

# insight.<sup>®</sup>

CONSULTANCY

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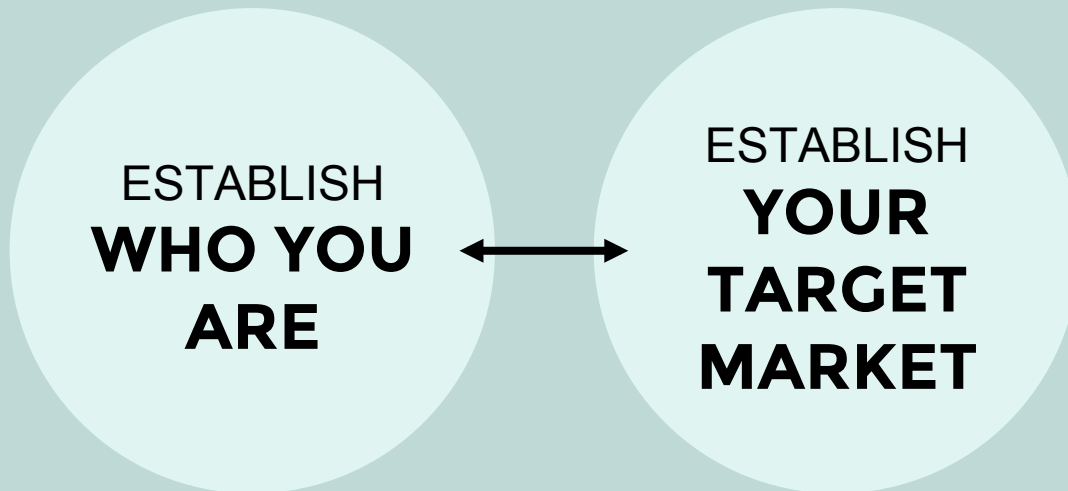
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# ESTABLISHING A BRAND ONLINE



- 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

LONDON

with love and  
*Leaves.*


[www.peaceandblessings.co.uk](http://www.peaceandblessings.co.uk)

    @pandblondon



# 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**



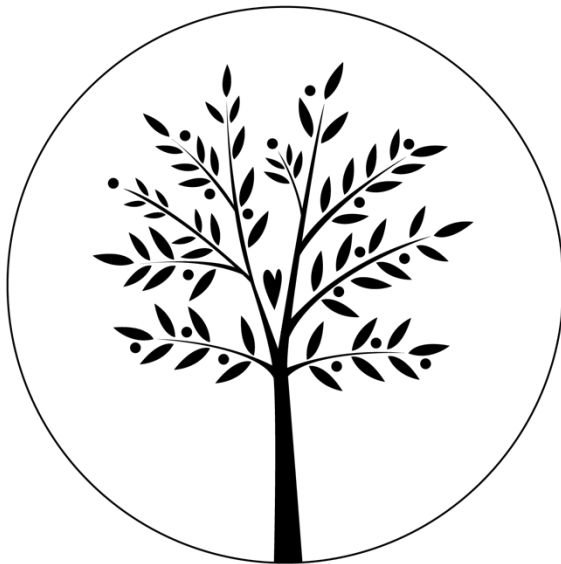
*...pure, honourable, honest,  
consistent, kind, true, trusted,  
responsible, wise, respectful  
and intelligent.*



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	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

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# Implement



# ONLINE PRESENCE ECOMMERCE WEBSITE

**insight.**<sup>®</sup>  
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Free UK delivery over £30

 0 items - £0.00 ▼

peace & blessings  
LONDON


[about](#)

[all products ▼](#)

[contact](#)

[journal](#)



Leave a message 

ZAKERA KALI | @ZAKERAKALI

# ONLINE PRESENCE ECOMMERCE - FACEBOOK INTEGRATION



Page    Inbox    Notifications    Insights    Publishing Tools    Settings    Help ▾

LONDON

Liked ▾    Following ▾    Share    ...

