

# Marketing Strategies for social enterprises

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Erasmus+ Strategic Partnership *Social Entrepreneurship for Local Change*



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# BUSINESS PLAN\_ELEMENTS



EXECUTIVE SUMMARY



COMPANY DESCRIPTION



MARKETING PLAN



MARKET, INDUSTRY AND COMPETITION ANALYSIS



OPERATIONS PLAN



RISK MANAGEMENT



FINANCIAL PLAN



ORGANIZATIONAL STRUCTURE AND GOVERNANCE

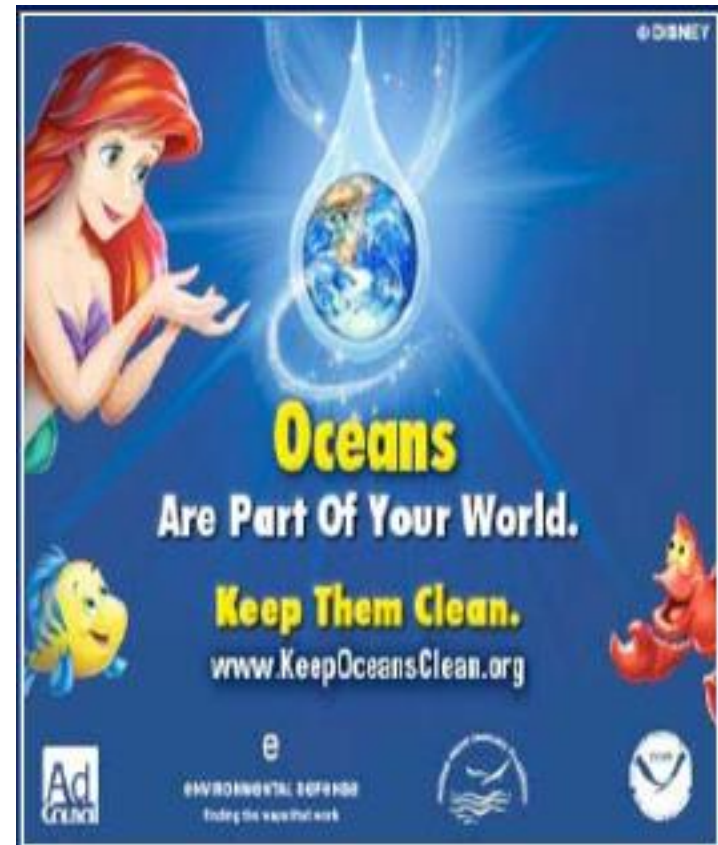


APPENDICES

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# The Marketing Plan

- Positioning
- Product
- Price
- Place
- Promotion
- Packaging
- People



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# What is Marketing

The strategic business function that creates **Value** by stimulating, facilitating and fulfilling customer demand. It does so by building brands, nurturing innovation, developing relationships, creating good customer service and communicating benefits. By operating customer centrically, marketing brings positive ROI, satisfies shareholders and **stakeholders** and **contributes to positive behavioural change and a sustainable business future.**

