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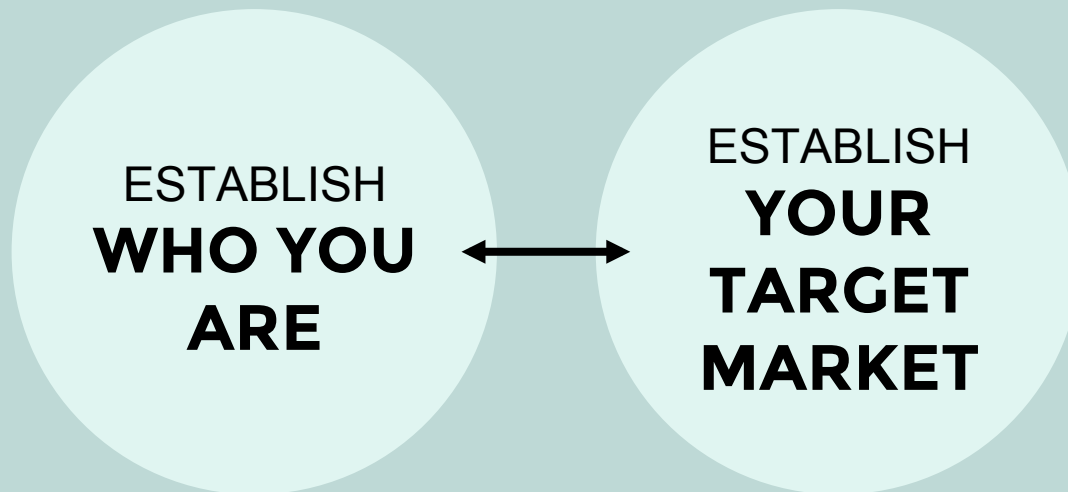
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www.insightconsultancy.co.uk

ESTABLISHING A BRAND ONLINE

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- The importance of building a community before starting a marketing campaign
- Steps to achieve this
- Strategic approach: The use of landing pages and customer research
- The future



A CO-FOUNDER'S



Zakera Kali | FRSA

- Insight Consultancy Co-founder
- School of Design (De Montfort University) - Part-time lecturer Design Management & Entrepreneurship
- Fellow of RSA
- Founder of Peace & Blessings Ltd

THE INGREDIENTS FOR INNOVATIVE PRODUCTS

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peace & blessings

L O N D O N

with love and
Leaves.