Sign Up ✎

### Pastel Collection

See all (10+)    Share Collection

'JazakAllah Khayr' thank ... £3.00	'JazakAllah Khayr' thank ... £3.00	'JazakAllah Khayr' thank ... £3.00	'With Love and Duas' Gre... £3.00	'With Love and Duas' Gre... £3.00
Share	Share	Share	Share	Share

### Mono Collection

See all (10+)    Share Collection

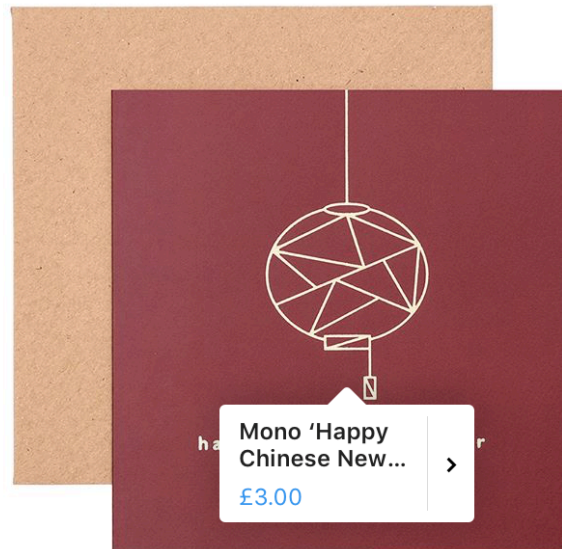
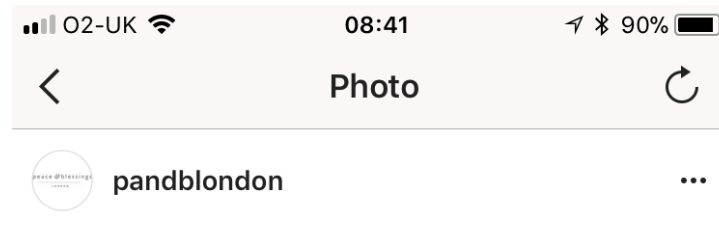
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Peace & Blessings  
@pandblondon

- Home
- Posts
- Reviews
- Photos
- Shop
- Groups
- Community
- Videos
- Events
- About
- Instagram

Promote

# ONLINE PRESENCE ECOMMERCE - INSTAGRAM



[View Insights](#)

[Promote](#)

# CHANNELS - MARKETPLACES

Free shipping for orders over £50

250 DESIGNERS 1 ADDRESS

GBP ▾

*Haute-Han.Com* × 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

# CHANNELS - MARKETPLACES



The home of thoughtful gifts

sign in / register



enter search term

all departments

FIND

BIRTHDAY NEW GIFTS CARDS EDITS HOME PRINTS & ART JEWELLERY BABY & CHILD FOOD & DRINK WEDDINGS SEE MORE

HOME PAGE > PEACE & BLESSINGS > INDEX



## PEACE & BLESSINGS

Since Aug 2017 / 2 reviews





# OFFLINE CHANNELS - POPUP



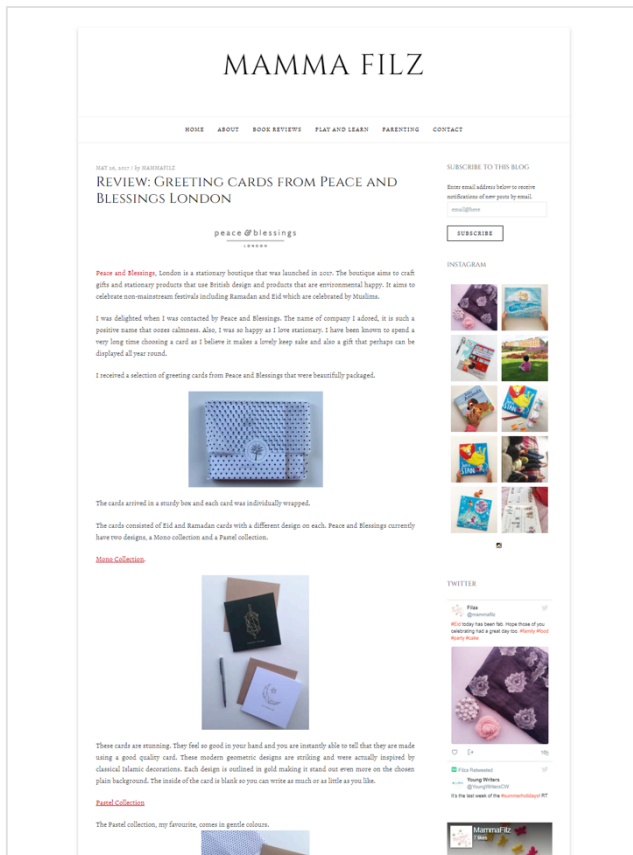
peace & blessings

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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

