

The Ultimate Marketing and PR Book

**Understand Your
Customers, Master Digital
Marketing, Perfect Public
Relations**

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Nick Smith and
Brian Salter

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PART 1

Your Marketing Masterclass

CHAPTER 1

What is
marketing?

Summary

Developed as a strategic response to intensified competition for customers, marketing is a relatively simple concept but a fundamental approach to directing a business.

In essence, marketing is a business philosophy that says it is easier to achieve your business objectives if you understand and meet customers' needs, and research indicates that marketing improves business performance. Customers should be the *raison d'être* of the business.

Four 'big ideas' are central to marketing: exchange, promise, matching, and customer or marketing orientation. Another key aspect of strategic marketing is our competitors, who are also interacting with our customers/potential customers.

Finally, there are five key behaviours that characterize businesses which have effectively (and profitably) made customer/marketing orientation the operational basis of their businesses: market sensing, quality focus, internal marketing, adaptive response and external relationships.

Fact-check (answers at the back)

1. Why can the meaning of marketing be misunderstood?
 - a) Because it is a relatively simple concept but a fundamental approach to directing a business
 - b) It is not related to the real world of business
 - c) It is a complex academic subject
 - d) It is only relevant to the US market
2. How can marketing be defined?
 - a) As a posh word for selling
 - b) It is the same as advertising and promotion
 - c) As the identification and anticipation of customers' needs and the profitable satisfaction of those needs
 - d) None of the above
3. What is the business philosophy of marketing?
 - a) Spending the most on advertising guarantees you a profit
 - b) It is easier to achieve your business objectives if you understand and meet customer needs
 - c) Customers will buy whatever you can produce
 - d) You only have to convince the customer once to be successful
4. Persuading buyers to choose the seller's product regardless of whether it is the best match to the customers' needs is known as what?
 - a) Production orientation
 - b) Sales orientation
 - c) Customer or marketing orientation
 - d) Retail orientation
5. Why did companies start to embrace marketing from the 1950s onwards?
 - a) There were more advertising media, such as TV, available
 - b) Advertising agencies had been invented
 - c) Most markets displayed intense competition for customers
 - d) Mail order was a new sales method
6. What does the Profit Impact of Market Strategies (PIMS) study?
 - a) The relationship between strategy and profit
 - b) The characteristics of the best managers
 - c) The size of the US export market
 - d) The differences between capitalist and communist systems


7. What are the two marketing outcomes that PIMS identified as strongly and positively related to profitability?
- a) Brand logo and colour
 - b) Relative market share and customer perceived relative value
 - c) Size and frequency of advertisements
 - d) Range and content of sponsorship deals
8. Why must a marketing strategy take the competition into account?
- a) The rate of change in society is so fast
 - b) They too are focusing on our customers/potential customers
 - c) International trade is important
 - d) The Internet is important
9. What are market sensing, quality focus, internal 'marketing', adaptive response and external relationships?
- a) Terms used in new product testing
 - b) Sales management techniques
 - c) Key behaviours of businesses that have effectively made customer/marketing orientation an operational basis of their businesses
 - d) None of the above
10. What is a key concept of the customer/marketing orientation?
- a) Exchange
 - b) Promise
 - c) Matching process
 - d) All of the above

CHAPTER 2

Marketing
and the
customer

Motives

At the heart of a perceived need is a **driver**, a motive. Abraham Maslow produced a hierarchical structure of needs based on five core levels:

| | Need | Motive |
|---|--------------------|--|
| Lower level  Upper level | Physiological | Water, sleep, food |
| | Safety | Security, shelter, protection |
| | Belongingness | Love, friendship, acceptance by others |
| | Ego | Prestige, status, accomplishment |
| | Self-actualization | Self-fulfilment, personal enrichment |

Summary

Customers can be individuals or organizations.

Behind every perceived consumer need is a driver or *motive*. Motives are filtered through our *values*, our broad preferences concerning appropriate and good actions or outcomes. Family, school, religion and peer group are major influences on these.

The *attitudes* we develop are our tendency to respond positively or negatively towards certain stimuli. Our attitudes incorporate our motives and values but are also affected by our experiences. Customer behaviour has traditionally been seen as a *problem-solving process*. PEST drivers in the wider environment influence this behaviour.

Organizational markets differ from consumer markets in four key ways: they are smaller, demand is derived from organizational objectives, decisions are made by groups of participants, and perceived needs contain corporate and personal elements.

Effective *market segmentation* divides customers into measurable and accessible segments of appropriate critical mass according to differences in perceived needs.

Fact-check (answers at the back)

1. What is at the heart of a perceived need?
 - a) An advertisement
 - b) A motive
 - c) A film
 - d) A book
2. What, according to Maslow, is the lowest level need?
 - a) Physiological level
 - b) Wants level
 - c) Ego level
 - d) Self-actualization level
3. What does Maslow consider motives such as self-fulfilment and personal enrichment to be?
 - a) Spending to the limit on your credit cards
 - b) Self-actualization needs
 - c) Basic needs
 - d) Being wealthy
4. What are values?
 - a) Our broad preferences concerning appropriate courses of action or outcomes
 - b) Our ability to detect falsehoods
 - c) Our ability to solve puzzles
 - d) Our ability to recall dreams
5. What are attitudes?
 - a) Our ability to play sports
 - b) Our ability to learn a musical instrument
 - c) Our ability to tell jokes
 - d) A predisposition to respond positively or negatively towards a certain stimulus
6. What has customer behaviour traditionally been seen as?
 - a) A problem-solving process
 - b) Linked to advertising
 - c) Totally linked to the weather
 - d) Unexplainable
7. Why are organizational markets different from consumer markets?
 - a) There are relatively few customers in organizational markets
 - b) Demand is derived from the needs of the organization
 - c) Decision making is complex and involves both organizational needs and the personal needs of the individuals involved
 - d) All of the above
8. In the decision-making unit (DMU), what does the 'gatekeeper' role involve?
 - a) Making sure the doors are closed
 - b) Controlling the flow of information
 - c) Preventing non-DMU members from entering the room
 - d) Keeping the minutes to the meeting

9. In addition to differences in customers' perceived needs, for market segmentation to be effective what do the segments need to be?

- a) Measurable
- b) Accessible
- c) An appropriate critical mass
- d) All of the above

10. What are the elements of the PEST 'environment'?

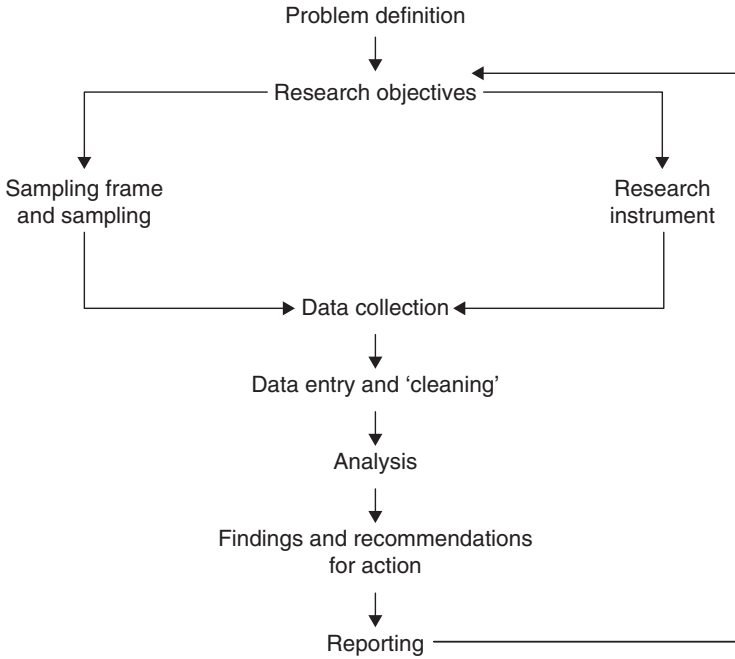
- a) Painting, English, sociology and training
- b) Power, engineering, selling and transport
- c) Processes, experiences, solutions and testing
- d) Political, economic, social and technological

CHAPTER 3

Marketing
information
and
marketing
research

The primary research process

Primary research is a process that can be illustrated as follows:



Sampling frame and sampling

| Sample size | Level of confidence 95% | Level of confidence 90% |
|-------------|-------------------------|-------------------------|
| 500 | ±4.4% | ±3.7% |
| 1,000 | ±3.1% | ±2.6% |
| 1,500 | ±2.5% | ±2.1% |

Allowable error (±) at 95- and 90-per-cent levels of confidence associated with various sample sizes

Analysis

Frequency analysis or one-way tabulation.

| 1 Value label | 2 Value | 3 Frequency | 4 Percentage | 5 Valid percentage | 6 Cumulative percentage |
|---------------|---------|-------------|--------------|--------------------|-------------------------|
| Yes | 1 | 90 | 32.14 | 32.14 | 32.14 |
| No | 2 | 180 | 64.29 | 64.29 | 96.43 |
| Don't know | 3 | 10 | 3.57 | 3.57 | 100.0 |
| Total | | 280 | 100.0 | 100.0 | |

- 1 The value labels: the predetermined answers to the question. In this example the question would have been a dichotomous question (Yes/No answer) with a Don't know option.
- 2 The 'value' or coding (1 = Yes etc.) assigned to the value label and entered in the database.
- 3 The number of respondents by each category (Yes, No, Don't know) for this variable = the frequency of that answer. The total sample size in this example was 280.

Cross-tabulation

| Value label | Value | | Strongly agree | Agree | Disagree | Strongly disagree | Total |
|--------------|-------|---------------------------------|-------------------------|--------------------------|---------------------------|--------------------------|----------------------------|
| Male | 1 | Frequency Percentage | 6 6.2 | 25 25.8 | 45 46.4 | 21 21.6 | 97 100.0 |
| Female | 2 | Frequency Percentage | 18 11.8 | 36 23.5 | 76 49.7 | 23 15.0 | 153 100.0 |
| Total | | Frequency Percentage | 24 9.6 | 61 24.4 | 121 48.4 | 44 17.6 | 250 100.0 |

Summary

Marketing research (MR) acts as a link between customer and organization. It is an investment for organizations, and there is a trade-off between the cost and the benefit obtained in capturing information that reduces risk in decision making.

MR can be applied to many marketing problems including establishing segment size, and defining customers' needs or attitudes to the benefits perceived in different products. Modern IT enables organizations to produce information valuable for marketing decision making.

Secondary research is research that has been conducted by others, not necessarily focusing on our needs. The major sources are government, public bodies, trade/professional bodies and commercial research providers.

The primary research process involves defining the problem, research objectives, sampling frame and method, and research instrument and questions. When the data have been collected using an appropriate method, the findings are analysed and can be reported.

