

# NAD Marketing – Creating Online Awareness Campaign Strategies in Times of Covid-19

TUD STAFF & STUDENT INPUT



# Content

1. Recap
  1. NAD Key Objectives
  2. Overview NAD Marketing
  3. PESTLE and SWOT Analyses
2. Rethinking Online Marketing
  1. Social Marketing
  2. Marketing in the Future
  3. Awareness Campaign Strategies: NAD Online
3. Key Highlights
  1. Marketing Without a Budget
  2. How to Present Online
    1. How to Create a Good Slide Deck
4. Sources and References

# Rethinking Online Awareness Strategies

## Key Objectives of the NAD

- **We All REMEMBER this project is a SPECIAL NEEDS PROJECT so NAD fully connected to this please!!!**
- **NAD – OVERALL FOCUS on information and discussion on DECIDE Special Needs project with focus on objectives, activities, ongoing outcomes/milestones plus the situation and developments on Special Needs in your home country**
- active student participation of Universities, National and Public Libraries, Student Unions, Teacher unions with the support of the Education Ministries, National and Public Libraries, **NGO's and other special needs groups/individuals etc.**
- participation of all pertinent primary, secondary, and university educational institutes
- **Strategic Aim:** target society on project and issue of special needs as a whole in each of the three countries.

# Overview NAD Marketing

## STEP 1: ANALYZE

- PESTLE (environmental or country analysis)
- SWOT (organization analysis)

## STEP 3: IDENTIFY your organization's

- Vision (where are you going?)
- Culture (internal)
- Identity (local, national, international)

