

Project Overview:

Muse Creative Content



Company:	Muse Creative Content
Industry:	Marketing & Branding
Scope:	Marketing collateral, social media content, and infographics
Message:	We are your content & media partners
Audience:	Creative entrepreneurs with a D.I.Y. spirit
Problem:	Muse positions itself as a partner sharing resources like the Marketing Quick Tips Series and insightful social media campaigns like #MentalHacks.

Infographics are informative & showcase the type of content Muse can create for clients while also sharing helpful tips for those clients who want to do things for themselves.

Marketing Quick Tips share helpful insights

Muse positions itself as a partner to entrepreneurs. Sharing free resources and tips for those who are self-marketing. This openness and willingness to educate demonstrates expertise and builds trust.

MARKETING QUICK TIPS

How to Create a Marketing Plan

WHY WE CREATED OUR TIP SHEETS
THIS SERIES OF TIP SHEETS IS DESIGNED FOR ENTREPRENEURS AND SMALL BUSINESS OWNERS WHO WANT TO MARKET THEIR BUSINESSES SUCCESSFULLY WITH A VERY SMALL BUDGET.

In this series you will get tips for building your brand without hiring a marketing agency. It is also designed to make you aware of marketing strategies so that when you are ready to move to the next level of marketing and hire someone for your team or work with an agency, you know what's needed to grow your business. We are living in a time of unprecedented content creation, lots of it. Still, it's content for content's sake. It is our goal with this series to help stop poor quality content by helping others create better content.

READY... SET... GO!

BRAINSTORM. Develop a viable strategy or plan.
DESIGN / CREATE / PRODUCE content (Execute your plan: Which formats? Which subjects? Create or curate?)
PROMOTE content (Share what you have created. Which platforms? How often?)
MONITOR & MEASURE for insights (Analyze whether it's effective, make changes when necessary.)
ADAPT (Continue to promote. Where? How often?)

GET TO KNOW YOUR AUDIENCE

You may be sighing as you read this because you have read it 100 times before, but this is just one of those **un-skip-able** steps!

You need to create the personas and you need to have a solid understanding of what your target audience cares about, what they worry about, and what they aspire to.

If you don't, your marketing messages will lack focus and likely miss the mark.

Know where you can reach them (are they on Facebook or Instagram? Do they watch tv?)

Know what they value (do they want to eat organic because it is healthier for their families? do they want to do all they can for the environment?)

Pairing these factors with your branding activities will be key to building your brand. Try to map your buyer's journey or the typical path to purchase, this will help inform marketing decisions.

Additionally, knowing your target audience helps with segmentation and personalization, both key in the current marketing landscape where customers demand relevant messaging.

STRATEGY

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HAVE GOALS AND OBJECTIVES AT THE OUTSET

Bottom Line: the better you know your audience, the more easily you can:

- ▶ Improve customer experience (personalization based on values, interests, buying history, and stage of buying cycle)
- ▶ Improve customer retention
- ▶ Cross-sell and upsell

Aim high, if you fall short, at least you will have something to work towards.
Your goals should be clear and precise. Whether or not you hit them should also be clear and measurable.

A goal like: grow Facebook engagement is not going to help you.
This is vaguely measurable, but not extremely valuable.

Try: Get 100 new Facebook likes in March
This is a clear goal and you will know whether or not you have achieved it.

Break goals down into actionable achievable campaigns or initiatives, they may include:
Email marketing campaigns | Landing pages | Social media campaigns | Blogging & newsletters

Remember, to retain your audience, you must delight them.

- ▶ Excellent customer service
- ▶ Personalization
- ▶ Perks and loyalty programs

SHARE

You'll know where your audience hang out online based on the earlier work you did on personas.
Share your content where it will be most impactful.

MONITOR YOUR MARKETING TACTICS AND MEASURE WHETHER OR NOT THEY ARE WORKING

Track engagement for each campaign. Determine which content is most useful and engaging to your audience.

Use the data to develop insights about whether the strategy is effective, needs to be tweaked or should be eliminated from your marketing plan

Update all strategies, as needed, based on monitoring and measurement.

REPEAT

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MUSE CREATIVE CONTENT

creative | visual | relevant

ABOUT US SERVICES CONNECT WITH MUSE

RESOURCES FOR D.I.Y. MARKETING

MARKETING QUICK TIPS *How to Create a Marketing Plan*

WHY WE CREATED OUR TIP SHEETS
TO HELP YOU:
KNOW IN ADVANCE the pros and cons of each tip
KNOW IN ADVANCE what to do next
KNOW IN ADVANCE how to do it

THE TIP SHEET:
 Includes a checklist of key steps to follow
 Includes a list of key questions to ask
 Includes a list of key resources to use

READY... SET... GO!