Fact-check (answers at the back)

1. What is a key issue of the AMA definition of marketing research (MR)?
 - a) It's a link between customer and organization
 - b) It's another name for the R&D department
 - c) It's specific to pharmaceutical businesses
 - d) It's mainly an American activity
2. What is a system that formally gathers, analyses and distributes information to managers known as?
 - a) A talking shop
 - b) A marketing information system
 - c) An in-house website
 - d) A company newsletter
3. What is information gathered about the general marketing environment including customers, intermediaries, competitors, suppliers and the general PEST environment known as?
 - a) Office gossip
 - b) Marketing intelligence
 - c) Making contacts
 - d) Networking
4. What is secondary research?
 - a) Research conducted by others, not necessarily focusing on our particular needs
 - b) Research conducted after the main research
 - c) Research that is of less value
 - d) Research conducted by our customers
5. How is quantitative research different from qualitative research?
 - a) There is much more of it
 - b) The results from quantitative research can be presented in quantitative form, e.g. '65 per cent like our product.'
 - c) It can only be done by academics
 - d) It is free
6. What is sampling, where each unit has the same chance of being sampled, known as?
 - a) Probability or random sampling
 - b) Unknown sampling
 - c) Researcher's sampling
 - d) Explainable sampling

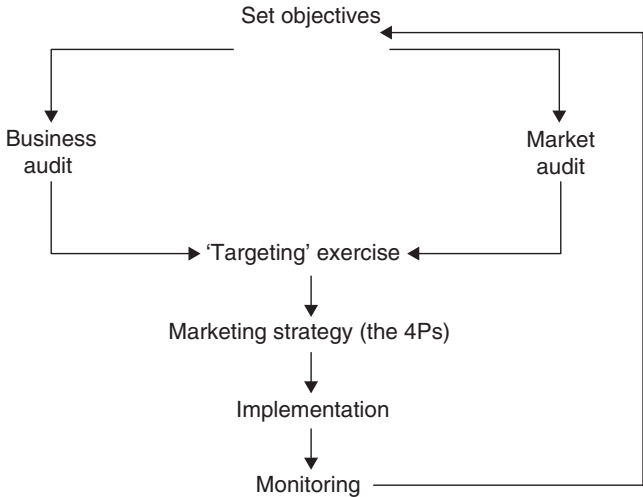
7. What are the two broad question types?
- a) Right and wrong
 - b) Open and closed
 - c) Short and long
 - d) Difficult and easy
8. What is one of the problems with self-completion data collection (including web-based)?
- a) Analysing them
 - b) Non-response bias
 - c) Preventing fraud
 - d) Handling complaints
9. A primary research database has which two elements?
- a) Time and cost
 - b) Completed and aborted
 - c) Right and wrong
 - d) Cases and variables
10. What is cross-tabulation?
- a) An error report
 - b) Corrupted data
 - c) Analysis of two variables simultaneously
 - d) Processing of incorrect cases only

CHAPTER 4

Strategic marketing

The marketing planning process

We can translate the four stages of strategic marketing planning into a marketing planning process, as shown here.



The marketing planning process

The 'targeting' exercise

These two tasks can be represented in the following matrix.

| | | Market/segment attractiveness to the organization | |
|--|------|---|-----|
| | | High | Low |
| Organization's attractiveness to the market/segments | High | 1 | 2 |
| | Low | 3 | 4 |

The targeting matrix

- **Cell 1** This cell is the segment or segments that are highly attractive to the organization and to whose buyers the organization is highly attractive. This is the most effective matching of the organization to the segments.
- **Cell 2** Here the organization is still highly attractive to the segments but these segments are less attractive to the organization (they may be too small or offer poor creditworthiness). In this case the marketer may choose to 'sub-segment' the segments to isolate the most attractive parts that may be worth targeting.
- **Cell 3** While the segments are attractive to the organization, the segments do not perceive the organization to be attractive to them. In this case the marketer needs to assess the basis of this perception. If our offering is objectively poorer than our competition, we must do something to address this disadvantage (e.g. improve product quality). However, if we can find no objective difference between our offering and that of our competitors, the problem is one of communication.
- **Cell 4** In this case the segments are unattractive to the organization and the organization is unattractive to the segments. Marketers 'de-target' (redirect resources away from these segments) in such circumstances.

Alternative approaches

The Boston Box

| | | Relative market share | |
|--------------------|------|-----------------------|---------------|
| | | High | Low |
| Market growth rate | High | Star | Problem child |
| | Low | Cash cow | Dog |

The Boston Box

Source: Boston Consulting Group

The Ansoff Box

The Ansoff Box ranks the best return on effort in the short term based on four product/customer relationships.

| | | Customer | |
|---------|----------|----------|-----|
| | | Existing | New |
| Product | Existing | 1 | 3 |
| | New | 2 | 4 |

The Ansoff Box

Source: H. Igor Ansoff, *Corporate Strategy* (Harmondsworth: Penguin, 1965)

Porter's Three Generic Strategies

| | | Strategic advantage | |
|------------------|-------------------------|--------------------------------------|-------------------------|
| | | Uniqueness perceived by the customer | Low cost position |
| Strategic target | Industry wide | Differentiation | Overall cost leadership |
| | Particular segment only | Focus | |

Three Generic Strategies

Source: Michael E. Porter, *Competitive Strategy* (Free Press, 1998)

Summary

Marketing planning is a strategic activity – marketers have to make a range of decisions that translate into actions in the future to achieve their objectives. It is a decision process that focuses on matching the strengths of the organization to market opportunities and creating detailed action plans designed to deliver the organization's objectives.

The steps involved in market planning are:

- 1 setting objectives
- 2 reviewing the strengths and weaknesses of the organization (through a business audit)
- 3 assessing the opportunities and threats in the marketplace (through a market audit)
- 4 conducting a 'targeting' exercise that matches the strengths of the organization to opportunities presented by different market segments
- 5 developing an integrated marketing strategy (marketing mix)
- 6 implementing and controlling the execution of the strategy to meet the organization's objectives.

Marketing planning is a key strategic link between the organization and its marketplace and plays a vital part in the successful management of a business.

Fact-check (answers at the back)

1. What is marketing planning?
 - a) A strategic activity
 - b) A gift some businesspeople are born with
 - c) A skill you can only learn from a business school
 - d) A technique only management consultants use
2. What does the marketing planning process start with?
 - a) Advertising
 - b) Selling
 - c) Setting objectives
 - d) Retailing
3. What does the business audit review?
 - a) Economic climate
 - b) Strengths and weaknesses of the organization
 - c) Trends in social attitudes
 - d) Competition
4. What does the market audit review?
 - a) Opportunities and threats in the business/market environment
 - b) Skills in our organization
 - c) Our sales growth over the last three financial years
 - d) Our operating profit over the last three financial years
5. What does the 'targeting' exercise help marketers do?
 - a) Decide which segments the organization will focus on
 - b) Check if the plan is going to be effective
 - c) Win prizes in business competitions
 - d) Respond positively to journalists' requests for information
6. The marketing mix involves decisions regarding what?
 - a) Rebates, rates, revisions and returns
 - b) Product, price, place and promotion
 - c) Scales, summaries, shifts and scenarios
 - d) Training, timetables, tokens and tolls
7. What is the purpose of monitoring?
 - a) To ensure that the plan achieves the stated objectives
 - b) To check that employees are doing their jobs
 - c) To decide who will receive bonuses
 - d) None of the above

8. What is the Boston Box based on?

- a) Making sure that the product's packaging meets customers' needs
- b) Improving the in-house flow of information
- c) Preventing competitors discovering our strategy
- d) Relative market share and market growth rate

9. What is the Ansoff Box based on?

- a) The relationship between existing and new customers and existing and new products
- b) Relative market share and market growth rate
- c) The critical mass of markets and segments
- d) None of the above

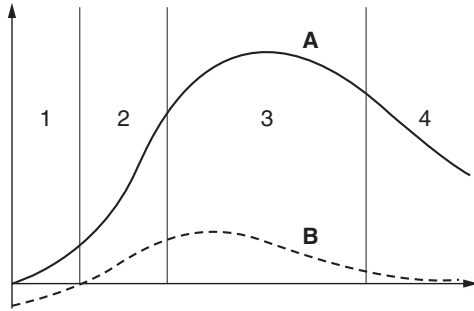
10. What are Porter's Three Generic Strategies?

- a) Processes, solutions and testing
- b) Leadership, motivation and remuneration
- c) Production, selling and marketing
- d) Overall cost leadership, differentiation and focus

CHAPTER 5

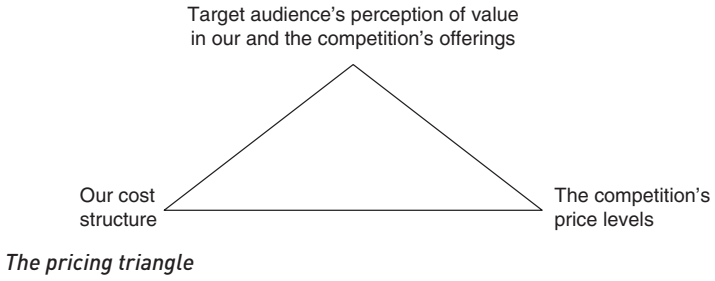
The
marketing
mix – product
and price

The product life cycle



The product life cycle

Price



| | Scenario | | | | | |
|--------------------------------|----------|---------|---------|---------|---------|---------|
| | A | B | C | D | E | F |
| Units number | 5,000 | 5,000 | 5,000 | 15,000 | 5,000 | 20,000 |
| Unit price £ | 10 | 20 | 10 | 10 | 10 | 10 |
| Revenue (units × unit price) £ | 50,000 | 100,000 | 50,000 | 150,000 | 50,000 | 200,000 |
| VC per unit £ | 4 | 4 | 8 | 8 | 10.5 | 10.5 |
| VC per unit × units £ | 20,000 | 20,000 | 40,000 | 120,000 | 52,500 | 210,000 |
| FC £ | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 | 30,000 |
| Profit/loss £ | 0 | 50,000 | -20,000 | 0 | -32,500 | -40,000 |

- A** This is an example of the simple breakeven position. In this scenario 5,000 units at a selling price of £10.00, a variable cost (VC) per unit of £4.00 and fixed costs (FC) of £30,000 will yield breakeven.
- B** In this scenario the price is double that of scenario A while all other factors remain the same. In this case the organization would deliver a profit of £50,000. This example demonstrates the effect on the 'bottom line' of increasing price levels.
- C** This scenario is the same as A apart from increased variable costs (up from £4.00 per unit to £8.00) and this yields a loss of £20,000.
- D** This is the breakeven position based on the costs in scenario C. The units of output need to triple (from 5,000 to 15,000). This demonstrates that, when the difference (known as the 'contribution') between the selling price and the variable cost is relatively low (£2.00 in this case), units of output have to increase significantly to achieve breakeven.
- E** This scenario is the same as A but with increased variable costs (up from £4.00 per unit to £10.50), £0.50 more than selling price. This scenario yields a loss of £32,500.
- F** In this scenario units of output have quadrupled but losses have increased (from £32,500 to £40,000). This demonstrates that increasing output will only worsen the organization's losses when variable costs are *above* selling price.

Summary

In this chapter we focused on two parts of the marketing mix: product and price.

Product is anything that satisfies a customer's perceived needs, and involves both tangible and intangible elements. Services tend to be more intangible than products. Features are a product's capabilities and carry benefits, which may be tangible (such as safer braking) or intangible (such as brand).

The product life cycle is introduction–growth–maturity–decline. Although new product development is expensive, finding new solutions to changing customer needs is vital.

Three forces influence pricing: audience perception of value, cost structure and competitors' prices. A key concept is value – benefits against price. When all offerings carry the same benefits, the lowest price offering represents the best value.

Cost is not the same as price but is the monetary value of profitable production/delivery and includes fixed and variable elements.