## STEP 2: DEFINE your organization's

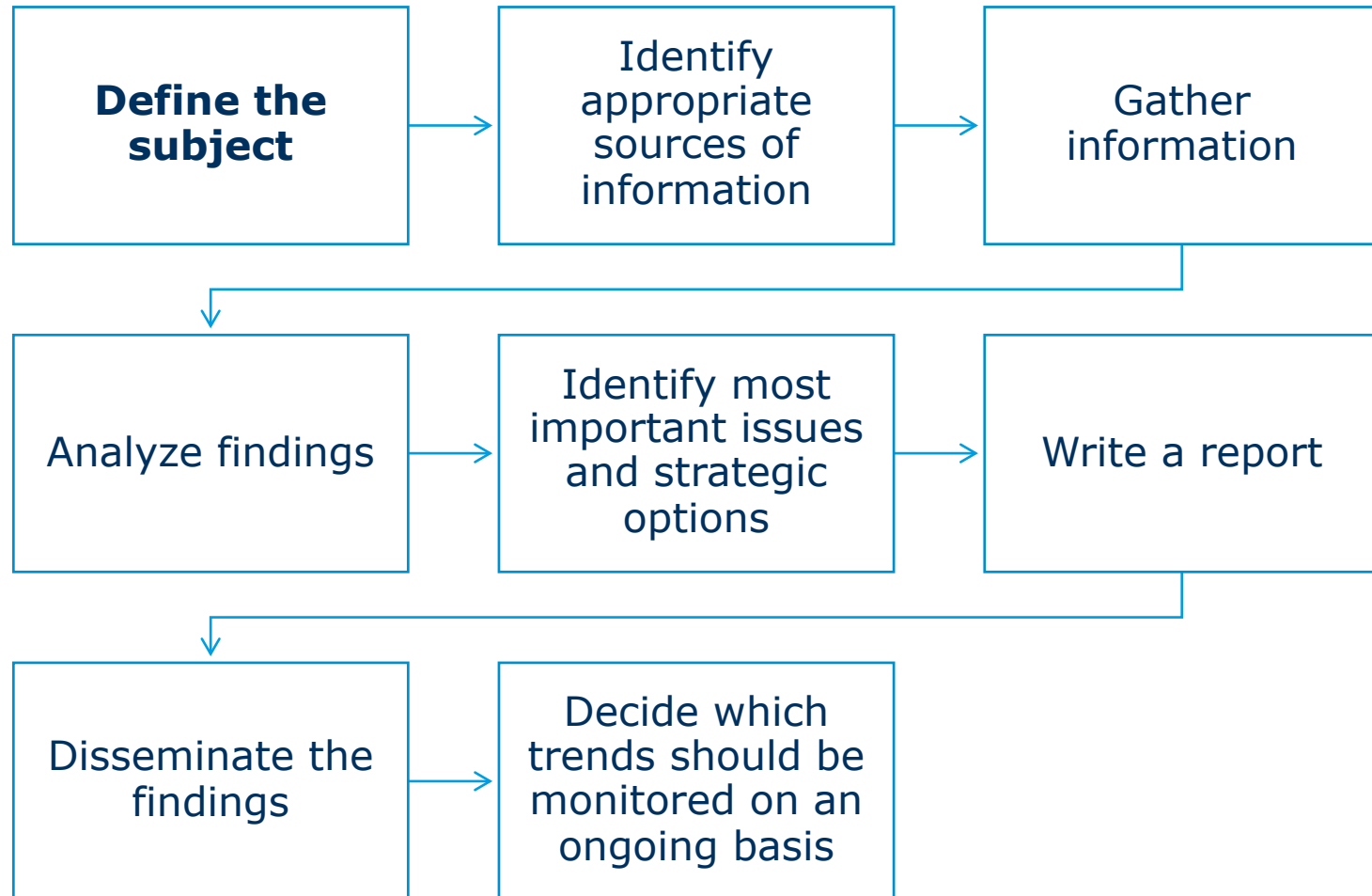
- Competences
- Attractiveness

# Step 1: PESTLE and SWOT

**P**olitical  
**E**conomic  
**S**ocial  
**T**echnological  
**L**egal  
**E**nvironmental

Factor	Often Comprised Of
Political	Taxation policy, political support, employment laws, environmental regulations, trade restrictions, tariffs, political stability
Economic	overall economic situation, economic growth, strength of spending, interest rates, inflation rate, exchange rates, unemployment
Social	cultural norms and expectations, social mobility, lifestyle patterns and changes, health consciousness, population growth rate, age distribution, career attitudes, emphasis on safety
Technological	relevant current and future technology innovations, R&D activity, automation, technology incentives, rate of technological change
Legal	existing legislation and likely future changes in the law – examples include employment, competition, health & safety and European law.
Environmental	the level of pollution, recycling considerations, and attitudes to the environment –linked in with political and sociological factors

# PESTLE Process



# PESTLE v. SWOT



# SWOT Analysis

## 1. NAD Marketing Strategy

- Objective
- Analysis of the external business environment (the OT of SWOT, sometimes called PESTLE analysis). Include Market Research.
- Identification and analysis of Target Groups.
- Goal in terms of area reach (and revenue?).
- The Marketing Budget with breakdown.
- Elements of the Marketing Mix especially Product positives (for flyers etc), and event date. USP?
- Events planned, media channels & SWOT of NAD

## 2. Run the NAD, do your NAD Report and then SWOT ANALYSE!

## 3. Prepare Conclusions and decide Action Plan as a follow up!

SWOT	Helpful	Harmful
Internal	<b>Strengths</b> <ul style="list-style-type: none"><li>- What do your users like best about your library?</li><li>- ...</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>- What do your users wish you did better?</li><li>- ...</li></ul>
External	<b>Opportunities</b> <ul style="list-style-type: none"><li>- How can your strengths open doors to opportunities for your library?</li><li>- ...</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>- What is happening in the world that could impact your library negatively?</li><li>- ...</li></ul>



# Rethinking Online Marketing

*“Marketing refers to activities undertaken by a company to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses.”*

Definition Marketing. (2019, June 25). Retrieved July 8, 2019, from <https://www.investopedia.com/terms/m/marketing.asp>

# Rethinking Online Marketing: Social Marketing

- **Social marketing -> advertising and public relations**
- Application: programmes aimed at raising awareness and promoting sustainable behaviour
- Objective: predict and even form consumers' needs
- Aims:
  - Educating people
  - Preventing the adoption of negative behaviour
  - Questioning the utility of negative habits for personal health and happiness
  - Spreading awareness of societal issues and problems like Recyclable packaging, initiatives like low energy usage or low car usage
  - Communicating company's values to build consumer trust and loyalty
  - Directing portions of profits toward charitable groups or efforts are examples of social responsibility marketing strategies

# Rethinking Online Marketing: Marketing in the Future

- Transitional era
- Digital world is evolving very fast
- **Forget about the 4Ps**

<https://brand24.com/blog/the-future-of-marketing/>

<https://fivechannels.com/what-will-digital-marketing-look-like-in-10-years/>



# Rethinking Online Marketing: Online Awareness Campaign Strategies

## Engagement

- How to engage with your target group?

