

PR1- A2: Consultant Training Toolkit

Chapter no.:3

***Partner: GrantXpert Consulting
& Dermol***

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1.0 Information about Chapter

Chapter's title: Digital outreach and customer retention skills: building a customer "tribe," awareness for the potential of online business, realizing it can be for YOU

Duration: 5 hours

Short introduction to the chapter:

Small and medium sized enterprises (SMEs) in Europe have been majorly affected by the COVID-19 pandemic. This notion is strongly supported by a number of studies which showed that the pandemic negatively affected most SMEs. Data suggest that 90% of SMEs in Europe faced significant difficulties even though they managed to stay in business. The same studies also showed that 44% of these companies were forced to change their products, services, and/or business model in order to survive after the COVID-19 pandemic.¹ Studies across the globe indicated that approximately 75% of SMEs worldwide were forced to lay off employees after the pandemic and at the same time a percentage close to 70% reported that they have experienced a drop in their income. Lastly, another important piece of evidence is the indicators of companies that faced issues with liquidity because of the COVID-19 pandemic and whose number is near 40% at a worldwide level.²

These data along with a number of studies indicated that most SMEs came before a problem that they had not imagined before. The digitalization of their companies, the governmental lockdowns, the moving restrictions, and the alterations in consumer preferences and ways of shopping were just some of the issues identified. For the complete pivoting of SMEs into a digital world, the adaptation of their business models and the creation of novel digitized business strategies were found to be crucial.¹⁻³

Marketing is a bona-fide section to every company and facilitates the communication and exchange of goods between company, consumers and other companies. It promotes brand awareness; it increases sales and engages consumers. Marketing trends seem to have changed after the COVID-19 pandemic, and SMEs that were not ready to become digital or pivot to the digital world faced multiple challenges in adapting to the new reality.^{1,4,5}

This module aims to inform the learners about old and new marketing techniques, highlight the major differences between the two types of marketing, provide insight on major and widely used techniques of both modern and classic marketing and facilitate the use of the taught techniques by SMEs. Aside from these, this module provides an insight to the current adoption rate of marketing in the EU by SMEs and explores major case studies from all across Europe who managed to overcome their problems and become successful during the pandemic simply by adapting digital marketing tools and techniques.

Methods of instructions:

This module is going to utilize a ppt presentation as a method of instruction. Learners will be able to go through slides with information on the topic and be guided to specific useful links with further information and videos related to the topics covered.

Prerequisites of the students:

Basic knowledge in the terms of marketing is suggested but not required.

Learning aims and Objectives:

The main aims and objectives of this module focus on:

- The understanding of terms such as marketing, inbound marketing, outbound marketing, digital and traditional marketing.
- Comprehension of the fundamental differences between digital and traditional marketing and the advantages and disadvantages of both types of marketing
- The theory behind marketing strategy and marketing plan
- Different marketing theories both in digital and traditional marketing that can be applied in learners' companies.
- Understanding the importance of social media in promoting your innovative educational products.
- Investigating the current adoption rate of marketing techniques in SMEs across Europe.
- Recognizing the key approaches, methodologies and tools that assist in the digital marketing of products and services provided by SMEs.
- Exploring successful case studies of SMEs around the EU which managed to thrive during the pandemic through digitalization of their marketing techniques and how they did it.

Learning Outcomes Covered:

After completion of this module, the learners will be able to:

- Understand basic terminology related to digital and traditional marketing.
- Understand terminology related to the sector
- Acquire knowledge of the major differences between digital and traditional, outbound and inbound marketing
- Learn the differences of digital and traditional marketing
- Understand the advantages and disadvantages of digital and traditional marketing and their applications
- Learn about marketing techniques relevant to SMEs related to digital and traditional marketing

- Understand the adoption rate of digital marketing in SMEs across Europe
- Acquire knowledge about successful case studies across Europe

Skills and Competences:

Skills:

social media, digital marketing, general business digitalization, content creation

The transferable skills related to this chapter aim to upskill and reskill SME employees, managers and adults with no specialized education on the matter in an attempt to facilitate employment, enhance SMEs digitally and increase the possibilities for selling their products or products to a wider audience and in an expanded market. This chapter identifies what the basic knowledge and methods of digital and traditional marketing are and provide the learners with competences that European SMEs would benefit from.