Fact-check (answers at the back)

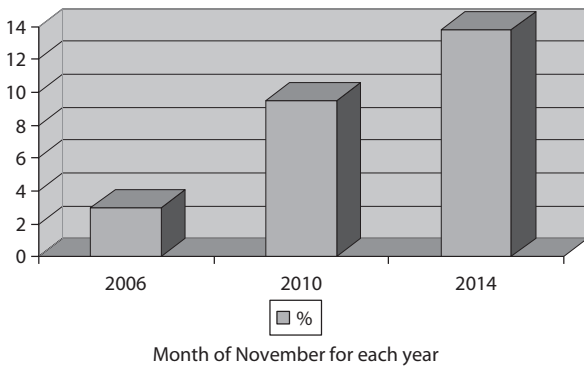
1. What is a product ?
 - a) The outcome of customers' spending
 - b) The motive driving customers' needs
 - c) The end result of a purchase
 - d) The fundamental basis of the marketing mix
2. Do products have either intangible or tangible benefits, but not both?
 - a) Yes, that's correct
 - b) Only for services
 - c) No, products can have both intangible and tangible benefits
 - d) Only for luxury food products
3. What is a product feature?
 - a) The basis for an advertising campaign
 - b) The product's capabilities that carry benefits to customers' needs
 - c) The best aspect of a product
 - d) An article in a magazine about a new product
4. What is a brand?
 - a) The packaging
 - b) The theme for an advertising campaign
 - c) A new product idea
 - d) An important form of intangible benefit
5. What is the growth and subsequent decline in a product's revenue over time known as?
 - a) Product life cycle
 - b) Product trajectory
 - c) Product roller coaster
 - d) Product big dipper
6. What is new product development (NPD) success linked to?
 - a) The diffusion of innovation
 - b) The advertising budget
 - c) The product's time in development
 - d) The time of year it is launched
7. What does Levitt's concept of 'marketing myopia' say?
 - a) Customers do not see all the products available to them
 - b) Customers do not see all advertisements
 - c) Marketers cannot see all the potential customers in the market
 - d) Organizations must be customer oriented rather than product oriented

CHAPTER 6

The
marketing
mix – place

Changing channels

The chart below shows the Internet share in percentage terms of the average weekly value of all retailing in the UK in the period 2006–14.



Internet share (%) of average weekly value for all retailing in UK

Source: Retail sales – November 2014: Office for National Statistics, UK

Summary

In this chapter you learned that 'place' in the marketing mix is largely about channels of distribution – how a product/service is made available to the customer. Marketers can use intermediaries – retailers, wholesalers – if they add value to the marketing process, or they can trade directly with customers to reduce costs and increase the potential for building customer relations.

Direct channels can be broadly divided into traditional and new media. The recent significant growth of the Internet in terms of percentage share of the value of all UK retailing is one example of how different channels grow and decline over time.

Channels can have different characteristics.

Some are exclusive relationships, like the dealer networks in the automotive market. Sometimes the intermediary can be the most powerful member of the distribution channel, as is the case with leading UK supermarkets.

Some organizations choose to be in the same channels as their competitors; others select channels offering a different route to their customers, such as direct marketing rather than retailers.

Fact-check (answers at the back)

1. What is a channel of distribution?
 - a) Selling to Europe
 - b) Those third parties that make the product or service available for use or consumption by the customer
 - c) The spread of sales in different markets
 - d) None of the above
2. Why must an intermediary like a retailer add value?
 - a) Because of the common law of contract
 - b) They are only a service provider
 - c) They add cost so, if they do not add value, there is no reason for a producer to use them
 - d) They are overrated
3. Why are wholesalers different from retailers?
 - a) They do not advertise
 - b) They sell to those buying for resale or business use
 - c) They have the highest sales volumes
 - d) All of the above
4. What are two aspects of direct marketing?
 - a) Traditional and new media
 - b) Profitable and non-profitable
 - c) Bulk based and individual units
 - d) Products and services
5. Why is change over time important when considering channels?
 - a) Because of seasonality
 - b) Because of the increasing cost of travelling
 - c) Over time different channels grow and then decline
 - d) Because of the lack of opportunities for out-of-town developments
6. What does channel captaincy refer to?
 - a) Taking the lead in developing a marketing campaign
 - b) Having control of shipping lines to Europe
 - c) The best retailers to use for products targeted at the leisure sailing market
 - d) Those members of the channel that have the most power
7. Although channel members depend on one another, what do they often do?
 - a) Act alone in their own short-term best interests
 - b) Misunderstand their roles
 - c) Fail to communicate with one other
 - d) Have different views about marketing

8. What is the starting point for deciding a distribution strategy?

- a) Who is available
- b) The production department
- c) Whether the channel puts the product where the customer wants to buy it
- d) Falling sales volumes

9. Why do organizations often want to be in the same channel as their competitors?

- a) They may be missing something
- b) Customers see their product at the same time they see their competitors' product
- c) They don't want to be left out
- d) It is what they have always done

10. What dramatic increase in sales illustrates the growth of the Internet as a channel?

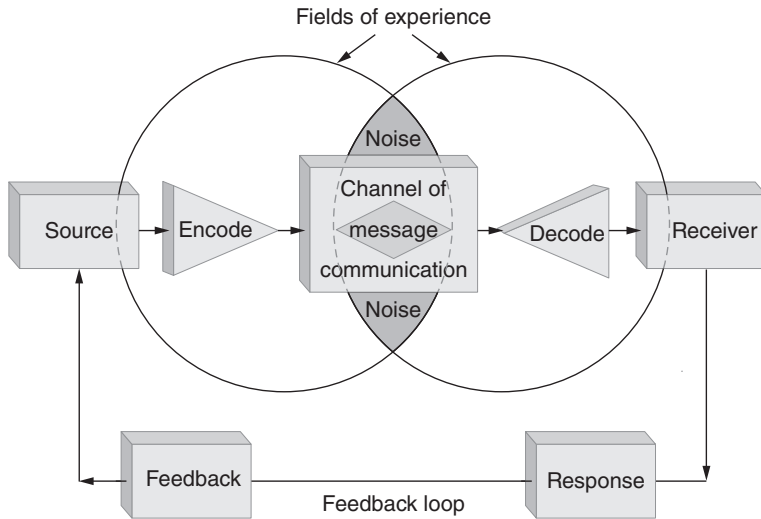
- a) The BBC
- b) The Charities Commission
- c) Amazon.com
- d) Marmite

CHAPTER 7

The
marketing
mix -
promotion

Promotion and marketing communications

Communication is a process as depicted in the following model:



The communication process

The communication process involves ten elements.

- 1 **Source** – the organization sending the message to another party
- 2 **Encode** – the process of putting the intended message or thought into symbolic form, i.e. words and images
- 3 **Message** – the set of words, pictures or symbols that the source transmits
- 4 **Channel of communication** – the medium or media used by the source to carry the message to the receiver
- 5 **Decode** – the process by which the receiver assigns meaning to the message sent by the source
- 6 **Receiver** – the party receiving the message, normally the customer or potential customer but also including groups that may influence their opinions and behaviour
- 7 **Response** – the reactions of the receiver exposed to

the message; this may be either a move from a state of unawareness of an offering to awareness or a move to a more committed position that will lead to a purchase

- 8 **Feedback** – the part of the receiver's response that is communicated back to the source, e.g. marketing research results
- 9 **Noise** – the unplanned 'static' or distortion during the communication process, which results in the receiver getting a different message from the one sent by the source. 'Static' could include competitors' messages, articles in magazines, blogs, etc.
- 10 **Fields of experience** – the more the source's and the receiver's fields of experience overlap, the more effective the message is likely to be.

5 Creating the promotional programme

The following is an example of a simple programme:

| Medium | Activity | Month 1 | Month 2 | Month 3 | Month 4 |
|------------------|----------------|---------|---------|---------|---------|
| TV | 4 × 60 seconds | × | | × | |
| Radio | 6 × 20 seconds | | × | | × |
| Press | 4 × ¼ page | × | | × | |
| Twitter | Weekly feed | × | × | × | × |
| Public relations | News releases | × | | × | |

Summary

In this chapter you learned that promotion is about marketing communications and is concerned with informing and persuading your target market. It is the most visible part of the marketing mix, appearing alongside entertainment on TV and radio, in the cinema and on the Internet.

Ideally, marketing communications should manage the customer relationship with the brand. At its root, communication involves encoding a message to be decoded by the receiver.

The seven key decision areas involved in developing a promotional strategy are: defining the audience; setting objectives; creating the message(s); selecting the media; creating the programme; setting the budget; and evaluating the results.

When promoting a product/service, marketers must not use the promotional process to mislead customers. Legislation and regulation exist to protect customers, but it is the responsibility of professional marketers to act ethically and not to make unsubstantiated claims.

Fact-check (answers at the back)

1. What is the promotion part of the marketing mix?
 - a) Marketing communications
 - b) The 'glossy' part
 - c) All about TV
 - d) Not important to the success of the business
2. Why does a large proportion of the general public perceive promotion to be synonymous with marketing?
 - a) Advertising *is* marketing
 - b) Promotion is the most visible part of the marketing mix
 - c) It's part of the entertainment business
 - d) All of the above
3. What does the heart of the communication process involve?
 - a) Closing the sale
 - b) Getting the best price for printed materials
 - c) The source encoding a message to be decoded by the receiver
 - d) Subliminal messages
4. How must promotional objectives be set?
 - a) In terms of moving the audience through a series of attitudinal stages to the purchase stage
 - b) In terms of sales
 - c) According to the time of the year
 - d) According to the number of specialist sales staff available
5. What can messages be?
 - a) Read or heard
 - b) Seen or viewed
 - c) Informative and/or persuasive
 - d) None of the above
6. What is media reach?
 - a) The number of people in an audience that will be exposed to the message carried by the medium
 - b) The reputation of a newspaper or TV channel
 - c) The amount a customer must pay to access a medium
 - d) Always much higher than the medium claims
7. What are the two components of creating a promotional programme?
 - a) The mix of media to be used and the schedule of activities over the time of the campaign
 - b) Sales staff and marketing staff
 - c) Time of year and product type
 - d) Retailer and competitor activity
8. Why is it difficult to measure the financial return, such as sales or profit, on promotional spend?
 - a) Because of the way costs are accounted for
 - b) Seasonal factors need to be taken into account
 - c) So many factors additional to the promotional activities influence such measures
 - d) Because of differences in retailers' sales systems

9. Why may it be tempting to make an unsubstantiated claim?

- a) To attract attention
- b) To mislead the competition
- c) To get the campaign under way quickly
- d) To make the shareholders happy

10. In addition to regulation, for what reason must the professional marketer guard against making unsubstantiated claims?

- a) It's bad for business
- b) Because of competitors' reactions
- c) Because of retailers' reactions
- d) None of the above

PART 2

Your Digital Marketing Masterclass

CHAPTER 8

Building the
ultimate
sales
website

Summary

If you go through the things recommended in this chapter, you should have a website capable of making sales within a short period of time.

But don't just rest on your laurels. Keep tweaking, testing, tweaking and testing until it becomes second nature.

If there is one constant in marketing, it is that you and your market will always be changing!

Things that worked a year ago don't work now. Those that work now might not work as well a year from now.

So keep an eye on your website (or hire someone once it is making money to do that for you) and it will be a source of income for years to come.

Fact-check (answers at the back)

- When building your site, you need to have:
 - The ultimate sales website right out of the gate
 - A good site to start and the ultimate site later
 - A bad site to start and the ultimate site later
- Landing pages are:
 - Pages that are fallen on sometimes, causing them to break
 - The first page your visitor sees
 - The place where you sell your visitor stuff
- Sales pages are:
 - Pages that people should come to first
 - Pages that people should come to second
 - Pages that people should come to when ready
 - Pages that are basically the same as landing pages
- How many sales funnels are out there?
 - 1
 - 2
 - 3
 - 4
- These sales funnels include:
 - Immediate 'buy now' pages
 - An email follow-up series
 - Webinars
 - All of the above
- The website tracker of choice is:
 - Google Analytics
 - Anything that you can get a hold of that costs money
 - Whatever works best for you: do your research
- The best way to get to know GA is:
 - Use it
 - Use it a lot
 - Go through everything many times
 - Watch the video tutorials
 - All of the above
- When you find a page many are going to but are then leaving, what can you do?
 - Spice it up a bit
 - Force your visitors to visit a new page with ninja mind tricks
 - Change your site completely
- When split testing:
 - Test only one thing at a time
 - Test two entirely different pages each time
 - Change at least two things on the new page you are testing
- There is a point at which you can just stop testing and learning new things:
 - True
 - False

CHAPTER 9

SEO: The backbone of any digital marketing strategy

Summary

The following is a summary of what I suggested above in the SEO area:

- 1 Get a fast-loading well-designed site.
- 2 Create great content that your customers and potential customers will love, that meets a need they have (whether they know it now or not).
- 3 Become active in your niche (and area if you are a local business) and reach out to the established people around you to start getting links and traffic. Comment on other blogs in your niche (giving valuable insight) and leave your link.