## Promotion

- How to promote an Online NAD on low to no budget?

## Execution

- How to present online effectively?

# Promotion: Marketing Without a Budget

**How can a university/NGO with a low or non-existing marketing budget engage in promotion activities?**

# Promotion: Marketing Without a Budget

## Why Marketing Strategy Matters in Higher Education

01

### Internal target groups:

Lecturers, employees (scientists, technical, administration), students

02

### Intermediate target groups:

Graduates, emeriti, retired employees

03

### External target groups:

Potential students, schools, NGOs, scientific community, research funders, government, corporations, political institutions, general public, media, donors, foundations

[https://www.uni-muenster.de/imperia/md/content/agfortbildung/90605\\_zanger.pdf](https://www.uni-muenster.de/imperia/md/content/agfortbildung/90605_zanger.pdf)

# Promotion: Marketing Without a Budget

## Aims of Promotional Activities



- 01** Increase level of awareness
- 02** Building up a positive image
- 03** Increasing acceptance

# Promotion: Marketing Without a Budget

## Examples for promotional activities with a low budget

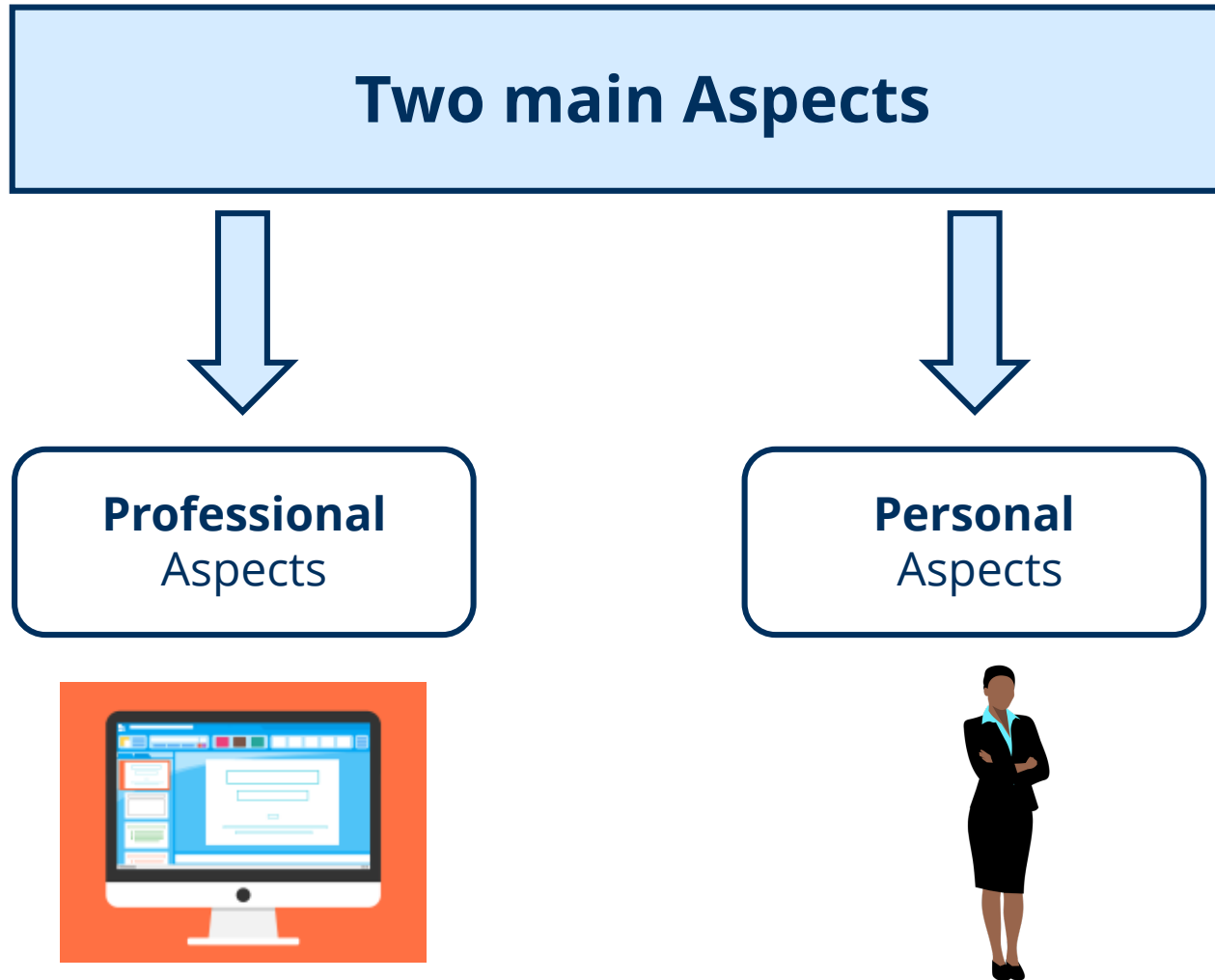
- **Website/Search Engine Optimization**
- Translations
- Corporate design
- **Social media**
- Image videos
- **Newsletter**
- Educational fairs
- **Office materials**
- Merchandising
- Brochures
- **Strategic alliances**
- Articles in printed media