www.peaceandblessings.co.uk

    @pandblondon

STEP 1

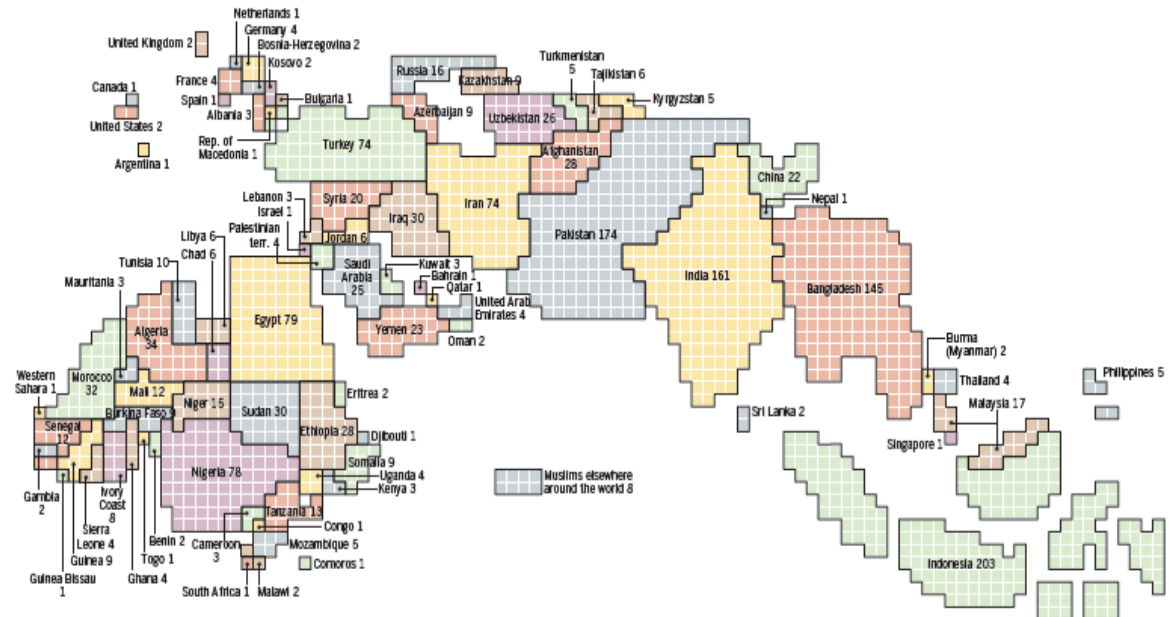
ESTABLISH YOUR TARGET MARKET

Europe: 17
million

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World Distribution of Muslim Population

This 'weighted' map of the world shows each country's relative size based on its Muslim population. Figures are rounded to the nearest million.




Pew Research Center's Forum on Religion & Public Life • Mapping the Global Muslim Population, October 2009

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STEP 1

ESTABLISH
**YOUR
TARGET
MARKET**



*Sustainability and renewability
are part of the Islamic idea of
‘stewardship of the Earth’,
which Generation M eco-
Muslims ...are championing”*



SHELINA JANMOHAMED, 2016

REMEMBER THE
FUNDAMENTAL RULE.

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ESTABLISH
**WHO YOU
ARE**



ESTABLISH
**YOUR
TARGET
MARKET**

STEP 2

ESTABLISH
**WHO YOU
ARE**

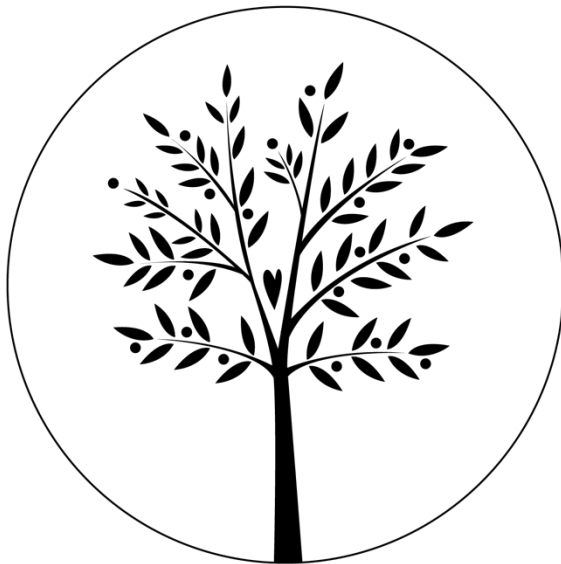
 ...pure, honourable, honest,
consistent, kind, true, trusted,
responsible, wise, respectful
and intelligent.



DR. PAUL TEMPORAL, SAÏD BUSINESS
SCHOOL, UNIVERSITY OF OXFORD (2010)

THE MEANING BEHIND THE BRAND

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OLIVE TREE → PEACE

HEART → CARE

CIRCLE → ECO-FRIENDLY

CONTINUOUS CUSTOMER RESEARCH

ESTABLISH WHO YOUR TARGET MARKET IS



Traditional method – ACORN demographics


Social grade	Description	% of the UK
A <input type="checkbox"/>	High managerial, administrative or professional	4
B	Intermediate managerial, administrative or professional	23
C1	Supervisory, clerical and junior managerial, administrative or professional	29
C2	Skilled manual workers	21
D	Semi and unskilled manual worker	15
E	State pensioners, casual or lowest grade workers, unemployed with state benefits only	8

Implement

ONLINE PRESENCE ECOMMERCE WEBSITE

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Free UK delivery over £30

 0 items - £0.00 ▼

peace & blessings
LONDON


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[all products ▼](#)

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Leave a message 

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ONLINE PRESENCE ECOMMERCE - FACEBOOK INTEGRATION

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Facebook interface showing a page for 'Peace & Blessings' (@pandblondon) with a focus on the 'Pastel Collection' of products.