DEFINITION: Create a viable strategy or plan.
TO DO (CHECK THESE) BEFORE YOU START: Which subject? (Goal or result?)
DEFINITION: (Check what you have created. Which professional How often?)
POSSIBLE RESULTS: (In months, quarters, or years. Do all affectors, make changes when necessary.)
ANALYSIS: (Check to ensure. What's Next about?)

GET TO KNOW YOUR AUDIENCE

It may be difficult to see the need for this because you have read it 100 times before, but this is just one of those multiple-use sheets.

You need to create the personas and you need to have a solid understanding of what your target audience wants, what they worry about, and what they enjoy.

If you don't, your marketing messages will both lose and they will miss the mark.

Know where you can reach them (are they on Facebook or Instagram? Do they watch tv?)

Know what they value (do they want to eat organic because it's healthier for their families? Do they want to do all the work for the convenience?)

Having these factors with your marketing activities will be key to building your brand, to help your buyer's journey or the typical path to purchase, this will help building marketing decisions.

Additionally, knowing your target audience helps with representation and personalization, both key to the current marketing landscape where customer demand is more demanding.

STRATEGY

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MARKETING QUICK TIPS *Creating Targeted Content for Each Stage of the Customer Journey*

WHY WE CREATED OUR TIP SHEETS
 The idea of "Content is King" is not new, but it's becoming more and more relevant as we move into the digital age. Content is the key to success in the digital world.

CONTENT

STAGE: AWARENESS

At this stage you are trying to attract potential customers with fun content that demonstrates what's great about your brand while also solving a problem. Targeted content is key to this stage. You need to know that you have a product or service that will help them solve that problem. Don't just have a solution, offer information or an idea that is helpful and engaging.

WHAT TO SHARE:

- Overview videos
- High-level basics of your company, product, or service
- Content that shows your brand's unique value proposition without being salesy
- General, broadly appealing, fun content that is a subject lead
- Infographics with data & statistics
- Checklists & how-to lists for quick wins

DO IT TO AVOID GETTING OVERHEARD AND LET THEM KNOW YOU DO DO BETTER THAN ANYONE ELSE. MAKE IT YOUR BRAND'S VOICE. DON'T TRY TO BE THE NEXT BIG THING. BE THE NEXT BIG THING.

Always provide links to more than 10 get information if the initial content was effective. Don't base it on whether you get to do that.

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The Resources page is the most visited on the website.

#MentalHacks social campaign

#MentalHacks
Using Psychology to gain influence.

The Pygmalion Effect

Who came up with it?
Robert Rosenthal

How it works:
When expectations are great, performance follows. This can be leveraged as a management tool. If you tell your team they are going to excel, the chances that they will be greatly multiplied.

#ProTip
It works best if you mean it!

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#MentalHacks
Using Psychology to gain influence.

The Spotlight Effect

Who came up with it?
Kenneth Savitsky

How it works:
We often feel that we are being scrutinized by others, but this is not the case. Our mistakes are not as noticeable to others as we think.

#ProTip Get out of your head! Most people are far too busy feeling self-conscious to notice the lipstick on your teeth!

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#MentalHacks
Using Psychology to gain influence.

The Paradox of Choice

Who came up with it?
Mark Lepper

How it works:
The more options available to us, the less satisfied we feel with whatever we choose.

#ProTip
Limit options to increase satisfaction!

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#MentalHacks
Using Psychology to gain influence.

The Pratfall Effect

Who came up with it?
Elliot Aronson

How it works:
By making an occasional mistake, you demonstrate fallibility. This means you may win over or even charm a prospect by being your imperfect self. Mistakes make us seem more human.

#ProTip Keep the mistakes to a minimum- too much of a good thing can kill the contract.

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Campaign created to share some of the psychology behind influence.

SMART SOCIAL BUSINESS

STRATEGY IS KEY!

Don't just dive in without a plan. You can't measure your **success** without some idea of what your **objectives** are.

Examples of goals you may be trying to achieve with social media include:

- Capture new leads
- Improve customer service
- Bolster brand loyalty
- Establish subject matter expertise



Once you've identified your **objectives**, you can **measure** how well you are achieving them.