Competences:

adapt to change in marketing, brand marketing techniques, implement marketing techniques, implement marketing strategies, marketing mix, execute marketing plan, plan marketing strategy, design marketing strategy, conduct mobile marketing, execute email marketing, implementing marketing strategies, self-promoter, apply social media marketing, utilize digital instruments, develop digital content, follow digital transformation of industry, social media management, apply social media marketing, plan social media marketing campaigns, social media marketing techniques, marketing mix, self-management, network marketing, principles of marketing, manage small-to-medium businesses ⁶

2.0 Information about each individual subchapter

Subchapter title: **Introduction**

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Short introduction to the subchapter:

This subchapter is mainly the introduction of the chapter and it includes general information related to the terms of marketing and understanding the importance of marketing for SMEs.

It explains in detail what marketing is using a real-life paradigm and goes through the reasons that marketing is important for SMEs.

Briefly, it explains that marketing is important for SMEs for the main following reasons:

- Provides a limitless scope to your company.
- Ensures that the name and products of your company will not get tossed around between friends and limited customer circles.
- Provides your business with a lasting impact.
- Connects you with potential customers and informs them of all the services you offer.
- Builds brand recognition and fosters healthy competition between businesses.
- Boosts sales, helps you construct a consistent client-base, and helps you make your mark on the world¹.

Subchapter title: **Inbound Vs Outbound Marketing**

Short introduction to the subchapter:

This subchapter focuses on understanding the differences between inbound and outbound marketing and aims to help learners comprehend the different types of marketing.

Briefly, it defines marketing as the process of exploring, creating, and delivering value to meet the needs of a target market in terms of goods and services and it explains the major characteristics which separate traditional marketing from digital marketing as follows.

Traditional marketing mainly focuses on the product and it is used to expand a business and strive to distribute a product through the three main geographical levels (local, regional, national) and ultimately worldwide.^{2,3,4,5}

Digital marketing is a targeted, measurable, and interactive marketing of products or services using digital technologies to increase viewers, turn them into customers, and retain them.^{2,5}

This chapter also aims to provide information related to traditional and digital marketing, comparing the two and note the advantages and disadvantages of both. This subchapter is separated into smaller

sections: 2.2 Applications of Traditional marketing, 2.3 Applications of Online marketing, 2.4 Digital Vs Traditional marketing

2.2 Applications of Traditional marketing

A brief explanation of which companies are profited from this type of marketing techniques and a description of means that are used by traditional marketing such as:

- Television
- Radio
- Billboards
- Flyers
- Telephone
- Magazines
- Newspapers



2.3 Applications of Online marketing

A brief explanation of which companies profit from this type of marketing techniques and a description of means that are used by online marketing such as:

- Network
- Social Media
- SEO
- Online advertisements
- Email
- Website
- Pay per Click
- Mobile advertisements



2.4 Digital Vs Traditional marketing

This section compares in detail the differences of traditional and digital marketing and underlines their advantages and disadvantages.