Page Navigation: Page, Inbox, Notifications, Insights, Publishing Tools, Settings, Help

Page Header: LONDON, Sign Up

Left Sidebar:

- Peace & Blessings @pandblondon
- Home
- Posts
- Reviews
- Photos
- Shop**
- Groups
- Community
- Videos
- Events
- About
- Instagram
- Promote

Pastel Collection:

- See all (10+) Share Collection
- Product 1: 'JazakAllah Khayr' thank ... £3.00
- Product 2: 'JazakAllah Khayr' thank ... £3.00
- Product 3: 'JazakAllah Khayr' thank ... £3.00
- Product 4: 'With Love and Duas' Gre... £3.00
- Product 5: 'With ... £3.00

Mono Collection:

- See all (10+) Share Collection
- Product 1: [Image]
- Product 2: [Image]
- Product 3: [Image]
- Product 4: [Image]

ONLINE PRESENCE ECOMMERCE - INSTAGRAM

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[View Insights](#)

[Promote](#)

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CHANNELS - MARKETPLACES

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Free shipping for orders over **£50**

X

250 DESIGNERS 1 ADDRESS

GBP ▾

Haute-Han Com X HIJUP

Wishlist | Login / Register |



NEW IN

HIJABS

ABAYAS

DESIGNERS

CLOTHING

ACCESSORIES

BEAUTY & GIFTS

MEN

HOMEWARE

SALE



BY COLOR



BY SIZE

BY PRICE

BY BRAND

Sort by ▾



PEACE & BLESSINGS
Pastel Collection - All
Occasions Greeting Card...
10.00 GBP



PEACE & BLESSINGS
Mono Collection - All
Occasions Greeting Card...
10.00 GBP



PEACE & BLESSINGS
Mubarak Greeting Card
(Pastel Collection -
Snowdrop...



PEACE & BLESSINGS
Jazakallah Khayr - Thank You
Card (Pastel...
3.00 GBP

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CHANNELS - MARKETPLACES

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The home of thoughtful gifts

[sign in](#) / [register](#)



all departments ▾

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PEACE & BLESSINGS

Since Aug 2017 / 2 reviews



OFFLINE CHANNELS - POPUP

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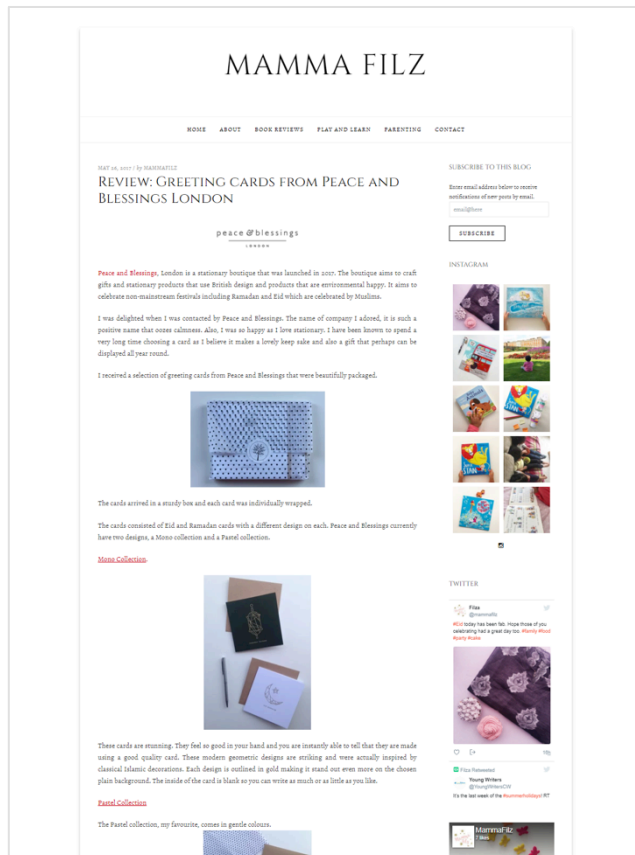