- Are you getting new contacts interested in your product or services?
- Are you demonstrating excellent customer service by responding to complaints quickly and effectively?
- Do you have lots of followers liking and sharing content?
- Have you consistently demonstrated expertise in your field?



Plan to track the relevant numbers so that you can understand your social strengths and weaknesses.

CHOOSE YOUR ENGAGEMENT

Look critically at your strategy and decide which social platforms are right for your brand and which will best help you reach your social objectives.

If you are already using social channels, **take inventory** of which ones and decide whether keeping them active will serve your business goals.

Remember: you don't have to participate on every social network to be successful, in fact, trying to do it all can weaken your overall impact.

POLICY MATTERS

Infographics make content consumable

Many of the infographics Muse shares on its blog are designed with a dual mission.

First, they are meant to show the company's expertise. They also share valuable insights that business partners can use to inform D.I.Y. marketing efforts.

This reinforces the spirit of collaboration the company strives for.

Muse creates infographics in different styles to inform, showcase design capabilities, and inspire partners.

GRAPHIC PARTNERSHIPS:

What to consider when hiring a designer

YOU'VE READ ALL THE HYPE ABOUT HOW MUCH FASTER THE MIND PROCESSES GRAPHIC INFORMATION (SO, DOUX FASTER ACCORDING TO MOST REPUTABLE SOURCES), AND YOU WANT TO TRY TO TRANSLATE YOUR COPY INTO SOMETHING MORE VISUAL.

Where should you start?

WE WILL DISCUSS GOING THE D.I.Y. ROUTE IN A FUTURE POST, BUT FOR NOW, LET'S TAKE A LOOK AT THE CONSIDERATIONS YOU NEED TO MAKE WHEN HIRING A DESIGNER.



First, you have to find a designer.

- 1) ASK FOR REFERRALS. YOUR COLLEAGUES, FRIENDS, AND ACQUAINTANCES CAN GIVE YOU EXCELLENT (AND AT LEAST PARTIALLY VETTED) RECOMMENDATIONS. IF SOMEONE YOU KNOW HAS BEAUTIFULLY BRANDED MATERIALS, ASK THEM WHO DOES THEIR DESIGN. MOST PEOPLE ARE MORE THAN HAPPY TO CHAT ABOUT (AND SHARE) A GREAT DESIGNER.
- 2) LEVERAGE YOUR LINKEDIN NETWORK. THERE IS UNDOUBTEDLY AT LEAST ONE TERRIFIC DESIGNER AMONG YOUR LINKEDIN CONNECTIONS - REACH OUT AND SEE WHAT THEY HAVE TO OFFER.
- 3) IF YOU CANNOT FIND A DESIGNER AMONG YOUR CONNECTIONS, GOOGLE GRAPHIC DESIGNERS IN YOUR AREA. A QUICK WEB SEARCH SHOULD BRING UP SEVERAL LOCAL OPTIONS. THIS WILL GIVE YOU THE OPPORTUNITY TO SCAN THEIR PORTFOLIOS AND DECIDE WHETHER THEY ARE A GOOD FIT FOR YOUR BRAND.

#PROTIP

Don't hire your nephew in art school. While he may be more affordable than a professional designer, chances are, he will not be available every time you need him and will not produce consistently high-quality work.

After you find your graphic genius,

D.I.Y. GRAPHIC DESIGN:

Tips and resources for the amateur designer



DON'T

CHOOSE YOUR TOOLS!

Don't use Microsoft Word. Period. Even a master designer will have a hard time making something look good in Word. It is a program made for word processing not for design.

INSTEAD

Remember what your parents taught you: use the right tool for the task. If you don't have a design program, try an online tool like Canva or Picmonkey*. If you are hesitant to work online and really want to work with an Office Suite product, PowerPoint is a better option than Word for anything graphic.

*ALSO CHECK OUT PIXLR, INFOGR.AM, & PIKTOCHART




DON'T

TO FONT, OR NOT TO FONT?

We've all seen at least one font disaster, a document where the font changes from Arial to Times to Comic Sans and throws in a little Papyrus for good measure before going back to Times. Don't use every font in your collection. Too many fonts will confuse the audience and obscure your message.

INSTEAD

As a rule, good design can have one serif/one sans serif and one decorative or statement font. Use your fonts strategically. Choose one font for the titles, one for the body and perhaps a third for emphasis of key points.



Muse Creative Content
shares information and resources with
client-partners to educate and
build community with
the entrepreneurs they serve.