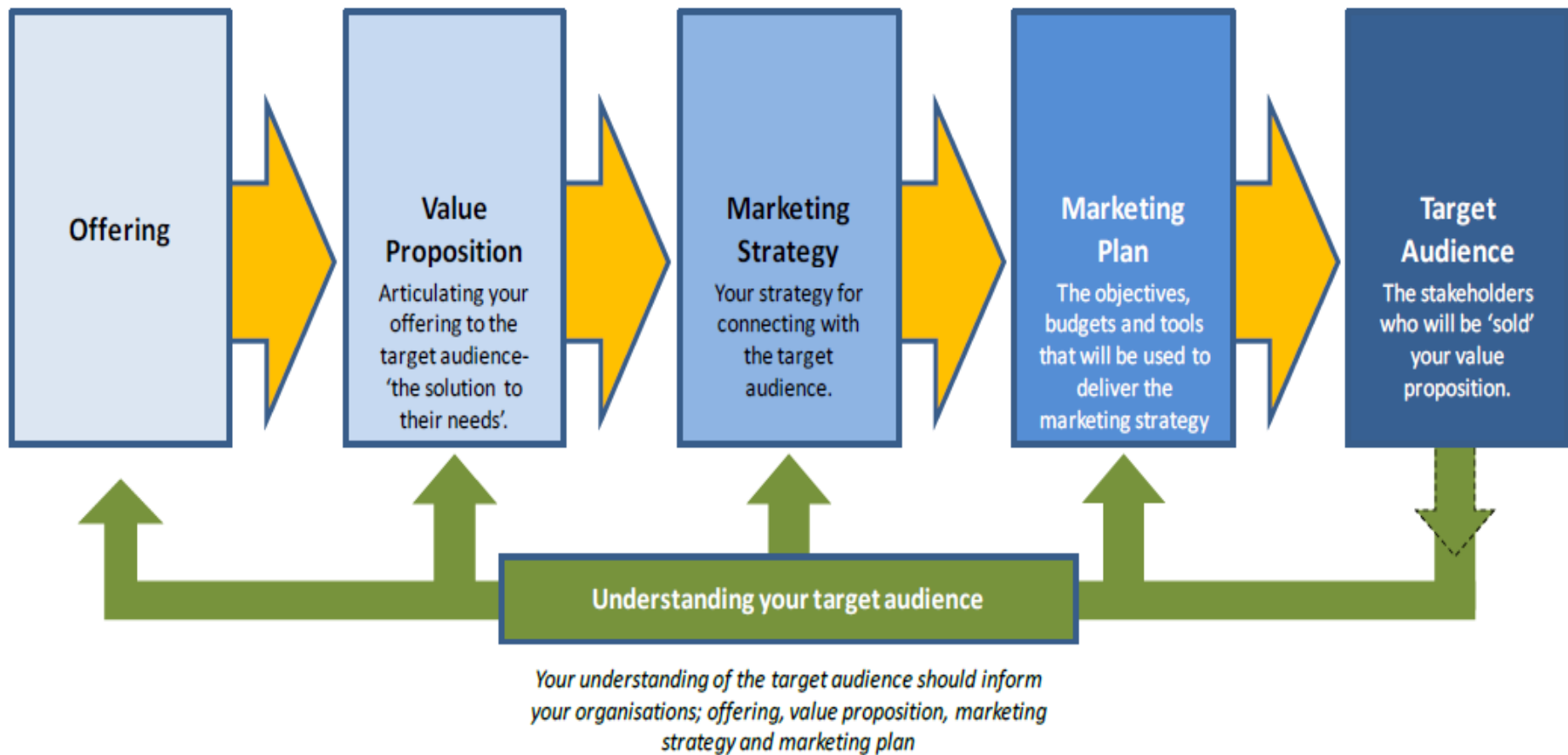
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# SE Customer can be Confusing!



- Social Enterprises have several Stakeholders they often view as “customers.”
- Clients are “beneficiaries” of social enterprise services or social impact.
- Target market Buyers are those buying social enterprise products and services.

# The Components of Marketing



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# 1) Offering

- The product or service your organisation will offer.



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# 2) The Value Propostion

- Know your.. Customer
- their wants
- preferences
- Likes and dislikes
- Lifestyle
- Demographics/size



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## 2) The Value Propostion

There are typically three types of value proposition:

- **Efficiency:** delivering your product/ service at a better price than the competition
- **Leadership/ Innovation:** delivering a unique or leading product/ service to the target audience
- **Audience Intimacy:** creating an intimate relationship with your target audience, beyond that of the competition

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# Unique Selling Point



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# 3) What is a marketing strategy?