peace & blessings

L O N D O N



BUILDING A COMMUNITY



→ Social networking



→ Offline networking – touchpoints

→ Brand advocates / influencers

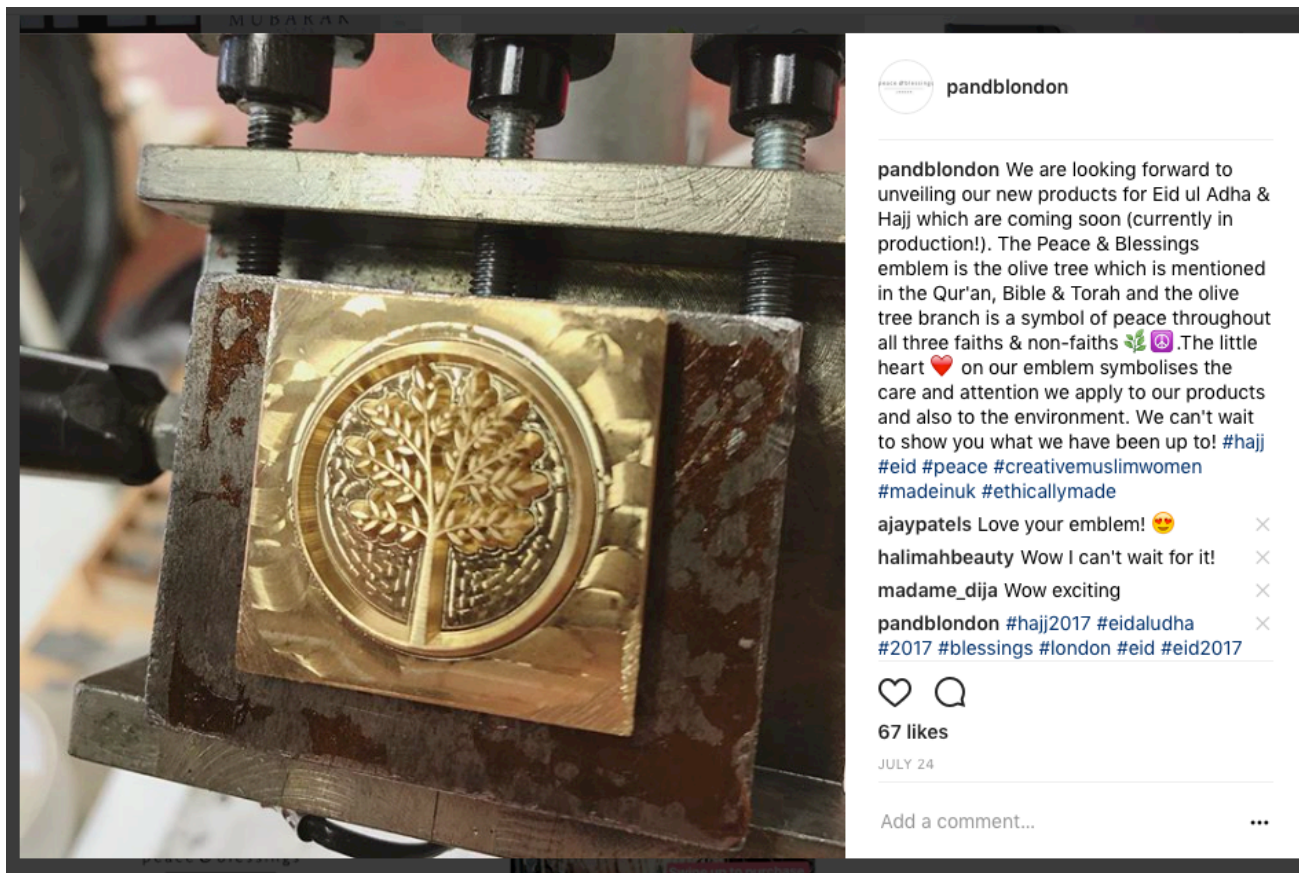
- ◆ Choosing influencer who shares your values
- ◆ Matches your persona – really good reviews.

→ THINK BEYOND TRADITIONAL METHODS OF COMMUNICATION & ENGAGEMENT

WHY IS BUILDING A COMMUNITY ONLINE IMPORTANT?

- Competing globally
-customers have extensive choice
- Opportunity - weak £
- Online & offline – an integrated approach.
- Your time & resources are valuable
- Brand advocates

SOCIAL MEDIA - VALUES



SOCIAL MEDIA - CHARITY



SOCIAL MEDIA - WOMEN IN BUSINESS

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ONLINE OPTIONS



- Website
- Social Media
- Marketing
- PR including influencers
- Events
- Ecommerce
- Search Engine Marketing
- Content Strategy
- Pay Per Click Campaigns
- Email Newsletters

- SMS Messaging
- Blog
- Email Subscriptions
- Analytics/Measurement
- Newsletters
- Link Building

Online touch points must integrate with traditional Marketing (Offline)

AN EXAMPLE OF A LANDING PAGE





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HOME / PERSONA



Your
picture
here

PROFILE NAME

AGE	
INCOME	
EDUCATION	
BIO	

PERSONA TEMPLATE

Hi there, thank you for your attendance to Zakera's presentation at the Autumn Fair. Please enjoy your complimentary persona template.