Digital Marketing	V S	Traditional Marketing
<ul style="list-style-type: none"> • Cost-effective • A large number of audience • Variety of sources • Higher conversion rate • Measurable results • Immediate communication 		<ul style="list-style-type: none"> • Expensive • Limited audience • Non-versatile • Low conversion rate • Results cannot be measured • Delayed communication
		

Adapted from: https://www.linkedin.com/pulse/traditional-marketing-digital-sarang-awarey/?trk=public_profile_article_view

THE INBOUND MARKETER	VS.	THE OUTBOUND MARKETER
<p>"NEW MARKETING" is "any marketing tactic that relies on earning people's interest instead of buying it."</p> 		<p>"OLD MARKETING" is "any marketing that pushes products or services on customers."</p> 
<p>Communication is interactive and two-way.</p> <p>Customers come to you: • Via search engines, referrals, social media</p> <p>Marketers provide value.</p> <p>Marketer seeks to entertain and/or educate.</p>		<p>Communication is one-way.</p> <p>Customers are sought out: • Via print, TV, radio, banner advertising, cold calls</p> <p>Marketer provides little to no added value.</p> <p>Marketer rarely seeks to entertain or educate.</p>

Adapted from: <https://medium.com/@pslad1327/differences-between-traditional-and-digital-marketing-india-95fe8064a435>

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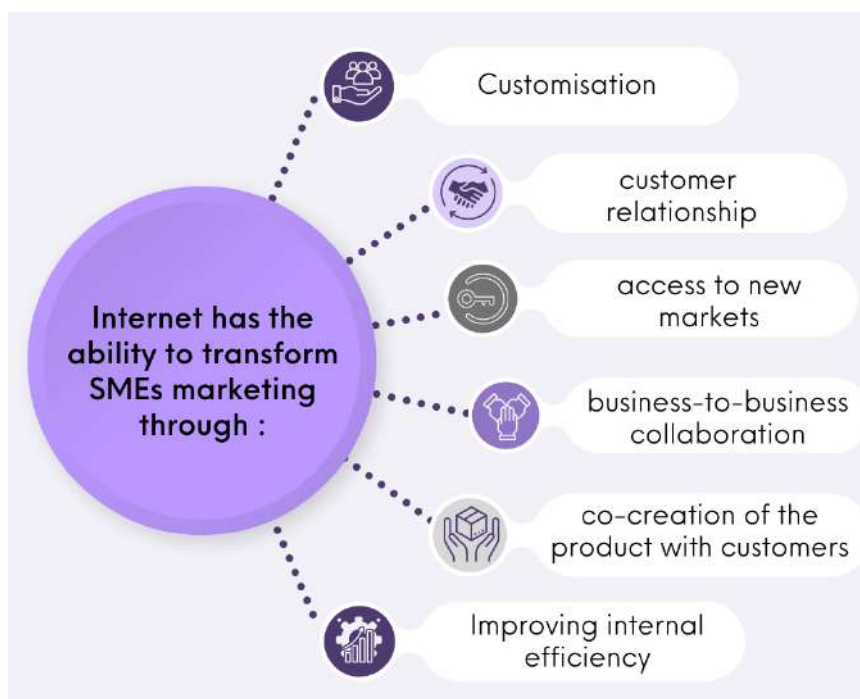
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Subchapter title: **The Urge of Modern Marketing in SMEs**

Short introduction to the subchapter:

This subchapter aims to familiarize the learners with the importance of digital marketing for SMEs. Why must SMEs turn to digital marketing? How is digital marketing going to benefit their companies and their sales and how they can apply this form of marketing based on their unique company.



Subchapter title: **The Current Adoption rate by EU and the European Landscape of Digital Marketing**

Short introduction to the subchapter:

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This subchapter focuses on how the SMEs across EU utilize digital marketing to benefit their companies. It briefly describes the methods and techniques best used by these companies and how they utilize this knowledge to their benefit.



Subchapter title: **Strategies in Inbound and Outbound Marketing and Tools**

Short introduction to the subchapter:

This subchapter aims to provide the learners with information related to inbound and outbound marketing techniques and tools. It describes some crucial and important techniques and tools that can be utilized by SMEs and/or managers, employees and owners in order to enhance their online presence or their presence to the local markets. This includes: how to understand your audience, how to make use of cold email marketing, how to promote your business online and how to connect with local businesses.