The marketing strategy should define how you plan to communicate your value proposition

Make sure that the marketing strategy links to the overall Business Strategy

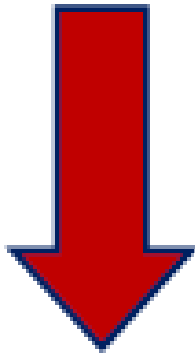
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# 3) What is a marketing strategy?

Your **brand identity** – how you communicate your value proposition / offering to the market.

FEATURE



BENEFIT

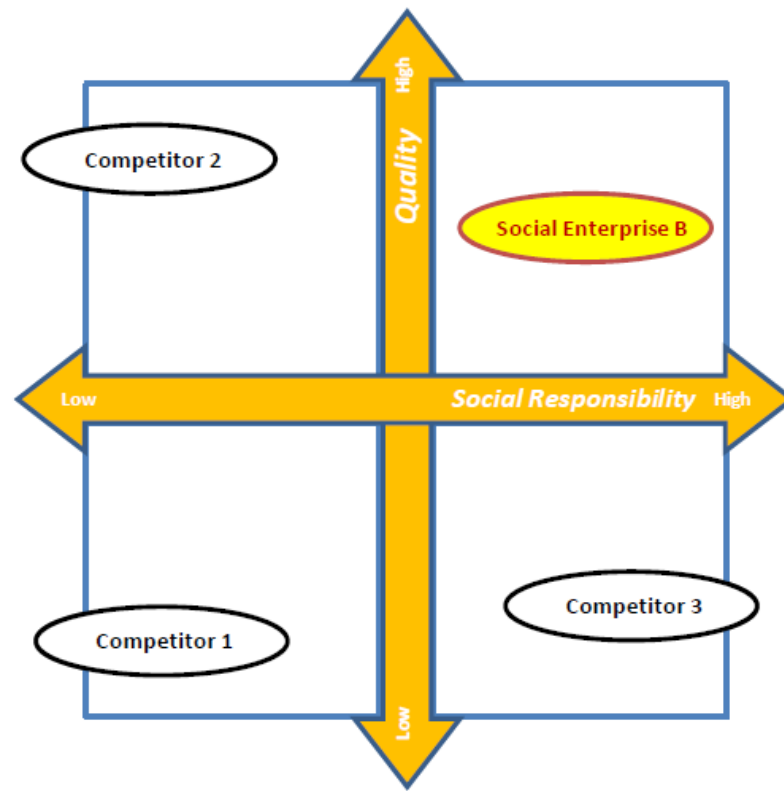


*'Fully recyclable packaging- reducing your impact on the environment'*

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# 3) What is a marketing strategy?