DOWNLOAD HERE



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AN EXAMPLE OF A LINK BUILDING



STUDY RESEARCH INTERNATIONAL

About DMU

News

- Varsity 2018
- DMU in Hong Kong
- DMU and the United Nations Together
- #DMUglobal in New York
- Class of 2018: Winter Graduations
- Keep Universities for the Many
- DMU awarded TEF Gold
- Dare to be Fearless
- Contact us

Events

- Schools and departments
- The Teaching Excellence Framework
- Academic staff
- University governance
- Partnerships
- Our campus

National design award proves gift of the year for Zakera

Beautifully designed stationery and gifts for key cultural festivals, holidays and special occasions have earned one De Montfort University Leicester (DMU) graduate a prestigious national award.

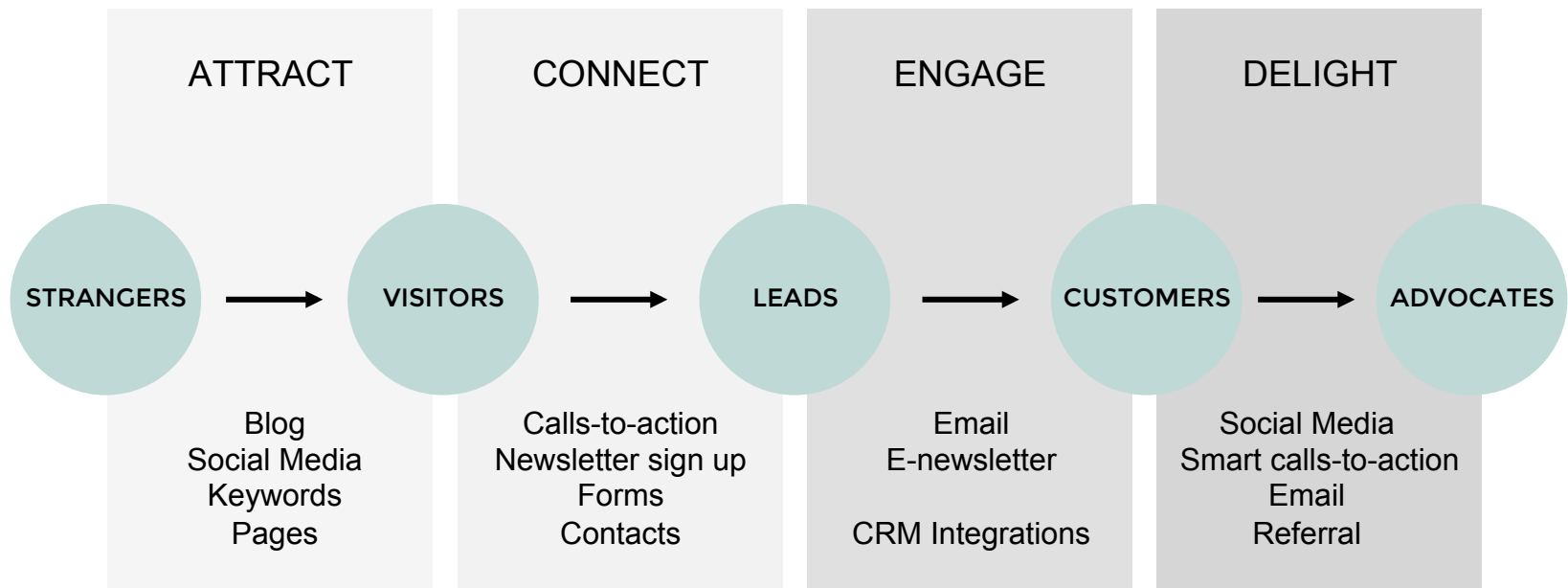


Zakera Kali Haq, who graduated from [Design Management and Entrepreneurship MA](#) in 2013, was crowned Gift of the Year 2018 winner by the Giftware Association at a ceremony at Birmingham NEC's Vox Centre during February's Spring Fair, the UK's leading gift and