# How to Present Online

## General thoughts to consider during a presentation



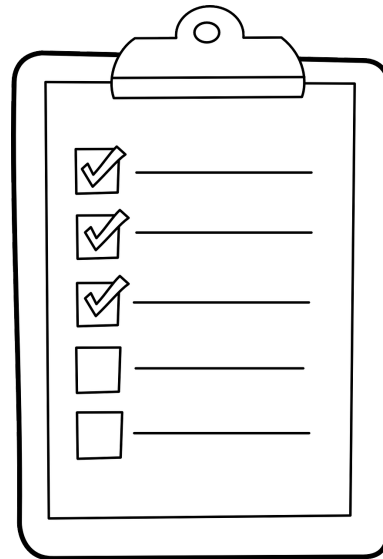
# General thoughts to consider during a presentation

## Professional Aspects...

### Significance



### Structure



### Simplicity



# General thoughts to consider during a presentation

## Personal Aspects...

### Voice Projection



<https://www.gentleman-blog.de/2011/01/09/5-notfall-tipps-rede-halten/>

### Body Language



<https://www.thejobnetwork.com/21-body-language-tips-for-the-workplace/>

### Appearance



<https://www.ajar.id/en/post/grooming-and-personal-appearance-standard-for-room-attendants>

# Holding a remote presentation



Technology



Environment



Attention

# Technology



Make a test run



Back up



Prime audience



Use your tools

# Environment



Check your background



Noise



Lightning and video



Dress to impress

# Attention of your audience



Presentation



Visibility



Body position



Pause

# How to create a good slide deck

- Avoid text-heavy slides



# Text-heavy slide

SPARKY is looking to raise 5 million euros to be able to expand further

**SPARKY**

Our mission is to create a fun, safe, sustainable and effortless experience for the tourist to be able to travel on their own terms and experience the city

SPARKY'S JOURNEY

## The problem

The **transportation** experience can be stressful and inefficient. At the same time hotels guests are becoming more demanding and hotels need to provide new **services**

## Electric kick scooters

Scooter sharing closes an important gap between other transportation modes while being affordable. Calculated market size in 2025 is USD 29 BN

## Our solution

Providing **scooters** for **hotels** to enable them to improve and enhance their services and rating with a safe, fun and affordable solution for the tourist to explore the city

## What SPARKY offers

SPARKY provides **hotels** with scooters to provide to their guests which is affordable, fun and a seamless experience to explore the city

## Addressable market

The market in Europe for light electric vehicles appears to be **USD 30 BN** which includes distances less than 5 km and rides cheaper than 9 USD. In addition tourists spend approx. **USD 64 – 128 BN** on activities in top 10 popular destinations