That is it ...That is pretty much SEO. In Chapter 10 we will talk about the next traffic source – social media.

Fact-check (answers at the back)

1. SEO stands for:
 - a) Super epic organization
 - b) Search engine optimization
 - c) Send error out
 - d) Search engine opposition
2. Digital marketing is:
 - a) A holistic approach to marketing in a primarily digital age
 - b) A great way to trick people into buying from you
 - c) The ultimate way to make lots of money overnight
 - d) Pure magic and impossible to learn
3. SEO is:
 - a) A game where you learn to get one over on Google and get free traffic to your site
 - b) The only way to get traffic to your site
 - c) Becoming more and more a holistic website experience for the user and is only one of many ways to get traffic
 - d) The be-all and end-all of digital marketing
4. Keywords are:
 - a) Words shaped like a key
 - b) Special magic words
 - c) Words that you repeat three times and get traffic to your site
 - d) The words that people type into Google/Yahoo to find your site
5. There are two areas you need to keep in mind when you want to start getting traffic. These are:
 - a) Nice-looking websites and cool graphics
 - b) The latest cutting-edge technology and a private server
 - c) On-page and off-page criteria
 - d) You should have done the Google rain dance and worn your lucky Google pin while turning around three times before sitting at your computer
6. One key to reaching customers is:
 - a) Finding them after they have purchased from a competitor
 - b) Reaching them before they even know they need your product/service
 - c) Brainwashing them from birth to want your product
 - d) Being really nice
7. An optimized page is:
 - a) A page that looks nice
 - b) A page that has been customized
 - c) A page that has your keyword choice strategically put all over it (not too much though)
 - d) A page made to trick the search engines into thinking that your page is perfect for that keyword

8. You should optimize each page for how many keywords?

- a) 1
- b) 2
- c) 3
- d) 4

9. Great ideas for content are:

- a) Interviews with related experts
- b) Videos
- c) Long articles (1,000 plus words)
- d) All of the above

10. My recommendations for CMS and hosting are:

- a) WordPress and a Cloud server on Hostgator
- b) Custom made and GoDaddy
- c) Custom made and a private server privately run
- d) None of the above

CHAPTER 10

Social
media
marketing
madness


Summary

Be real and interactive on your social media accounts and post things that people get emotionally involved with, and you will be light years ahead of your competition.

Focus on not being boring and check your updates constantly. If you don't hire someone to be doing it on a continual basis, there are many places online like UpWork.com where you can find people who will do it for a reasonable monthly fee.

Be involved in as many platforms as possible from Facebook to YouTube and everything in between. This gives your customers multiple ways to interact with you and also gives you authority in Google's eyes.

Be sure to include getting on Google+; whether you actually get traffic itself, this more than anything else can get your business noticed by Google and can get you listed in two spots on the first page of Google if you do it right.



Big things now include images and videos but mostly images are king now. The latest updates Facebook just made increase the up front and centre position that Facebook was already giving images. So images are not going away anytime soon.

Fact-check (answers at the back)

1. SMM stands for:
 - a) Super Monday madness
 - b) Sonic music monotone
 - c) Social media marketing
 - d) Social money mayhem

2. One of the main uses for social media is:
 - a) To make massive amounts of money from people who trip over themselves to buy in your sales
 - b) To be a customer support centre
 - c) To build an email list
 - d) Both b and c are correct

3. Social media is:
 - a) All websites in the world
 - b) Sites where users and creators interact seamlessly
 - c) Only Facebook
 - d) Only special sites named social media

4. The main social sites are:
 - a) Facebook
 - b) YouTube
 - c) LinkedIn
 - d) Pinterest
 - e) Google+
 - f) Twitter
 - g) All of the above

5. Social media is ideal for direct sales:
 - a) True
 - b) False

6. Social media is a great place for social proof:
 - a) True
 - b) False

7. The best type of social content is:
 - a) Lots of related articles every day
 - b) Pictures
 - c) Videos
 - d) Emotionally moving pictures

8. Google+ is ideal for:
 - a) Social and SEO
 - b) SEO only
 - c) Social, SEO, and 'author rank'
 - d) None of the above

9. After expanding in your top three networks:
 - a) Stop there and keep going
 - b) Move on to Pinterest and Instagram
 - c) Go really deep to niche-specific
 - d) Work on the hundreds of other social networks out there

10. The most important thing is to be 'Real':
 - a) True
 - b) False

CHAPTER 11

Pay per
click (PPC)
simplified
and
explained

Google search ads

This is Google's Search Network.
 You can see a sample screenshot of those ads below in the highlighted boxes:

Ads related to **best dental implants miami** ⓘ

Dental Implants Miami 1 (855) 992 0685
www.miamicosmeticdentalcare.com/ ✓
Top Implant Dentist w/ 30+ yrs Exp. Get \$500 Off & Free X-Rays.Call Us!
 Call for Pricing & Discounts Today - Easy Approval Financing Available
 ♣ 13840 SW 56th St, Miami, FL

Beautiful Dental Implants - SouthMiamiDentalArts.com
www.southmiamidentalarts.com/ ✓
 Because You Should Be Able To Smile With Confidence. Call Us Today!
 General Dentistry - Dental Implants - Cosmetic Dentistry

Low Price Dental Implants 1 (305) 330 3902
www.dentalimplantsofsouthflorida.com/ ✓
 Guaranteed Best Implant Prices. Call The Miami Implant Dentist™.
 Read Our Patient Reviews - Lowest Dental Implant Prices Around

Ads ⓘ

Brand New Dental Implants
www.newteethnow.com/ ✓
 1 (407) 347 2798
 Stop Hiding Your Smile. Get A New Set Of Teeth In A Day. Call Now!

Dental Implants only \$750
www.mydentalimplants4less.com/ ✓
 1 (305) 300 4677
 Ponic. Crowns only \$450
 Free Exam and X-rays
 ♣ 3850 SW 87 Ave suite 101, Miami, FL

ClearChoice® Dental
www.clearchoice.com/ ✓
 1 (855) 681 1154
 Replace Teeth Permanently. Natural Look & Feel. Call Nearest Location

Dental Implants-only \$750
www.lobsaindental.com/ ✓
 1 (866) 600 2384
 Dental Cleaning-\$49
 Free Exam
 ♣ 8822 Southwest 24th Street, Miami, FL

Full Dental Implant \$1995
www.south-florida-dental-group.com/ ✓
 Includes Implant & Crown
 Call Today to Lock in This Price
 ♣ 1573 West 49th St., Hialeah, FL

Hi-Tech Dental Implants
www.driestheidson.com/ ✓
 1 (321) 369 9788
 State-of-the-Art Implant Technology
 Experienced Dentists. Call Now!

Ads by SEQueue:

Turn More Clicks into Customers
 London 23-24 October 2013

CONVERSION CONFERENCE LONDON

Sort | PR: 2 2 2 | LI: 2 2 2 | LI: 2 2 2 | LD: 2 2 2 | LI: 2 2 2 | Rank: 2 2 2 | Age: 2 2 2 | Sitema

1 **Miami Dental Implants | Cosmetic Dentistry**
www.miamiperio.com/ ✓
 by John Paul Gallardo - in 22 Google+ circles
 Dr. Gallardo and Dr. Lamas, Miami based cosmetic dentists, specialize in ...
 When a tooth is lost, it's best to replace it with an implant as promptly as possible.
 Contact Us - GALLARDO & LAMAS - Meet Dr. Gallardo - Dentures

2 **Miami Cosmetic Dentist Dr. Virgil Mongolo, world class implant...**
smilecreations.net/ ✓
 Miami Cosmetic Dentist Dr. Virgil Mongolo provides the most advanced cosmetic dentistry and implant dentistry in Miami, Kendall, Coral Gables, Doral, Miami ...

You can learn more about Google's Ad Networks here:
<http://adwords.google.com>

Summary

PPC can be done on the cheap or it can be expensive if you don't have a specific goal. Either way if you keep the focus right you can make it profitable.

The key is to make everything measurable. If it's not measurable you are spending money without any idea of whether you're making a profit or losing your shirt.

Focus on your keywords and get ads that get clicks and make sales. Once you determine those and get your percentages, you can pour money into them as you know how much you can afford to spend to get one person to buy.

Then you can branch out and start experimenting with different keywords where the return is not so guaranteed.

And on and on it goes.

Experiment – do 'split tests' (i.e. run two different landing pages targeting the same keyword and see which does better).

Test run 'boomerang' (retargeting) ads and definitely give video PPV marketing a spin (huge potential).

In everything start small (100-1000 clicks/views) and make sure it is profitable before you commit your life savings to the Google gods.

Fact-check (answers at the back)

- PPC stands for:
 - Perfectly politically correct
 - Payment potentially considered
 - Pay per click
 - Panning people consolidated
- The main PPC giants are:
 - Facebook
 - Google
 - YouTube
 - Bing
 - Everybody else
 - Both a, b, and c
- Be sure to place a daily limit based on:
 - How much you expect to make
 - The size of the market
 - How much you can afford to completely lose
- Subscription services:
 - Are a good service to use PPC to get clients
 - Are a bad idea to drive PPC traffic to
 - May or may not work
- Your homepage:
 - Is a good page to use PPC to get clients
 - Is a bad idea to drive PPC traffic to
 - May or may not work
- When you do PPC, it is good to have the focus of those clicks to be:
 - Four different options
 - Three different options
 - Two different options
 - One measurable thing that you want them to do
- Before you start some PPC campaigns, you should know:
 - Your lifetime client value
 - How much you are willing to spend
 - What you want the click to do
 - What you are going to do with the information you glean
 - All of the above
- Always try in your PPC campaign to:
 - Make sales for your efforts
 - Learn everything about your clients for your efforts
 - Get at least an email address for your efforts
- Landing pages are:
 - Where the potential client 'lands' after clicking on your ad
 - One-page sites that your clients want to visit
 - Only for users of private planes
- Retargeting ads means:
 - Someone visiting your website will now see targeted ads on other pages
 - You will know where they live to set up your sniper nest
 - You can now find out everything about this person
 - b and c are correct

CHAPTER 12

Mobile
optimization
and getting
mobile
users

Summary

Mobile is here and it is exploding at an incredible rate that may make the Internet explosion look like a firecracker in front of a nuclear bomb (OK a little over the top but give me a break, I thought it was cool).

You need to get on the band wagon right now otherwise you will be one of those that get left behind scratching their head wondering at other businesses' success.

Get moving, start looking around at all the things that are going mobile and align yourself and your business to cater to mobile users. They want things right now and on their terms. They want to push some buttons and forget about it. They don't mind paying a little more if they have to think a little bit less and get the job done.

Take these underlying themes and run with them. If you position yourself just right at this point you can ride this wave for many, many years ahead.