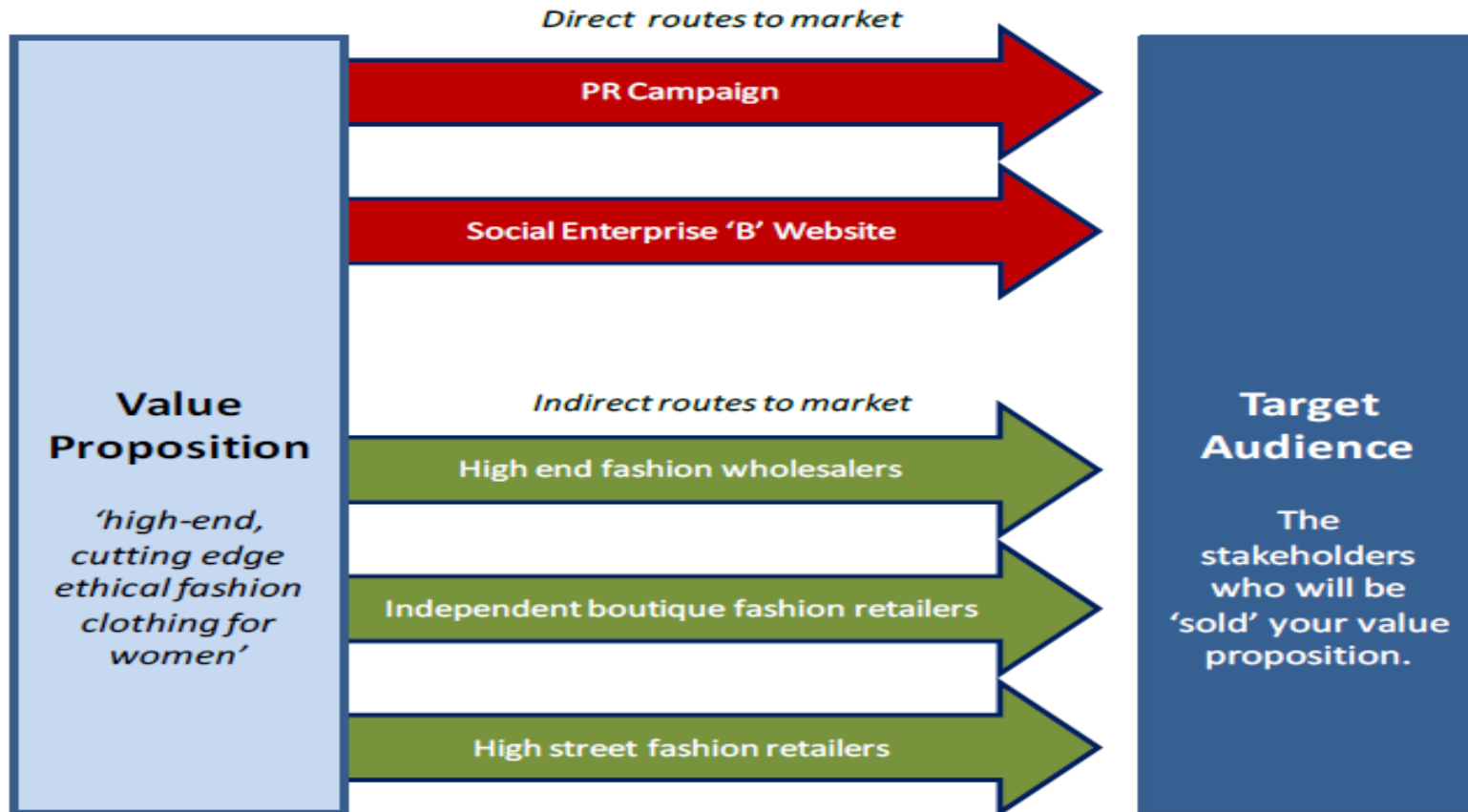
Your **position in the market landscape**- how does your value proposition compare to your competitors?



