EU Withdrawal Bill was supposed to be a straightforward piece of legislation cancelling Britain's

membership of the European Union and moving the legal path to an independent future. Instead, the Bill has been manipulated beyond recognition by the unelected members of the House of Lords.

Unleashed Brexit-hating peers, many enjoying lavish Brussels pensions, have transformed the Bill into a device for obstructing and potentially delaying Brexit, those clauses added by the Lords have even been

COMMENT

drafted in the hope that the departure process will be averted. One even has the cheek to demand a "meaningful vote" by Parliament before the country finally leaves the EU. While peers might not have received the message MPs have

full well that a "meaningful vote" has already taken place. It happened when 17.4 million people chose for the country to leave, the vote with Britain in the largest election in democracy in our history.

Some then, millions more who did not vote for Brexit in the 2016 referendum have come to the conclusion our national interest will be best served by delivering on that verdict and getting the job done. MPs

need to remember that meaningful vote when they decide which direction today to walk into the Commons over the next 48 hours.

Our constituents will be watching the vote closely and any hint of Brexit will not be forgotten the next time the grand election ballot box opens. Today the time has come for our elected representatives to decide - are you or are you not the servants of the people?

Cows lose their jobs as milk prices drop

By By Scott Calvert
THE BALTIMORE SUN

EASTON, Md. — As his 100 dairy cows lumbered over for their Monday afternoon milking, farmer Eric Foster pondered his sudden misfortune. Those Holsteins and Jerseys, profit machines during a recent milk boom, are now such massive los-

This unlikely combination of forces has hit Foster's milking parlor and other dairy operators with a vengeance. After soaring in 2007 and remaining high in much of 2008, milk prices paid to farmers have collapsed and are expected to remain dismal, even as feed and fuel stay fairly costly. Some dairy farmers have shut down. Others, like Foster, are

going to be in the dairy business." Economists are concerned. Although, consumers should benefit from somewhat lower prices at the supermarket, drop in the value of milk products a grim outlook for dairy farmers across the U.S.



Deliver your message

Man Tries to Hug a Wild Lion, You Won't Believe What Happens Next!

EARTH PORN — 1620 COMMENTS



Deliver your message

Posting your video (or other content) on your primary channel - ie: Linked In

Following week, post your new content on your primary channel, and post last week's content on another channel.

Continue the content reuse over channels week over week (unless an offer expires).

Recut the expired content and reuse

Recap

- Communicate with your existing clients first.
- Static advertising or video (30 sec to 3 minutes)
- Set up social media for your company across major platforms.
- Determine which channel is used primarily by your target audience.
- Create content weekly.
- Post same time and day each week and reuse previous week's content.
- Create engagement - ask questions, give offers, create CTAs, respond to comments.
- Deliver messages specific to your product or service and specific to the client's needs.
- Make claims you can back, deliver messages of safety and unaffected services.

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