Fact-check (answers at the back)

1. Mobile technology is:
 - a) Essential
 - b) Optional
 - c) Boring
 - d) Rude

2. You should put off changing to meet the mobile wave for:
 - a) Months
 - b) Years
 - c) Days
 - d) Minutes

3. In the next 1–2 years:
 - a) Things will be about where they are now
 - b) Mobile users will outnumber desktop users
 - c) There will not be desktops anymore

4. Amazon purchases via a mobile device have increased:
 - a) 25 per cent
 - b) 52 per cent
 - c) 60 per cent
 - d) 87 per cent

5. You should treat mobile visitors like any other visitor to your site.
 - a) True
 - b) False

6. Mobile ads are only how many per cent served:
 - a) 5 per cent
 - b) 10 per cent
 - c) 30 per cent
 - d) 50 per cent

7. Foursquare and Facebook are both:
 - a) Social media
 - b) Good for getting people to check in at your location
 - c) Places that your business should be findable on
 - d) All of the above

8. 90 per cent of people didn't know basic information but those same people:
 - a) Had no idea where to find it either
 - b) Knew where to find it online
 - c) Gussed good and got close

9. What has gone mobile in one way or other?
 - a) Navigation
 - b) Notebooks
 - c) Books
 - d) Notes
 - e) Knowledge
 - f) All of the above

10. What should you consider to get mobile clients?
 - a) Meetings with Gotowebinar
 - b) Creating an app
 - c) Being more 'on demand'
 - d) Being more flexible and going to your customers
 - e) All of the above

CHAPTER 13

Email
marketing –
why you
should do it no
matter what

Summary

The difficult part is finding the perfect mix of information and sales pitch. Try and lean as far you can to information first and test out various levels of 'sales' to make sure that you don't overdo it with your particular market. Each one has their own tolerance level for sales but can never get enough good information from an expert for free.

Don't worry if you slightly overdo it; just go back into educational mode and people will quickly remember why they joined your list in the first place.

Remember: good information, good information, good information, sell.

Wash, rinse, and repeat.

The thing about lists is if you treat them right they can be responsive for years and years.

If you treat them badly or neglect they will quickly unsubscribe and spam folder your emails (simply because they might forget signing up to get your emails).

Fact-check (answers at the back)

- Email is often overlooked because:
 - It isn't 'sexy'
 - It's boring
 - People think it bothers people
 - All of the above
- ___ per cent of people prefer email though (according to some studies):
 - 73
 - 35
 - 56
 - 96
- You need to be sure with email that:
 - Your email is received
 - Your email is read
 - Your email is responded to
 - All of the above
- It is recommended that you get the following if you don't have a tech team:
 - Aweber or equivalent
 - ARPREach
 - Interspire
 - All of the above
- The best opt-in is:
 - Double opt-in
 - Single opt-in
 - Personal preference
 - Secret opt-in
- Giving something away of value to get people to opt-in is:
 - A bad idea
 - A waste of time
 - Smart
 - Sort of cool but not that cool
- After people opt-in:
 - Send them an offer
 - Send them 500 offers one after the other until they buy
 - Never send them any offers, just wait until they ask to buy from you
 - Send a bunch of more free amazing content, then an offer, followed by more free content and another offer
- Free information (including telling your clients exactly how to do what you do):
 - Is a good idea
 - Makes them less likely to pay you
 - Makes you appear to be the expert
 - a and c are correct
- If they don't buy the first time you email them:
 - Take them off your list
 - Keep sending good info
 - Curse them
 - Send them a virus
- If I had to start over, I would need:
 - SEO
 - Social media pages
 - My email lists
 - A website


CHAPTER 14

Other
marketing
tricks and
tips in the
modern world

Summary

These were my super tips for building your brand and name. Use them for good and not for evil!

- 1 There will always be more and possibly better websites that may replace those I have mentioned. If you find them, jump in with both feet when you get a chance.
- 2 'There is no such thing as bad press' rings true even here. The more you get your name and brand out there the better.
 - 3 For those new sites you may find and for the sites I mentioned, remember it is always good to give a lot of good content and link to your website when it calls for it and always in context. You never know where some of these rabbit holes will lead, but I can say with certainty if you don't go out and promote yourself on these places and others, no one else will do it for you.
 - 4 At least to start you are your own best promotion machine. Depending on how well you do it, it will pay off for years at a time, because most of what you do on the sites



I mentioned will stick forever, continuing to drive traffic until the web collapses due to nuclear apocalypse (or whatever).

Fact-check (answers at the back)

- This chapter is all about:
 - Getting traffic from Google
 - Getting traffic from outside Google
- Press releases are:
 - Still effective today
 - Old fashioned
 - Useless
 - Nice but too expensive
- Yahoo Answers and Quora are exactly the same.
 - True
 - False
- Yahoo Answers is more for specific questions about how to do something.
 - True
 - False
- Quora usually requires more thought and care in how you answer than Yahoo Answers.
 - True
 - False
- Guest blogging:
 - Is the best traffic source imaginable
 - Is not all it is cracked up to be
 - Should be outsourced
 - Both b and c
- HARO stands for:
 - Hi are you rolling OK?
 - Hold already ramping one
 - Help a reporter out
 - Handy Arnold rounded over
- When you start following someone on Twitter you really want to:
 - Be cool and get to know them first
 - Spam them with all you got
 - Get to know them, then spam them
 - Spam them and all their followers
- One type of person to follow is:
 - Experts in your niche
 - Reporters in your niche
 - Celebrities that like your niche
 - All of the above
- To turn a piece of content viral:
 - Put it into a viral machine
 - Turn around three times and wiggle your nose
 - Be humorous and resonate with your existing audience
 - Spam people with junk videos of your kids playing on the playground

7 × 7

3 Seven best tools and resources

- Adwords Keyword Planner: <https://adwords.google.co.uk/KeywordPlanner>
- Majestic SEO for checking out the SEO competition: <http://majestic.com>
- Email Marketing: <http://aweber.com>
- Website Analytics Software: <http://google.com/analytics>
- Outsourcing: <http://upwork.com>
- Daily reports on how your site is doing in the rankings, plus Adwords intelligence reports on the competition: <http://semrush.com>
- Building a website from scratch or adding a blog to an existing website: <http://wordpress.org>

PART 3

Your Social Media Marketing Masterclass

CHAPTER 15

Introduction
to social
media

Summary

In this chapter you learned that social media is not the web as whole but a media conversation platform that goes both ways – from producers to consumers and vice versa. Social media does not only equal Facebook. While Facebook is a big part of social media, there are hundreds of social sites that all have their uses and particular aims.

You also discovered that there are three forms of social media: social networking sites like Facebook, social news sites like Reddit, social bookmarking sites like Diigo, and other huge social sites that have specialities that are also very useful – like YouTube, Flickr and Pinterest.

You learned that the key to social media is not to sell but to build a relationship with your customers. I showed you how much you need to be on social media (many of your competitors are already there), plus the fact that it is mostly free! Then we went through a checklist of eight things you need to know in order to do social media marketing the right way (be sure to bookmark that page and highlight the ones that you will need the most).

Fact-check (answers at the back)

1. What are social sites?
 - a) Facebook, because it is the only social website
 - b) Where users provide feedback on the experience
 - c) Where users create the content for the site
 - d) Both b and c
2. How should you describe traditional media?
 - a) As a powerhouse of interactivity with fun stuff around every corner
 - b) As stale as month-old bread and trying to catch up
 - c) As boring
 - d) Both b and c
3. What does something 'going viral' mean?
 - a) Lots of people sharing and interacting with the content you produced
 - b) You need to hide indoors and not shake anyone's hand
 - c) You need to get a vaccine
 - d) A marketing campaign aimed at health care
4. How important is social media?
 - a) The number 2 destination of all traffic online
 - b) The number 1 destination of all traffic online
 - c) The number 3 destination of all traffic online
 - d) Not very important
5. Why do you need to be on social media?
 - a) Your customers are there talking about you
 - b) Your potential customers are there
 - c) It's just what everyone else does
 - d) Both a and b
6. What does social media cost?
 - a) Tons of cash
 - b) Lots of dough
 - c) Is mostly free to get started (though it costs time)
 - d) Many moolah
7. With social media marketing, what do you need to be careful to do?
 - a) To make the right impression
 - b) To engage your audience
 - c) Not to share too often
 - d) All of the above
8. What should you do if you have very bad press?
 - a) With a good running social campaign anything is possible
 - b) You will never be able to get back to where you were; go back to your day job
 - c) It is tough but doable to get back to where you were
 - d) Ignore it

9. In social media marketing, what is the name of the game?

- a) A strong brand built on deep-seated relationships
- b) Monopoly
- c) Being really good and never messing up
- d) Getting people to buy bunches of stuff

10. When will people be more likely to buy from you?

- a) When you make them a good offer
- b) When you make them the same offer over and over again
- c) When they like and trust you
- d) When they are amazed by your special sales copy

CHAPTER 16

Successful
case studies

Summary

In this chapter we focused on some case studies, both big and small. We looked at Ford with their blogger outreach that ended in massive sales, Budweiser's campaign that ended in masses of interaction and fans, and Clorox who experienced a huge jump in brand awareness simply through a Facebook-like campaign.

We saw that even small places, like the business in Sri Lanka, can find customers and drive business through social media, and that creating games with Foursquare and combining with different business partners can be a good way to success.

We also learned that focusing on social platforms that matter for your business – like the company that focused on business-to-business relationships on LinkedIn – can produce huge revenue.

Most of all, I shared with you the main things that businesses which succeed in breaking through in social media have in common: they are pioneering companies that focus on the bottom line, paying attention to the customer and noticing what is working and what isn't.

Fact-check (answers at the back)

- Who did the Ford Motor Company give Fiestas to?
 - Other companies
 - Groups of random people
 - Bloggers
 - Your neighbour
- What was a key part of Ford's marketing?
 - YouTube
 - Twitter
 - Flickr
 - All of the above
- What did Budweiser ask followers to do during its World Cup campaign?
 - Dress special
 - Paint your face in your team colours
 - Get a temporary tattoo
 - Give them money
- Who is social media marketing best suited to?
 - Only the largest companies
 - Everyone
 - Only the smallest companies
 - Very few types of business
- What did Gonuts With Donuts do to create 'buzz'?
 - Special promotions
 - Posted regular updates on Facebook
 - Posted videos
 - Asked clever questions
- Why did Triumvirate Environmental find initial success on LinkedIn?
 - Because that social site is better than Facebook
 - LinkedIn caters to businesses (Triumvirate Environmental's target market)
 - They got lucky
 - We can't really be sure
- On which sites did AJ Bombers find success?
 - Twitter
 - Foursquare
 - Facebook
 - a and b
- What is Foursquare a good site for?
 - Multinational corporations
 - People to say hi to friends
 - Only businesses
 - People to find local businesses and local businesses to be found
- How should you find the best social sites for your business?
 - Try every site and hope you find the best
 - Do research to figure out which site is best for you
 - Ask your geeky friend which is the best site for you
 - Guess the best sites for you

10. How should you use social media sites?

- a) Commit weekly resources to each one
- b) Work to get new leads
- c) Interact with your customers
- d) All of the above

CHAPTER 17

Getting
started with
social media
marketing

Summary

This chapter was filled with creating your social media marketing plan. This basically involved you determining why you are doing what you are doing by determining your goals and objectives, to be able to track whether you are achieving them or not.

Then you needed to determine *who* is doing the work of social media and *who* your audience is exactly. Then you determined *what* your quality content is, or at least you now have a good idea what makes great content.

You also know *when* you are going to have time and created a schedule to produce this great content. This process will never really end as you will constantly be learning and your audience's tastes will also be changing and evolving.

Lastly, we determined *where* you are in the market. How do you compare in those categories listed to your competition? And now you also know what to do when the you-know-what hits the fan, and what you should never do on social media (be sure to write these next to your computer screen).