## Our differentiators

Focusing on **niche markets** as e.g. hotels and other B2B opportunities to reduce **OPEX** in regards to charging and rebalancing costs and avoid **regulatory issues** and fierce **competition**

## POC

We have successfully signed ca 400 hubs (>90% with contracts over 12 months), and onboarded >400 scooters in >10 cities in Spain (i.e. Madrid, Barcelona, Valencia etc.) where our top performing hotels generate > EUR 20 / scooter and day

## Our ambition

SPARKY's goal is to be the **#1 hub-based** vehicle sharing platform focusing initially on hotels and electric kick scooters

## Lets begin...

## Our request

Our aim is to raise **EUR 5 million** in capital (in Serie A) to be able to expand to **targeted destinations** during 2019-2020


# How to create a good slide deck

- Avoid text-heavy slides
- Consistency
- Outstanding title slide
- Avoid clutter

# Bad example of a cluttered slide


Offering well maintained vehicles with insurance and helmets on the spot **SPARKY**


## Competition

Bike sharing 

Kick Scooter/E-scooter sharing (hub-less)




City tours 


Car rentals 


Taxi 


Public transport 


## WHY SPARKY?

Cost: Affordable pricing per hour & day 

 Quality: Well maintained scooters

Access: On the spot access @ Hotels 

 Safety: Providing insurance and helmet

Ready: Always charged and ready to go 

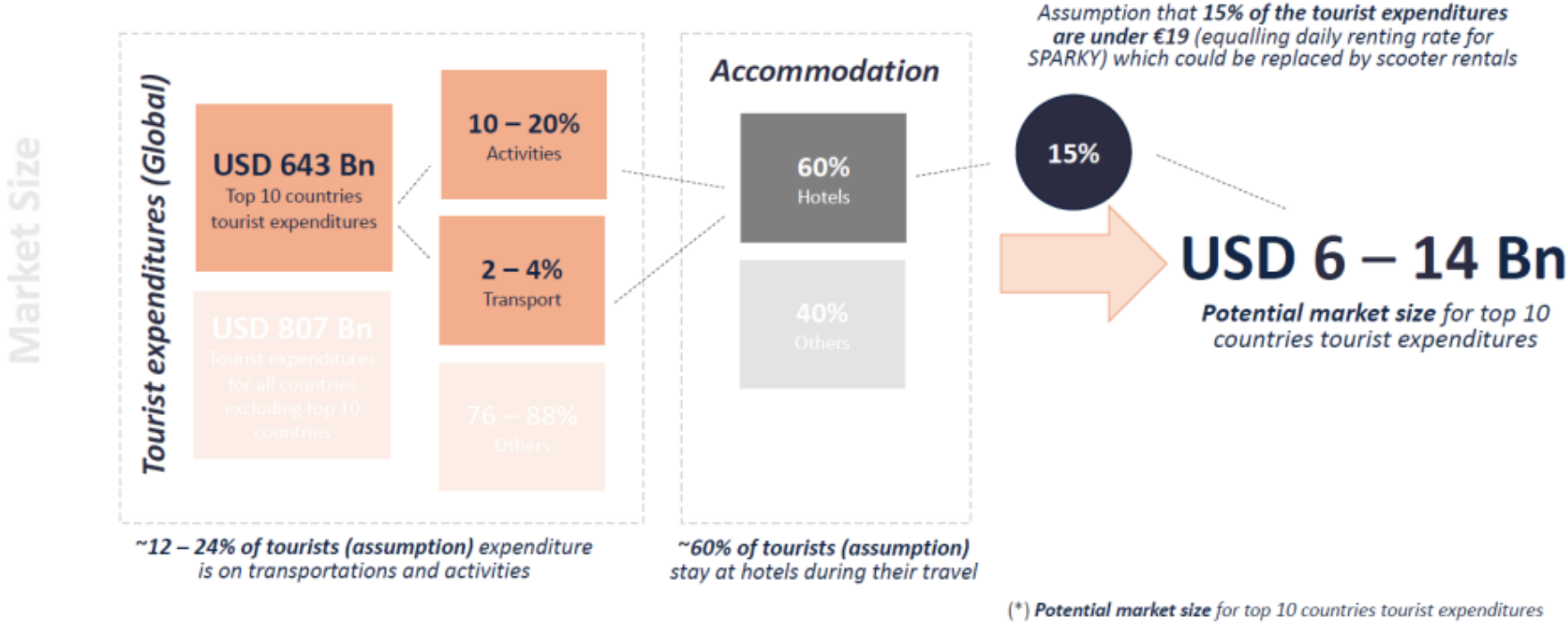
Competition

# How to create a good slide deck

- Avoid text-heavy slides
- Consistency
- Outstanding title slide
- Avoid clutter
- Tell a story
- Use interaction
- Keep it simple