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STRATEGIC APPROACH



Adapted from Hubspot, 2017

ESTABLISH GOALS

- Tactic: Establish SMART Goals
- Measure: Track them with quantitative & qualitative data
 - ◆ Quantitative: Reach, engagement
 - ◆ Qualitative: Content, reviews, blogs, PR
- Revise: Evaluate what works and make changes accordingly

COST vs TIME

EFFECTIVE INTENSIVE

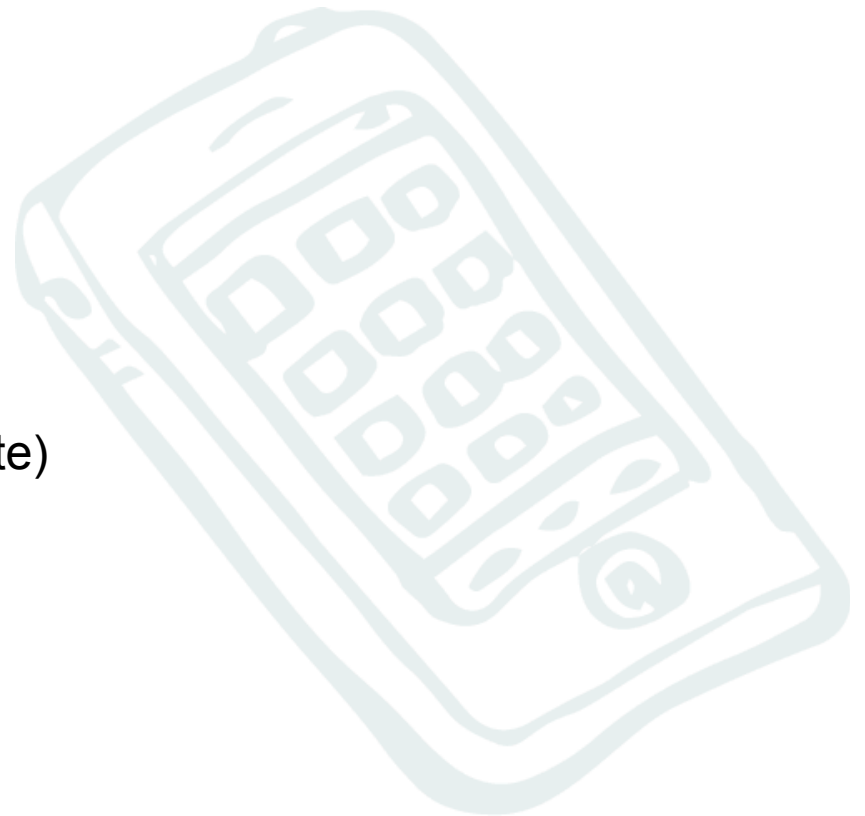


- Conversation: Engage with people who share the same values
- Targeted
 - ◆ Segment your market – different non-mainstream groups/ cultural groups..
 - ◆ Segment your communication according to buyer behaviour
- Culture of interaction – DM & web chat rules!!!!
- Social Media is not free

CONSIDERATIONS

Purchased smartphone apps

- Photos/ Camera
- Analytics
 - ◆ Facebook Insights
 - ◆ Google Analytics
- Emails / Messenger apps
- Marketplace apps
- Social Media
 - ◆ Editing (alternative to Adobe Suite)
 - ◆ Reposts
 - ◆ Videos & other interactive apps



CONSIDERATIONS

Professional photography

→ Website

- ◆ Product
- ◆ lifestyle

→ Marketplace

- ◆ Dimensions
- ◆ Requirements (white / grey)
- ◆ Lifestyle shots for banners / profile pages

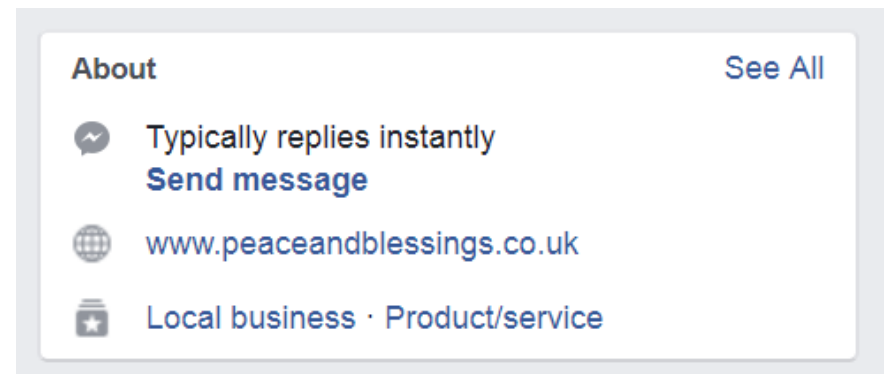
→ Social Media:

- ◆ Lifestyle shots
- ◆ gifs
- ◆ Videos
- ◆ Stories – 24 hour



CONSIDERATIONS

- Props / Styling
- Copywriting/proofreader
- SEO/Keywords/#hashtag research
- Understanding data and analysing data
- Chat window /Direct Messages
- Facebook – measure how quickly you respond - instant
- TIME – be prepared & organised.



The Future

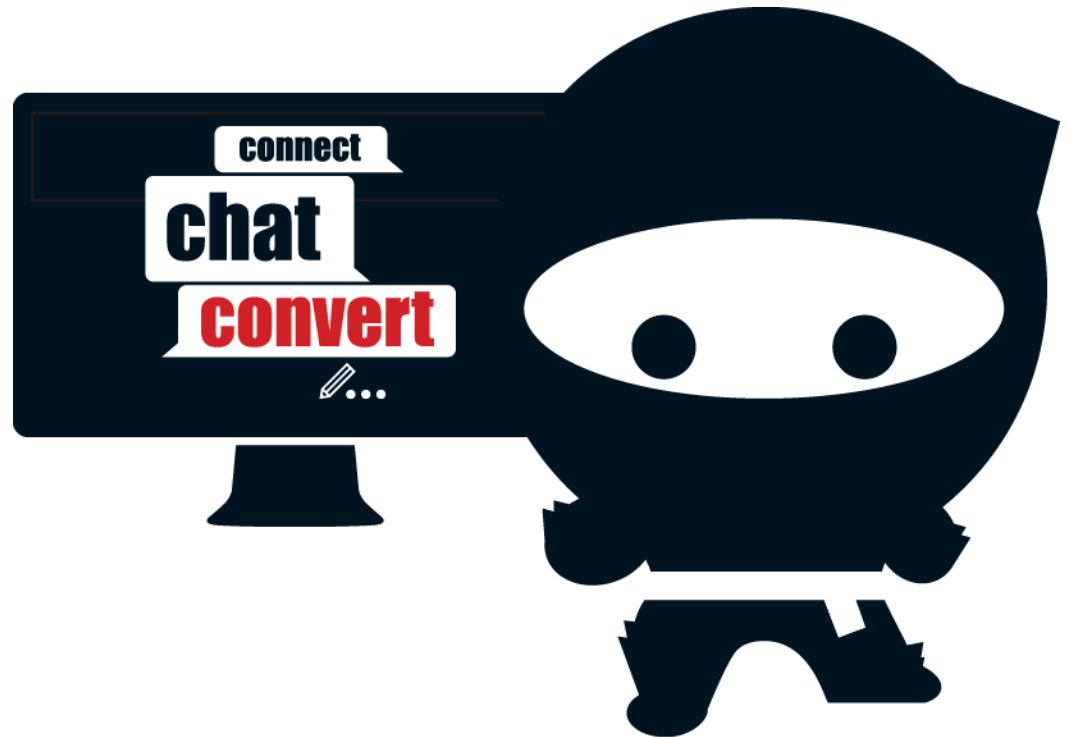
ARTIFICIAL INTELLIGENCE

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Moving towards Artificial
Intelligence

Machine Learning

Human & computer
interaction



WWW.CHAT-NINJAS.CO.UK

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VOICE TECHNOLOGY



Moving towards Voice
interaction

Mobile & Lifestyle devices
(IOT)

Content creation & SEO

“nearest chinese restaurant
to me”



EXPERIENCES

Move towards interactive experiences - Facebook Live

Virtual Reality (VR)

Augmented Reality (AR)

Mixed Reality (MR)

Holograms



<http://fortune.com/2017/02/21/microsoft-hololens-update-delay/>

SUMMARY

- Do your **research**
- Be **strategic**
- **Test** - Measure what is effective and make changes
- **Refine** your product or service

1) The most important thing from this presentation

Be authentic for your community to trust you.

2) What should the audience do if they do nothing else?

Create a persona for your audience at insightconsultancy.co.uk/persona

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Thank you!