Fact-check (answers at the back)

1. What should you do with different social accounts?
 - a) Send them all in a slightly different direction to make sure all your bases are covered
 - b) Send them all in the same direction
 - c) It doesn't really matter which direction they are going, you just need to be social
 - d) I pay people to think about those things
2. With the best marketing plan in the world but the wrong people, what can happen?
 - a) It can still succeed
 - b) It might do all right
 - c) It will still be great
 - d) It will not work at all
3. How necessary is it to know your audience?
 - a) Not necessary
 - b) Sorta necessary
 - c) Required
 - d) Not a good idea
4. How many social sites exist?
 - a) 5
 - b) 10
 - c) 50
 - d) Thousands
5. What is better than having 10,000 followers who don't interact with your page?
 - a) 20,000 followers who don't interact with you
 - b) 1,000 followers who follow your every post
 - c) Your dad as your only follower
 - d) 2,000 semi-interested people who are not your target market exactly
6. You need to set what for your Facebook campaign?
 - a) Goals
 - b) Objectives
 - c) Ideas
 - d) All of the above
7. How important is a contingency plan?
 - a) Very important
 - b) Not important
 - c) It doesn't matter
 - d) It depends on the site
8. What should you avoid on social media?
 - a) Self-promotion
 - b) Aggressive behaviour
 - c) Not being nice and helping people out
 - d) All of the above

9. What should you always do on social media?

- a) Interact with your customers
- b) Be customer orientated
- c) Always tell the truth
- d) All of the above

10. What is the worst thing you can do on social media?

- a) Be a jerk
- b) Insult your customer's parents
- c) Ignore it
- d) Be bland

CHAPTER 18

Phase one
of your
social media
takeover

Summary

In this chapter we learned how to set up four different essential social media accounts.

First, we set up your blog, which will become your nerve centre. Then we set up your Facebook account, where most of your customers probably are, and after this your Twitter account; this is where you can drive traffic from. Finally, we went through signing up for LinkedIn, the essential place to find B2B partners and other services you may need.

We went through the three forms of content that you should have on your blog: news-related posts (to show you keep up with your niche), evergreen content (solid principles that your readers will always find useful) and personal posts (that show your love for all things *Doctor Who*).

I also mentioned some things to get yourself noticed on these services, for instance the fact that 95 per cent of page posts by customers on business pages never get answered! If you can't run all these things yourself, in particular your blog, then I recommended looking into outsourcing or getting a consultant.

Fact-check (answers at the back)

- Why are blogs important?
 - They are the nerve centre for everything else
 - They are the next step on the purchase trail
 - They provide good content to post to other media
 - All of the above
- What can you use for content creation for your blog?
 - A personal consultant
 - Upwork
 - eLance
 - Any of the above
- Which of these is not a form of content discussed?
 - Newsworthy
 - Unique
 - Evergreen
 - Personal
- What percentage of business Facebook wall posts never get answered?
 - 10 per cent
 - 30 per cent
 - 65 per cent
 - 95 per cent
- What should posts be?
 - All of one kind (picture, video, or statement)
 - Diversified all the time
 - Diversified, but with the type that tests the best as a slightly higher percentage
 - All one type per day
- Which platform is the leading source of referred traffic?
 - Facebook
 - Twitter
 - LinkedIn
 - Blogs in your niche
- Which platform is best for B2B business?
 - LinkedIn
 - Facebook
 - Blogs in your niche
 - Twitter
- What percentage of companies that serve businesses on LinkedIn report making a sale simply through LinkedIn?
 - 35 per cent
 - 65 per cent
 - 15 per cent
 - 96 per cent
- What is the most important part of the company page?
 - The profile picture
 - The description
 - Your posts
 - All these and more are important because those who are searching want a complete picture
- What is the best place to start getting contacts on LinkedIn?
 - Facebook
 - Chat rooms
 - The other niche-specific groups in LinkedIn
 - Friends

CHAPTER 19

Phase two
of your
social media
takeover

Summary

This chapter was all about signing up with other social media spots, including YouTube, the giant of video that will drive lots of relevant traffic to your site. As well as that, getting a Google+ account is also pretty necessary as it has a lot to do with SEO and AuthorRank (check out the link to that in the resources).

We also covered Pinterest, which is a great place to reach women specifically (though more and more men are using it), the social tool StumbleUpon, and Instagram.

Be sure to put your keywords in your YouTube channel name if you can. Don't tie yourself to your personal account unless you want to make another personal account afterwards. Be sure to keep things separate here (particularly with Google+ and YouTube pretty much auto-connecting now).

Some further tips: promoting your videos and all of your blog posts on Google+ will almost guarantee they will get indexed faster. Be sure to customize every page you get your hands on, but keep a common feel and logo throughout. Every page should not be completely different.

Fact-check (answers at the back)

1. What is YouTube all about?
 - a) Audio files
 - b) Videos
 - c) Music
 - d) All of the above
2. Why should you include YouTube in your marketing mix?
 - a) It's another way for people to find you
 - b) People love videos
 - c) Because Google owns it
 - d) A video can help your brand
3. Who is Google+ mostly populated by?
 - a) Males
 - b) Females
 - c) Both
 - d) Unknown
4. Why should you include Google+ in your marketing mix?
 - a) It makes business sense to be here
 - b) You can link your content to other places
 - c) To encourage others to join
 - d) To sell your product or service directly
5. In what way is Pinterest unique?
 - a) It is all about images
 - b) It keeps its users engaged
 - c) Almost 25 per cent of its users are from NY
 - d) All of the above
6. Why should you include Pinterest in your marketing mix?
 - a) It has 73 million users
 - b) Hardly any businesses are using it
 - c) Most users are female
 - d) 47% of account holders purchase online after pinning
7. What is the best way to get followers?
 - a) By interacting a little
 - b) By interacting a lot
 - c) By interacting more than others
 - d) By interacting only with people you like
8. What is StumbleUpon?
 - a) A way to get your website in front of a broader audience
 - b) A rock you can trip on
 - c) A service which can drive lots of targeted traffic
 - d) Both a and c
9. Who should you get to 'thumbs up' your content on StumbleUpon?
 - a) Anybody on StumbleUpon – it really doesn't matter
 - b) SU users who are interested in your type of content
 - c) Your subscribers and followers on your other social media accounts
 - d) Both b and c

10. Why should you include Instagram in your marketing mix?

- a) It has 75 million daily users
- b) It has an almost even male/female demographic
- c) You can link it to your website
- d) All of the above

CHAPTER 20

Phase three:
quality
content
creation

Summary

This chapter was all about delivering great content to your subscribers via your blog and Facebook posts, etc. I described the latest fad (which is pretty cool and useful) called content curation. This is where you take some great content and inject a lot of yourself into it and embellish it to make it almost a totally new piece of valuable content for your audience; this could be explaining a survey or an interesting news item in your niche.

Pinterest shows us how content creation can work for images and videos. Definitely spend time browsing through it and thinking how you could do the same. Tools for content curation include socialmention.com and Google Alerts. Use them well and use them often! There are many uses for these two tools.

Nothing beats awesome quality original content that only you can create with your unique personality. Show your passion and zeal and the search engines and people will find you. It may take some time, but they will find you.

Fact-check (answers at the back)

1. What is content curation?
 - a) Copy and pasting content and having people comment on it
 - b) Editorially chosen, well-embellished material that fits in with your brand where you acknowledge the original author
 - c) Content that has been gone through with a fine-tooth comb
 - d) What museums do
2. Which website shows that content curation can work well?
 - a) Pinterest
 - b) Craigslist
 - c) Upwork
 - d) Facebook
3. What's another way to curate content and add value to it?
 - a) Create a website based on it
 - b) Make every page of your website about it
 - c) Create an online magazine
 - d) Phone a friend and tell them about it
4. To see blog curation done well, what should you look at?
 - a) *The Globe Weekly*
 - b) *The Star*
 - c) The tabloids
 - d) *The Daily Beast*
5. How do customers like to get curated content?
 - a) Through email marketing
 - b) Through a blog
 - c) Through an online magazine
 - d) All of the above
6. What should your content always be?
 - a) Just enough to get by
 - b) Incredibly top notch all the time
 - c) Hit and miss
 - d) So-so (You are working on it, you can say...)
7. What is the key to quality content?
 - a) Knowledge
 - b) Work
 - c) Passion
 - d) Intelligence
8. If you hire writers what should you make sure they have?
 - a) Skills in your market's first language
 - b) Experience in writing about similar topics as your business
 - c) Experience in social media
 - d) All of the above
9. What should you use to check content for duplication?
 - a) Copyscape
 - b) Spam Buster Plus
 - c) Google
 - d) Yahoo
10. What should you always do on social media?
 - a) Try and trick your audience into buying
 - b) Create a good user experience
 - c) Enjoy yourself whether the audience enjoys it or not
 - d) Use others' content and put your name on it

CHAPTER 21

Managing,
metrics and
scaling up

Summary

In this chapter we learned how to monitor and measure your social media programme.

Be sure to define your reason for monitoring and what you are looking for. Then define where you are looking and use Hootsuite or HubSpot to really be able to see what is being said to you from everywhere you are involved from one screen.

Be sure to monitor at least your keywords, such as your name, the name of your company, your brand, your products and the names of other key players in your organization. After choosing where you will maintain watch, plan exactly what you will do when something bad happens.

Most of all, I hope you learn to really listen. Don't just sell all the time, but watch the conversations and the tones of them and the questions being asked and how they are answered, and so on. This way, when you start broadcasting and getting involved, you will already have a good idea of what is effective where you are.

Fact-check (answers at the back)

1. What should you monitor in your social media marketing?
 - a) The negative comments
 - b) Everything
 - c) All your most important social platforms
 - d) The positive comments
2. What does monitoring need to be?
 - a) Hard
 - b) Easy
 - c) Keyword based
 - d) Focused
3. If you can't remove bad feedback, what do you do?
 - a) Give up and go home
 - b) Find the person who made the comment and beg them to remove it
 - c) Learn from it and move on
 - d) Overwhelm it by emailing your happy list of customers
4. In social media marketing, what is advisable?
 - a) To go it alone
 - b) To try and do everything yourself
 - c) To not have a team
 - d) None of the above
5. What does Hootsuite do?
 - a) Help with searching Google
 - b) Keep track of all your social accounts
 - c) Respond to all your accounts
 - d) Both b and c
6. How should you approach other leaders in your industry?
 - a) Ask to partner with them first thing
 - b) Learn as much about them as possible before approaching them
 - c) Keep sending them messages until they respond
 - d) Just friend them and wait for them to contact you
7. How often should you blog?
 - a) As much as possible
 - b) Once a month
 - c) Four times a month
 - d) At least two or three times a week ideally
8. How should you treat your Facebook followers?
 - a) The same as everyone else
 - b) Specially: you should give them special sales/services to make it worth following you there
 - c) Worse than the rest
 - d) Indifferently: you need to just post stuff through Hootsuite and not directly interact with them.
9. Why should your LinkedIn profile be keyword-rich?
 - a) So it is easier for your potential clients to find you
 - b) It makes you look professional
 - c) They don't need to be
 - d) a and b

10. On Pinterest, what should you be going for?

- a) The masses
- b) The individual
- c) Men
- d) Micro-markets within the women's market

7 × 7

3 Seven of the best tools and resources

- Reputation management: <http://google.com/alerts>
- Content curation: Paper.li and www.Scoop.it
- See what people are talking about at SocialMention: www.socialmention.com
- Email marketing curation: <http://buzzsumo.com>
- Outsourcing: <http://upwork.com>
- To monitor many of your social accounts and respond from one dashboard, use Hootsuite: www.hootsuite.com
- Collate RSS feeds, blogs and websites with Feedly.com to read their updates in one place.

PART 4

Your Public Relations Masterclass

CHAPTER 22

Who needs
PR?

Summary

In this chapter we have seen that the art of public relations is all about the skills of persuasion and of either changing or reinforcing mindsets in order to achieve a particular outcome.

Quite apart from all the other skills needed in carrying out our PR work, the core of good PR comes down to communicating our messages in the most appropriate and accessible ways to our target audiences.

This communication does not just incorporate the verbal messages we give out. The way we behave and conduct ourselves will play a major role in the fortunes of our business.

