

Frequently Asked Marketing Questions

What Is Content Marketing?

Marketing of content through all online mediums (blog articles, images, videos, and social media posts). All of these mediums are connected, all help your audience find you online, and all help you share with your audience what you have to give that is unique.

What Is a Target Audience?

The group of people or “personas” (personality types) that represent the groups of people to whom you will market. Important in defining your target audience are their likes and dislikes, aspirations and goals, what they care about or are passionate about, their questions and needs, and their demographics (age, location, language, gender, financial status, education, etc.).

How can we use information about our target audience to market more successfully? Think about your target audience(s) in terms of their core values, and what about them resonates with what your organization or business has to offer. Look at their personality types and typical behaviors in order to determine how they will receive your marketing efforts.

Ask yourself these questions:

- Who are they?
- What is their daily life like?
- How can they best be reached?
- How will they find you online?
- What will they think when they see your advertisements?
- What topics will they care about when opening your newsletter?

Next, use formative research or informed marketing research (see below) to test your understanding of the relation between their typical behaviors and the marketing messages they will respond to.

How Can We Connect with New Target Audiences?

By appealing to their core values, to what motivates and inspires them at the center of their life experience. What are examples of core values that can be used in marketing frameworks? Simply put, whatever people feel gives them joy in life (what we are all seeking).

Here are some examples:

- Youth (Children) or Family
- Security



Frequently Asked Marketing Questions

- Love / Connectedness
- Oneness
- Inner Peace
- Self-acceptance / Acceptance by others
- Self-discovery
- Independence
- Vitality

The information you gather by answering the above questions can be organized to help you determine your successful niche and marketing plan or strategy.

What Is a Niche?

Your niche is your unique place in the market served by your business or organization. It is what you have to offer that is special—most importantly, special to your target audience, and so essential to your success.

How Do You Start a Marketing Plan?

Your marketing plan or strategy will probably include a list of your marketing goals, your next year's objectives important to your meeting those goals, as well as what you will do in order to meet those objectives. Your plan will often include a timeline or plan of action to help your co-workers see the scope of the project.

The marketing plan is key to helping your organization stay on track, keep its goal clearly in mind, and focus on what will help you reach more people and achieve success!

What is Basic Marketing Research for?

Doing some basic marketing research allows us to broaden our understanding of how an audience relates to what we have to share. It is also not biased by personal beliefs about what will or will not work in a marketing message or the way we express a new theme or idea for content.

It is the process of discovering the most effective bridge to communicating an idea of Ananda to an audience who is new to what we have to share.

What is a Marketing Framework?

- The messaging of your marketing: included are content (information), words (how you express your content), slogans or “phrases” (chosen for capturing your main message in a way that your target audience will find powerful and magnetic).
- The main imagery and media you are using.

Frequently Asked Marketing Questions

- Logos or brand identification graphics.
- Your social media strategy.

The keywords that you will use to help people find you on Google or other Internet searches (also called SEO or search engine optimization).

How Do I Choose What Social Media Sites to Use?

The main social media sites we recommend clients use (in order of importance) include Facebook, Pinterest, and Google Plus / YouTube. If you have limited resources, take time to choose the sites that you know will have the greatest impact with the least energy output (like sites where content can be shared again and again without your efforts day-to-day).

After you have refined your goals according to your resources, you may decide to choose only one social media site to give energy, or maybe your audience is much more reachable on Instagram (youth-oriented), Spiritual Networks (spiritual business networking), or LinkedIn (professional networking), and you focus on these instead of the broad-reaching sites we recommend. Ultimately, you will want to decide for yourself what will be best based on available resources.