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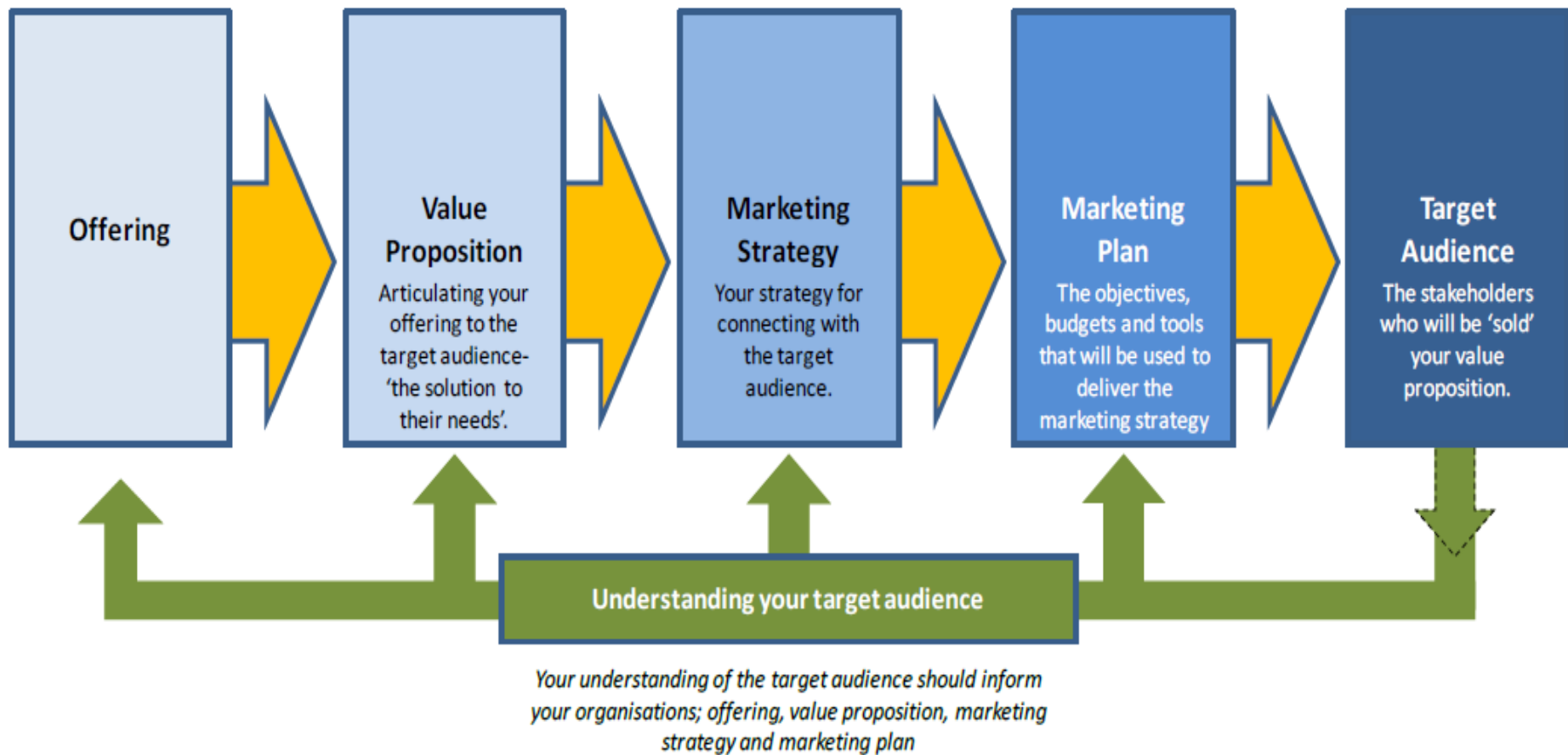
# 3) What is a marketing strategy?

Your 'routes to market'- how will you reach the target audience with your value proposition?



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# The Components of Marketing



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# 4) Developing the Market Plan

- Your marketing plan should identify the practical steps and tactics how to deliver the marketing strategy
- 1) Marketing objectives
- 2) Marketing mix Tools

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# 4) Marketing Objectives

**Objective:** Each objective of the marketing plan should be focused on enabling the organization to deliver its mission and strategic aims.

Marketing objectives are typically focused on achieving one or more of the following results:

- ***Generate new customers/ beneficiaries from within your target audience.***
- ***Retaining your existing customers/ beneficiaries.***
- ***Existing customers/ target audience purchase more products or services from your organisation.***
- ***Creating systemic change to change the way in which your product or service is delivered / paid for.***

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# 4) Marketing Mix : Product

- Product should be of high quality, tailored to fit the target audience needs.
- Brand, Packaging, Features/Design, Quality, Service



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# 4) Marketing Mix: Packaging

A very important way to communicate your message to the audience, stakeholders, customers