The way we give out our messages, together with the way we target who are the recipients of these messages, will also play a major role in how well our business performs.

In short, it is no exaggeration to claim that the role that PR plays can be a decisive factor in whether our business is ultimately successful or not!

Fact-check (answers at the back)

- Company communications should be primarily focused on talking to...
 - Your customers
 - Your suppliers
 - Your staff
 - Anyone who has something to do with your company
- Internal cultural change programmes should be led by...
 - The PR department
 - The HR department
 - The marketing department
 - All three together
- The PR function is primarily to do with...
 - Maintaining a relationship with the media
 - Sending out newsletters, press releases and direct mail
 - Being responsible for the company website
 - All of the above
- When comparing coverage of your brand or products...
 - Editorial coverage is far superior in value to advertising
 - Editorial coverage carries more credibility than advertising
 - Editorial coverage offers better value than advertising and is also far more credible
 - None of the above
- Which of the following is *not* true?
 - Communication requires a minimum of two parties
 - Someone who will not look you in the eye is likely to be untrustworthy
 - Good communication can be affected by body language
 - Communication can be verbal or graphical
- When we talk about changing people's perceptions, what we really mean is...
 - Changing the way they gather facts
 - Changing their opinions
 - Changing their understanding
 - All of the above
- In PR terms, it is normally appropriate for external audiences...
 - To be given only good news about a company
 - To be told the bad news along with the good to gain credibility
 - To be given exactly the same information as told to staff
 - To be given a glossier interpretation of the facts than is given to employees

8. PR is only useful...
- a) To large organizations or companies who want to increase market share
 - b) To small companies who want to broaden their customer base
 - c) For changing public perception of a company, not of its products
 - d) None of the above

9. Which of these statements is true?
- a) Good communication is not possible between two people who do not have a common language
 - b) Emailed communications are dangerous because they can be ambiguous
 - c) SMS should never be used for important communications
 - d) None of the above

10. If we want to change perceptions, we need to...
- a) Change the way people learn about new facts
 - b) Change people's opinions
 - c) Educate someone so he/she knows something he/she didn't know before
 - d) All of the above

CHAPTER 23

External audiences

Summary

In this chapter we have seen that the ultimate objective of PR is to develop and build a sustainable corporate image and reputation for the business. This involves building a positive working environment with all those who can play a major role in improving the overall image of a firm among those with whom it deals. In the areas of quality and performance especially, expectations need to be communicated with all those involved in providing the service to the end client.

Although PR should have a separate and defined role of its own, it must also work in tandem with the marketing department if it is to have any hope of creating a favourable business climate for the company, as well as a reactive strategy to be able to deal efficiently with crisis situations.

Comprehensive PR strategies should educate, inform, explain and persuade. So knowing who it is you want to persuade or educate is an essential part of the PR mix. And once you know whom you want to talk to, the next thing to consider is the best ways of reaching them. And, as we will be finding out in the next chapter, there are very many different communications channels available to reach your targets.

Fact-check (answers at the back)

- When planning a PR strategy, which of these is the most important parameter to consider?
 - What you want to say
 - To whom you wish to say it
 - Why you want to say it
 - All of the above
- When you go for a job interview, which of these is the most important aspect upon which you will be judged?
 - How you dress
 - How you speak
 - What you say
 - Your mannerisms
- If you draw yourself a communications map...
 - It is impossible to miss any of your target audiences
 - The relationships between your messages follow on from the relationships between target groups
 - The relationships between target groups follow on from the relationships between your messages
 - You need to highlight the different paths to reaching your target audiences
- Compared with 50 years ago...
 - There is a greater need for companies to communicate with their customers
 - There is less of a need for companies to communicate with their customers
 - Increasing globalization means companies must always communicate with potential customers overseas
 - Customers now purchase more from a sense of need than they ever did before
- Which of these statements is false? PR can be used to help launch new products by...
 - Differentiating them from other similar products
 - Placing advertisements strategically around a supermarket
 - Organizing special events
 - Distributing pamphlets and brochures
- The most common reason given by customers who desert a brand is that the company...
 - Offers poor service
 - Doesn't communicate with its customers
 - Is arrogant and doesn't listen to the needs of its customers
 - Pricing its products too highly

7. Most companies...

- a) Know exactly what their customers want
- b) Have no idea what their customers really want
- c) Have a good idea what their customers want
- d) Use surveys to better understand how to sell their products to their customers

8. Surveys are...

- a) Useful for identifying trends in public perception
- b) Useful for accurately painting a picture of what a customer wants
- c) Not very useful since they take little account of people's perceptions
- d) A waste of time in some parts of the world because people say what is expected of them rather than what they actually feel

9. Advertisers operate differently from PR practitioners since...

- a) They need to worry more about the accuracy of what they say
- b) They tend to over-promote a product or service
- c) They can dictate what is and isn't said about their product
- d) They need to concentrate more on humour and approachability in getting their messages across.

10. A company can always improve its relationship with its suppliers by...

- a) Communicating better
- b) Insisting on the lowest possible price commensurate with delivery
- c) Comparing a supplier's costs with those of its competitors
- d) Seeing any problems from their point of view

CHAPTER 24

Dealing with
the media

Summary

Journalists can recognize a good story in seconds, so be sure to be able to tell yours simply and succinctly. Don't waste the journalist's time by rambling on about something he or she is unlikely to be interested in!

Understand who your audience is. Before you approach any media outlet, research it.

Build up relationships. By building relationships with reporters it means they are more likely to take your call when you've got an important story to tell; but treat everything as being 'on the record', no matter how close you are to the journalist.

Get your pitch right. Be upfront with the journalist about what you want. Wrap up your approach within 15 seconds and remember to ask if the journalist is on a deadline and if he or she would prefer you to call back later.

And remember: CEOs love coverage. A full-page story in a magazine or newspaper is something tangible you can show to your boss!

Fact-check (answers at the back)

- PR practitioners need to keep up good relations with journalists so that...
 - They aren't too nosy about your business
 - They can be an effective mouthpiece for your organization
 - They can be persuaded to retract pieces that are critical of your business
 - You can talk in confidence about your business without fear of being quoted
- When sending in some news to a journalist, which of these statements is not true?
 - It is the journalist's job to write about it in a jargon-free way
 - It is the PR practitioner's job to explain it in jargon-free terms
 - Jargon has no place in news for general consumption
 - Jargon helps give a story more authority by setting the right tone
- Reporters only deal with PR people...
 - When they want clarification on a news release they have received
 - In order to widen their information sources
 - When they want to speak to a CEO or other board member
 - When they are short of story ideas
- When journalists write up stories for their readers...
 - It is up to the journalists themselves to decide what stories are suitable for their readership
 - A newspaper editor has final say over what goes into the paper
 - Journalists tend not to use stories that would cost them too much in time or resources to cover
 - The PR person should suggest story angles that a journalist can use
- When journalists write up stories from your press releases...
 - It is incumbent upon them to contact you if there is something they do not understand
 - They will spend enough time on the story to get all the facts as they understand it
 - Their own beliefs and experience are likely to impact the way they cover the story
 - They are likely to hand over their material to another department if the subject matter is more suited to it

6. When a journalist decides he or she wants to write something about your company, it is up to you, the PR practitioner, to...
- a) Gather as much background information for the journalist as you can
 - b) Provide graphics or photographs to accompany the story
 - c) Give him or her access to key people and places which the journalist might not otherwise be able to find
 - d) All of the above
7. As a PR person...
- a) You should always put the company's interests ahead of the journalist's
 - b) You should always help the journalist get his/her story
 - c) It is your responsibility to explain to the company management why it is necessary to help the journalist
 - d) It is your responsibility to steer the journalist to cover the story in a certain way
8. If a reporter misrepresents a company in his or her story, you as the PR practitioner should...
- a) Demand a retraction at the next available opportunity
 - b) Point out to the journalist the error of his or her ways and suggest a follow-up story to put the record straight
 - c) Swallow your pride and put it down to experience
 - d) Never deal with the reporter again
9. If your boss is to be interviewed about a sensitive subject by a journalist...
- a) He or she should always first have been media-trained
 - b) He or she should rehearse answers to predictable questions in advance
 - c) He or she should ask for a list of the questions before the interview
 - d) He or she should simply decline to be interviewed if he or she is afraid of what the journalist might ask
10. When approaching a journalist with a story...
- a) Always research the type of articles that journal covers before picking up the phone or sending the email
 - b) Research when the next edition of the journal is going to press
 - c) Never talk off the record when briefing the journalist
 - d) All of the above

CHAPTER 25

Social media

Summary

The fundamentals of online PR are in many ways just like regular PR. Some things will never change: a company is still judged on its products and services; its innovation; its workplace practices; its corporate governance; its leadership and its performance. We still operate with the intention to communicate, build relationships and exert influence. It is just that the toolbox has changed somewhat.

So what you need to do is:

- understand how your networked audiences work
- map your online environment to gain intelligence before planning your campaign
 - be flexible with your tailored communications since no single approach is suitable for everybody
- be meaningful with your messages – avoid the spin, as you will be spotted a mile off
 - be altruistic – because it will serve you in the long run
- be flexible so that you can react instantly to the feedback you receive
 - never be afraid to experiment – the rules are still being written!

Fact-check (answers at the back)

- Which of these statements is blatantly untrue?
 - New media have raised the importance of journalists to a greater degree than ever before
 - Social media could eventually make professional journalism an obsolete profession because in the future ordinary people will report the facts
 - PR is losing out as the power of social networking grows exponentially
 - All of the above
- PR agencies need to catch up with Internet technologies...
 - To seize new opportunities for their clients
 - To protect themselves from the threat of social networkers
 - To replace traditional ways of handling PR
 - To try to stop gossip and rumour
- When dealing with social networking over the Internet, PR professionals should...
 - Try to get to know as many bloggers as possible in order to influence what they write
 - Send out press releases and other promotional material to as many bloggers as possible
 - Send out press releases and other promotional material to bloggers writing about the company's specific market sector
 - None of the above
- The number of online readers is higher than the number of readers of printed material; therefore...
 - More PR value is to be gained by getting editorial in printed magazines
 - More PR value is to be gained by getting editorial in online forums than in magazines
 - Journalists place more weight on a story appearing in a printed journal than in an online site
 - Advertising online is more valuable than in printed journals
- Which of the following statements is not true?
 - It is cheaper and easier to produce online content than printed material
 - Companies prefer to bypass the media and communicate directly with their customers
 - Customers can easily communicate with one another, bypassing the company in the process
 - In theory, online news lasts for ever
- PR people need to monitor mentions of a company online in order to...
 - Get an early warning of possible problems with its products or brands
 - Find company mentions in printed media that they might have missed
 - Get feedback on its products or brands
 - All of the above

7. Blogs are important sources of information for PR professionals because...
- a) Many contain reviews on products and brands
 - b) You can discover what is wrong with your customer care solutions
 - c) You can find out what your competition is up to
 - d) All of the above
8. When posting up a company blog you should remember that...
- a) Everything written is in theory available online for ever
 - b) The bloggers' comments don't reflect the company's official line
 - c) Offensive posts should be tempered down to make them more acceptable
 - d) The inclusion of keywords allows your blog to be indexed by search engines
9. Facebook is an ideal site for PR practitioners to use because...
- a) It allows you to send out your company's details to as many as 5,000 people at a time
 - b) It gives you the wherewithal to network with people who have common interests
 - c) It gives you lists of people interested in your chosen market sector or interest group
 - d) It is available in so many languages
10. Twitter is a useful social networking platform because...
- a) It is the preferred networking tool of the younger generation
 - b) It is often first with up-to-date news
 - c) Celebrities regularly use Twitter to 'kiss and tell'
 - d) All of the above

CHAPTER 26

Practical
pointers for
powerful
press
releases

Summary

In this chapter we have seen that, to make any impact on journalists who, in the main, are inundated with news releases from all quarters, your release needs to answer the main six questions of 'who, what, where, why, when and how' within the first three paragraphs.