# How not to keep it relatively simple

## ▲ Potential market size: USD 6 – 14 Bn



# ACTION PLAN

**Create appropriate SWOT (by end of September)(**

**Create NAD agenda programme**

**Afterwards write up report on NAD using a SWOT approach and state what went well and what could be improved for next NAD**

# More Sources

- <https://www.youtube.com/watch?v=9iArNac6JRU&t=219s>
- <https://www.gsb.stanford.edu/insights/10-tips-giving-effective-virtual-presentations>
- <http://performancesalesandtraining.com/great-online-presentation/>
- <https://www.youtube.com/watch?v=dEDcc0aCjaA>
- <https://learning.linkedin.com/blog/design-tips/5-best-practices-for-making-awesome-powerpoint-slides>
- <https://alum.mit.edu/best-practices-powerpoint-presentations>
- <https://slidemodel.com/23-powerpoint-presentation-tips-creating-engaging-interactive-presentations/>
- <https://visme.co/blog/engage-audience-online-presentation/>
- <https://www.presentationprep.com/10-most-common-presentation-mistakes/>
- <https://www.skillsyouneed.com/present/presentation-tips.html>

# Sources on PESTLE and SWOT

- Businessballs  
<http://www.businessballs.com/pestanalysisfreetemplate.htm>
- RapidBI  
<http://www.rapidbi.com/created/the-PESTLE-analysis-tool.html>
- Marketing Teacher  
[http://marketingteacher.com/Lessons/exercise\\_PEST.htm](http://marketingteacher.com/Lessons/exercise_PEST.htm)
- Marketing Minefield  
<http://www.marketingminefield.co.uk/marketing-plan/pestle-analysis.html>
- Renewal Associates  
[http://www.renewal.eu.com/resources/Renewal\\_Pestle\\_Analysis.pdf](http://www.renewal.eu.com/resources/Renewal_Pestle_Analysis.pdf)



# Sources on Social Marketing and Online Marketing

- Matt Lawson, M. L. (2019, January 15). 4 guidelines for the future of marketing -Think with Google. Retrieved July 8, 2019, from <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/future-of-marketing-mobile-micro-moments/>
- 9 Thoughts About the Future of Marketing | Brand24 Blog. (2016, April 25). Retrieved July 8, 2019, from <https://brand24.com/blog/the-future-of-marketing/>
- Jason Hall, J. H. (2019, April 10). What Will Digital Marketing Look Like in 10.... Retrieved July 8, 2019, from <https://fivechannels.com/what-will-digital-marketing-look-like-in-10-years/>
- Thom Gruhler, T. G. (2018, April 18). Five Trends Shaping The Future Of Marketing. Retrieved July 8, 2019, from <https://www.forbes.com/sites/forbesagencycouncil/2018/04/18/five-trends-shaping-the-future-of-marketing/>
- The Future of Marketing: Six Visionaries Speak. (n.d.-f). Retrieved July 8, 2019, from <https://www.marketo.com/articles/the-future-of-marketing-six-visionaries-speak/>
- Definition Marketing. (2019, June 25). Retrieved July 8, 2019, from <https://www.investopedia.com/terms/m/marketing.asp>
- Ranchhod, A., & Gurau, C. (2007). Marketing strategies: A contemporary approach. Harlow: Financial Times Prentice Hall.
- O’Riordan, f. & Lehninger, D. (2002) Business 21.(1st Edition). Oldenbourg Verlag
- The five evolution eras of marketing (2017, August) Retrieved July 8, 2019, form )<http://hivestudio.net/the-5-evolution-eras-of-marketing/>