Subchapter title: **Case Studies around EU**

Short introduction to the subchapter:

This subchapter describes different case studies of SMEs across the EU which utilize different tools and techniques and introduce digital marketing to their companies. They describe the tools and techniques used and how they facilitate their pivot to a digital world. This subchapter also describes in detail how small SMEs can benefit from digital marketing and turn their company into a world-wide, well-established company simply by turning to digital marketing solutions.

Subchapter title: **References**

Short introduction to the subchapter:

References and bibliography related to the subject of the chapter.

3.0 Detailed Instructions for the trainer

Chapter 3

Step 1: Trainer must first become familiar with the introduction, aims and objectives and learning outcomes of the chapter

Step 2: Trainer must teach the ppt file related to the topic of Chapter 3

Step 3: At slide 16 trainer must show the relevant video (indicated below).

Step 4: At slide 21 trainer must show the participants the related article (indicated below)

Step 5: At slide 25 trainer must show the relevant video (indicated below).

Step 6: After the completion of the chapter the trainer must provide the learners with the article: The ultimate inbound marketing checklist article (indicated below)

Step 7: After the completion of the chapter the trainer must provide the learners with the article: The digital marketing for small businesses (indicated below)

Chapter 3

Resources:

PPT:

Readings: [Step 4 article](#), [The ultimate inbound marketing checklist article](#), [The digital marketing for small businesses](#)

Exercises:/

Videos:

[Step 3 video](#), [Step 5 video](#)

Additional materials:

1. European Parliament for factsheets related to SMEs and SMEs in good production: <https://www.europarl.europa.eu/factsheets/en/indexsearch?query=small+and+medium-sized+enterprises+%28smes%29>
2. EdTech Marketing Strategy - Audiences, Channels & Segmentation: https://www.youtube.com/watch?v=fXE_SrS_y4
3. Small and Medium Enterprises in Europe: An overview: <https://ec.europa.eu/eurostat/web/products-eurostat-news/-/ddn-20200514-1>
4. Digitally driven SMEs in Europe: <https://digitallydriven.connectedcouncil.org/europe/>
5. European Digital SME Alliance: <https://www.digitalsme.eu/online-course-european-e-competence-framework-for-smes/>
6. "Marketing Recoded" at CAMP 2022 in Lima, Peru: <https://www.peterfisk.com/event/marketing-recoded-at-camp-2022-in-lima-peru/>
7. The Ultimate Dictionary of Marketing Terms You Should Know: <https://blog.hubspot.com/marketing/inbound-marketing-glossary-list>

4.0 References

1. Connected Commerce Council. Digitally Driven Europe.
<https://digitallydriven.connectedcouncil.org/europe/>

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2. *OECD Policy Responses. OECD Policy Responses to Coronavirus (COVID-19) Coronavirus (COVID-19): SME policy responses.* <https://www.oecd.org/coronavirus/policy-responses/coronavirus-covid-19-sme-policy-responses-04440101/>.
 3. *Eurasia Review AK and LP. Staying Afloat: New Measures To Support European Businesses – Analysis.* <https://www.eurasiareview.com/03032021-staying-afloat-new-measures-to-support-european-businesses-analysis/>.
 4. *Li W, Liu K, Belitski M, Ghobadian A, O'Regan N. E-Leadership through Strategic Alignment: An Empirical Study of Small- and Medium-sized Enterprises in the Digital Age. Journal of Information Technology.* 2016;31(2):185-206. doi:10.1057/jit.2016.10
 5. *Pergelova A, Manolova T, Simeonova-Ganeva R, Yordanova D. Democratizing Entrepreneurship? Digital Technologies and the Internationalization of Female-Led SMEs. Journal of Small Business Management.* 2019;57(1):14-39. doi: <https://doi.org/10.1111/jsbm.12494>
 6. *European Union. The ESCO classification.* <https://esco.ec.europa.eu/en>.