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# 4) Marketing Mix : Price

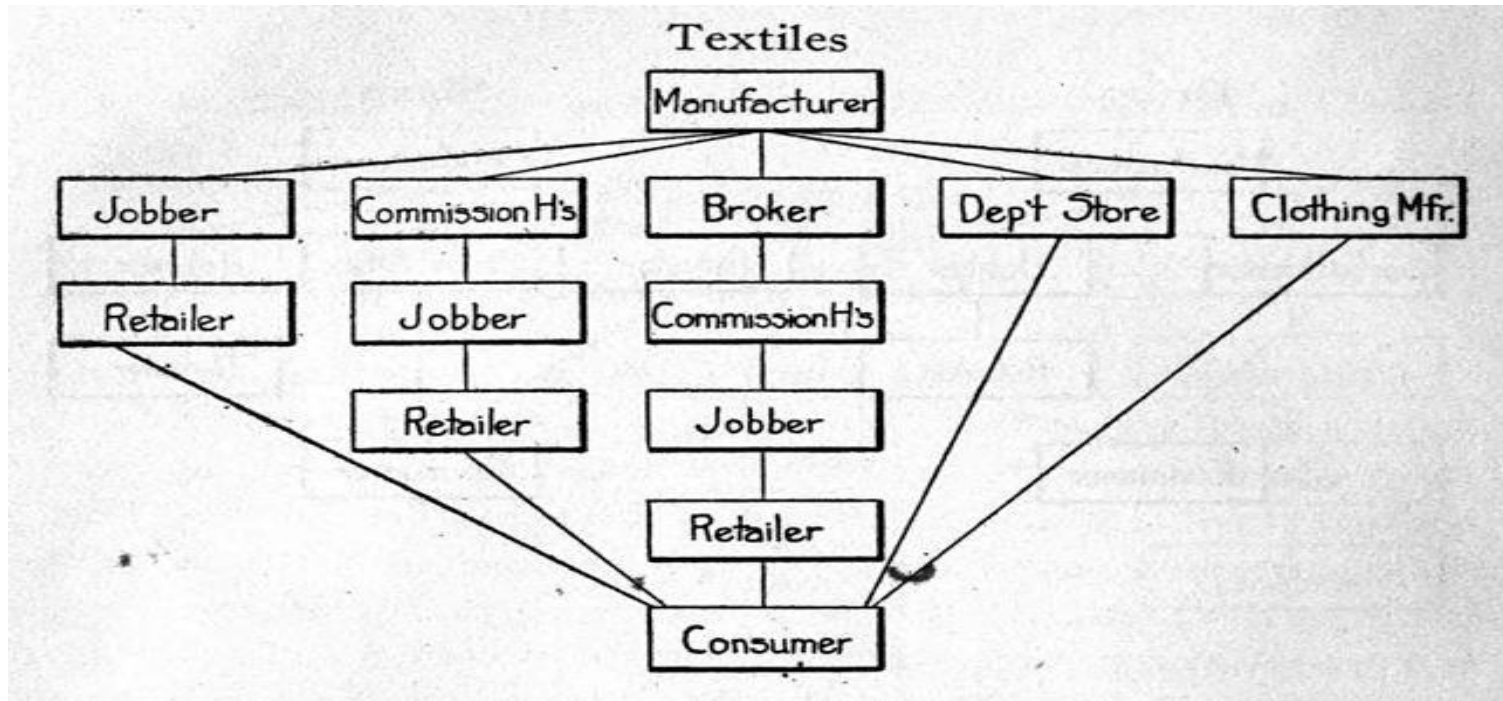
- How much will you need to charge for your product or service
- Do you have specific pricing objectives
- Set Price, Credit terms, payment period, discounts, commissions



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# 4) Marketing Mix : Place

- The place (distribution) strategy articulates how you will get your products or services to your customers.



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# 4) Marketing Mix : Promotion

*your communications plan- which features, benefits and values will be communicated to this specific audience segment and through this specific route to market?*



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# 5) Target Audience

The stakeholders that will see, select, buy and use Product.



SE example Agrofair

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# End of Part 1: Marketing

Thank you!



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