Your writing should be succinct – every word has to earn its place in your release. Ideally, you should make one major point in the opening sentence using not more than 25 words.

Keep paragraphs, particularly the first, to no more than about 40 words; and write in everyday speech, explaining anything the readers may not understand. Always be accurate when you quote someone, especially in headlines, and do not let your opinions get in the way of the story itself. The idea is to allow the readers to make up their minds from the facts as presented.

And, finally, if the story you send out could be libellous, send it to a lawyer first. The lawyer may be expensive, but could well cost less than the alternative!

Fact-check (answers at the back)

- Many press releases get thrown away by journalists because...
 - Most of them are written by PR agencies
 - They are un-newsworthy
 - They are full of typos and grammatical errors
 - Journalists have better access to stories than PR people
- Press releases can be used to publicize...
 - New products
 - Human-interest stories
 - Special events
 - All of the above
- Which of the following statements is true?
 - You need to make a journalist care about your business in order to even bother writing about it
 - You can help a journalist by giving him/her a story that will interest his/her readers
 - When sending out a press release, you should issue it to as many different sector-specific journalists as you can
 - Radio producers like to receive recorded press releases sent as mp3 files
- The main reason for sending out a release is...
 - To appear in as many media outlets as possible
 - To gauge public opinion of what your company is up to
 - To increase or maintain awareness of your brand and products
 - To comply with company regulations
- When thinking about the contents of your release, the most important part is...
 - The 'Notes for Editors' section at the end
 - The contact number which a journalist can use to get in touch with you
 - The headline
 - The first paragraph
- When writing a release, which of the following is true?
 - You should remove all adjectives and adverbs to make the text flow better
 - If your release is a little on the long side you should make the typeface slightly smaller to fit it all into two pages
 - You should always include an email address and phone number for further information
 - You should type it in Times New Roman font, with double spacing and ragged left aligned right
- When deciding what goes into a release, which of the following is true?
 - Modifier words add excitement to your overall writing style
 - Opinions should be put in quotes and attributed to someone in authority
 - Adding quotes gives credibility to your story
 - The present tense is often better at generating attention than using the past tense

8. Feature press releases are often sent to journalists because...

- a) They can be written in a more entertaining manner by the PR officer
- b) They can save the media outlet time and money
- c) They have more credibility coming from a company in that sector
- d) They are cheaper than paying for 'advertorials'

9. Media alerts are useful for telling journalists...

- a) About a new service or product your company is issuing
- b) Why they should cover a particular event
- c) That you will be attending a national exhibition
- d) About your annual profit forecast

10. When considering sending out an executive appointment release, you should...

- a) List all recent senior management promotions
- b) Offer up the appointee for interview
- c) Attach a head-and-shoulders picture of the appointee
- d) Explain why the appointment is significant for the company

CHAPTER 27

Marketing
communications

Summary

Inevitably, PR professionals need to concentrate a great deal not only on showing off the company in a good light, but also on helping to promote its products and services.

You can promote your goods and services in a number of ways to gain the attention of your prospects by creating a feeling of excitement.

Normally, it will be the PR department which is the main body looking after a corporate website. Very many journalists use the information on corporate websites, so it is important that they are kept up to date with the latest news and information. Companies that provide this information can maximize their relationships with journalists, resulting in better coverage.

Most PR departments, too, get involved with – or even plan – corporate events, be they exhibitions, seminars, conferences or other types of show. For all of these it is essential to plan thoroughly, leaving nothing to chance.

You can measure the success of an event in many ways, but by focusing on the objectives throughout your planning stages, you can ensure the basic foundations from which a successful event can be achieved.

Fact-check (answers at the back)

- Corporate websites which contain a 'newsroom' for media to access should include...
 - Press releases – both current and archived
 - 24-hour contact information
 - A company profile
 - All of the above
- The most important thing you need to decide before staging any event is...
 - Where you will stage it
 - How much budget you have
 - What you want to achieve
 - Whom you will invite
- The most important consideration when choosing a location for an event is...
 - What it looks like
 - How far it is from your company headquarters
 - How well it looks after its guests
 - How good a menu it can offer
- When going to check out a venue for a conference, you should get all the relevant facts directly from...
 - The sales manager
 - The receptionist
 - The head chef
 - The corporate events organizer
- When rehearsing a conference, which of the following are essential prerequisites?
 - Timing the CEO's speech
 - Checking lighting and sound equipment
 - Keeping anyone out who has no need to be there
 - All of the above
- A good sign that your pre-show publicity has worked is...
 - You get more visitors to your show than you would normally have expected
 - Your show gets front-page billing on the show daily newspaper
 - Your CEO is pleased with the turnout for his/her speech
 - None of the above
- When sending out information about your participation at a major conference, you should...
 - Send it out three months ahead of the event to give journalists plenty of time to plan their coverage of your company
 - Send it out one month ahead of the event together with a couple of photographs of your CEO
 - Send it out one week ahead of the event together with an invitation to visit your stand
 - Send out a series of releases, spaced one week apart, and incorporate ongoing stories and photographs to keep the journalists' interest up

8. When putting together a release about your new product, you should...
- a) Concentrate on selling the benefits it offers users
 - b) Concentrate on highlighting its features
 - c) Appeal to customers' greed and fears
 - d) None of the above

9. When media attend one of your events, your most important consideration is...
- a) Having a specific area for reporters to check in
 - b) Offering your invited media a press kit about the event
 - c) Providing them with tea or coffee
 - d) Providing a designated working area with power sockets and Internet access

10. If things go badly wrong at an event you have organized, you should...
- a) Learn a valuable lesson
 - b) Try to think laterally and come up with a solution
 - c) Remain cool, calm and collected
 - d) All of the above

CHAPTER 28

Internal PR

Summary

The principles of good internal communication can be encapsulated in that well-worn phrase: 'Do unto others as you would have them do unto you.' In other words, consider how you would like to receive messages rather than how you would impart them; think how you might react to someone else giving you the particular message you want to give out yourself; and then impart your message in the way you know will be received in the best possible way.

For a highly effective internal communications strategy and plan:

- employee-focused communications must be led from the top
- employee communications are not optional extras – they are an essential part of business
- there must be integration between internal and external communications
 - communication is a two-way process
 - senior managers must always practice what they preach
 - consistency of message is vital
 - timing of the message is crucial.

Fact-check (answers at the back)

- Companies should always communicate with their staff...
 - Because it is a legal requirement in Europe
 - Because staff like to feel part of a team
 - To address employee satisfaction
 - To encourage their staff to feel motivated for the company
- Staff should be encouraged to bring up problems that they face, in order to:
 - Improve customer expectations
 - Help the overall efforts of the company
 - Help set the agenda of the company
 - Prevent them bottling up their feelings
- Not keeping staff informed about company business can...
 - Lead to poor morale
 - Encourage staff to leave the business in search of pastures new
 - Create a bad public image for the company
 - All of the above
- When communicating with staff, the most important thing they want to know is...
 - What is going on across the company
 - Why the company is doing what it is doing
 - That what they are doing has an important role to play in the overall aims of the company
 - Where they sit in the overall remuneration schemes of the company
- When undertaking an employee survey, the most important thing to consider is...
 - Keeping all answers anonymous and confidential
 - How easily the data from the answers can be collected
 - How to inform the employees what the survey results reveal
 - Not making promises that the company cannot keep
- When surveying your staff, you should always ask them...
 - Where they work
 - How old they are
 - Whether they understand the company's overall goals
 - All of the above

7. All internal communications need to be made...

- a) In close collaboration with the HR department
- b) Consistently across the entire workforce
- c) Dependent on what communications conduits are available
- d) On a face-to-face basis between management and staff

8. An informal gossip network should be encouraged by...

- a) Spreading rumours about the company
- b) Providing coffee machines where people can congregate
- c) Making it easy for employees to give feedback to management
- d) Letting employees know about confidential decisions in the boardroom

9. The main value of employee communication comes from...

- a) Listening to staff
- b) Letting staff know what is going on at senior management level
- c) Telling staff what is expected of them
- d) Being able to use staff at times of crisis

10. The best conduit for staff communication...

- a) Is through the use of newsletters and noticeboards
- b) Via email and ezines
- c) Face to face
- d) Depends on circumstances

Answers

Part 1: Marketing

Chapter 1: 1a; 2c; 3b; 4b; 5c;
6a; 7b; 8b; 9c; 10d.

Chapter 2: 1b; 2a; 3b; 4a; 5d; 6a;
7d; 8b; 9d; 10d.

Chapter 3: 1a; 2b; 3b; 4a; 5b; 6a;
7b; 8b; 9d; 10c.

Chapter 4: 1a; 2c; 3b; 4a; 5a; 6b;
7a; 8d; 9a; 10d.

Chapter 5: 1d; 2c; 3b; 4d; 5a; 6a;
7d; 8c; 9d; 10b.

Chapter 6: 1b; 2c; 3b; 4a; 5c; 6d;
7a; 8c; 9b; 10c.

Chapter 7: 1a; 2b; 3c; 4a; 5c;
6a; 7a; 8c; 9a; 10a.

Part 2: Digital Marketing

Chapter 8: 1b; 2b; 3c; 4c; 5d; 6a;
7e; 8a; 9a; 10b

Chapter 9: 1b; 2a; 3c; 4d; 5c; 6b;
7c; 8a; 9d; 10a

Chapter 10: 1c; 2d; 3b; 4g; 5b;
6a; 7d; 8c; 9b; 10a

Chapter 11: 1c; 2f; 3c; 4a; 5b;
6d; 7e; 8c; 9a; 10a

Chapter 12: 1a; 2d; 3b; 4d; 5b;
6b; 7d; 8b; 9f; 10e

Chapter 13: 1d; 2a; 3d; 4a; 5c;
6c; 7d; 8d; 9b; 10c

Chapter 14: 1b; 2a; 3b; 4a; 5a;
6d; 7c; 8a; 9d; 10c

Part 3: Social Media Marketing

Chapter 15: 1d; 2d; 3a; 4b; 5d;
6c; 7d; 8a; 9a; 10c

Chapter 16: 1c; 2d; 3b; 4b; 5a;
6b; 7d; 8d; 9b; 10d

Chapter 17: 1b; 2d; 3c; 4d; 5b;
6d; 7a; 8d; 9d; 10c

Chapter 18: 1d; 2d; 3b; 4d; 5c;
6a; 7a; 8b; 9d; 10c

Chapter 19: 1d; 2a; 3a; 4d; 5d;
6b; 7b; 8d; 9d; 10b

Chapter 20: 1b; 2a; 3c; 4d; 5a;
6b; 7c; 8d; 9a; 10b

Chapter 21: 1d; 2c; 3d; 4d; 5d;
6b; 7d; 8b; 9a; 10d

Part 4: Public Relations

Chapter 22: 1a; 2d; 3d; 4c; 5b;
6d; 7c; 8c; 9b; 10c

Chapter 23: 1d; 2c; 3c; 4d; 5c;
6c; 7c; 8b; 9d; 10c

Chapter 24: 1c; 2d; 3d; 4c; 5c;
6a; 7d; 8c; 9c; 10c

Chapter 25: 1a; 2a; 3c; 4b; 5b;
6d; 7d; 8c; 9d; 10b

Chapter 26: 1d; 2d; 3c; 4b; 5c;
6c; 7a; 8b; 9a; 10d

Chapter 27: 1c; 2d; 3c; 4d; 5d;
6b; 7d; 8c; 9d; 10d

Chapter 28: 1d; 2c; 3d; 4a; 5d;
6c; 7b; 8c; 9d; 10b