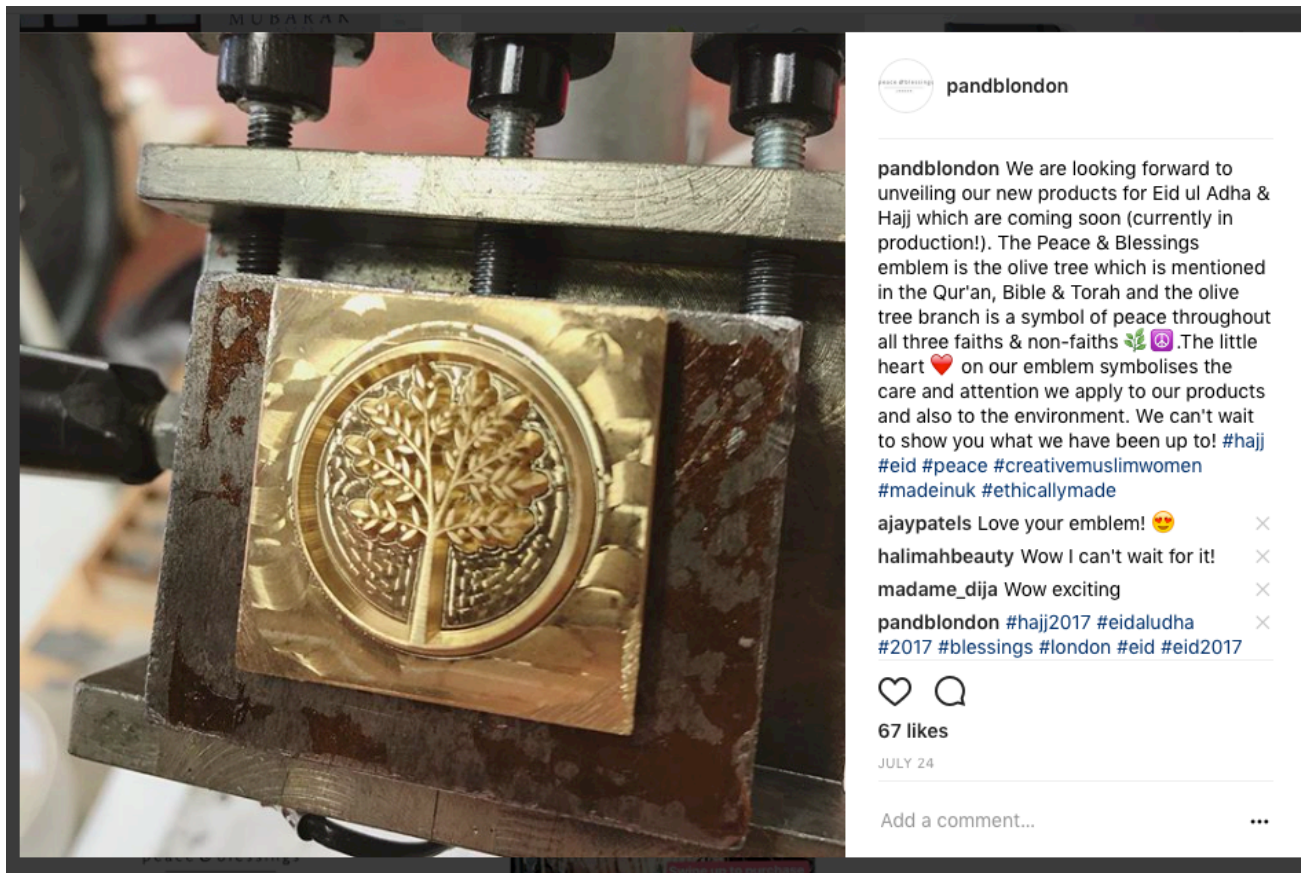


# WHY IS BUILDING A COMMUNITY ONLINE IMPORTANT?



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

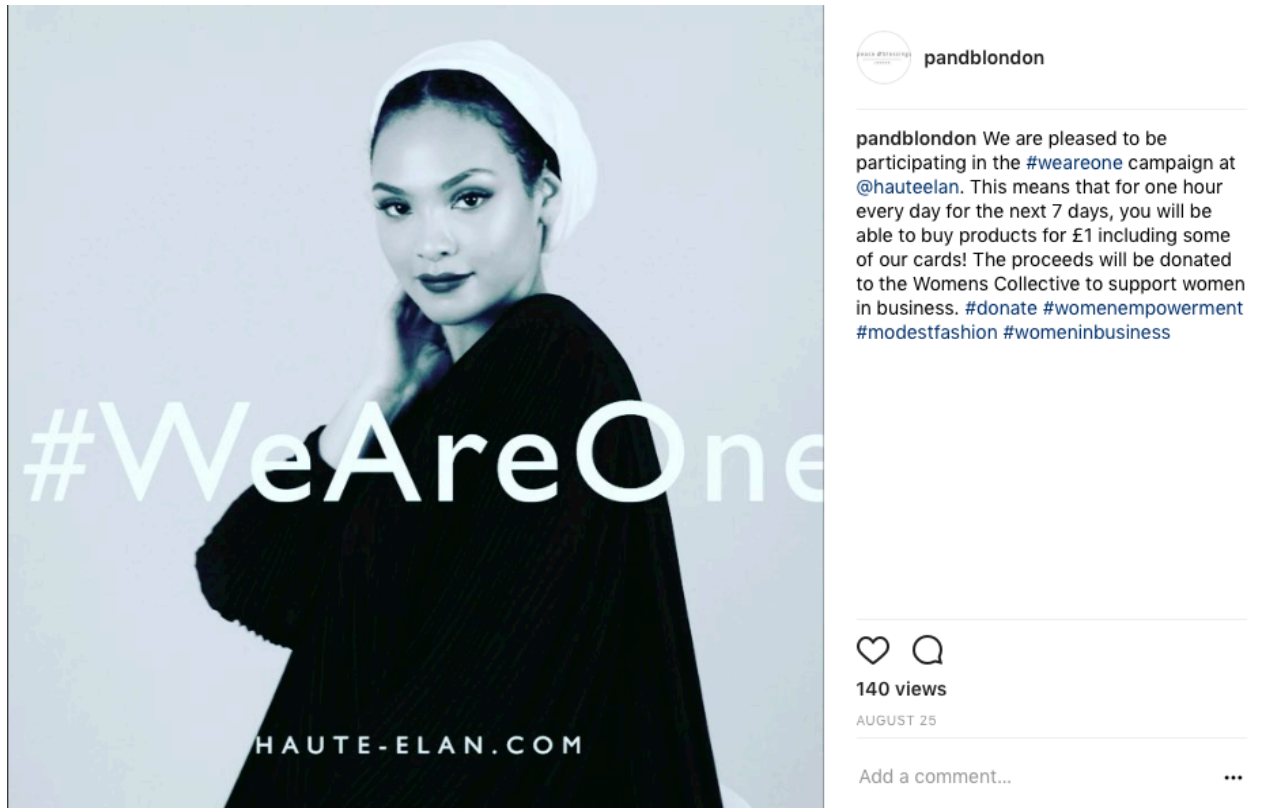
# SOCIAL MEDIA - VALUES



# SOCIAL MEDIA - CHARITY



# SOCIAL MEDIA - WOMEN IN BUSINESS



# 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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The screenshot shows the Insight Consultancy website. At the top right is the logo 'insight. CONSULTANCY'. Below it is a navigation bar with links: ABOUT, CONSULTANTS, SERVICES, BLOG, CONTACT, and a search icon. A secondary navigation bar shows 'HOME / PERSONA'. The main content area features a 'PERSONA TEMPLATE' section. On the left is a placeholder for a profile picture with the text 'Your picture here'. To the right is a form titled 'PROFILE NAME' with fields for AGE, INCOME, EDUCATION, and BIO. Below the form is a 'PERSONA TEMPLATE' heading and a paragraph: 'Hi there, thank you for your attendance to Zaker's presentation at the Autumn Fair. Please enjoy your complimentary persona template.' A 'DOWNLOAD HERE' button is positioned below the text. The footer contains the Insight Consultancy logo, address (49 OXFORD STREET, LEICESTER, LE1 5XY), phone number (0116 207 8946), and email (info@insightconsultancy.co.uk). A small copyright notice is at the bottom: 'Insight Consultancy © 2015 - Answers to Business Ltd trading as Insight Consultancy | Registration No: 07041144 | Registered Address: 30 Nelson Street Leicester LE1 7BA'.

INSIGHTCONSULTANCY.CO.UK/PERSONA

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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.

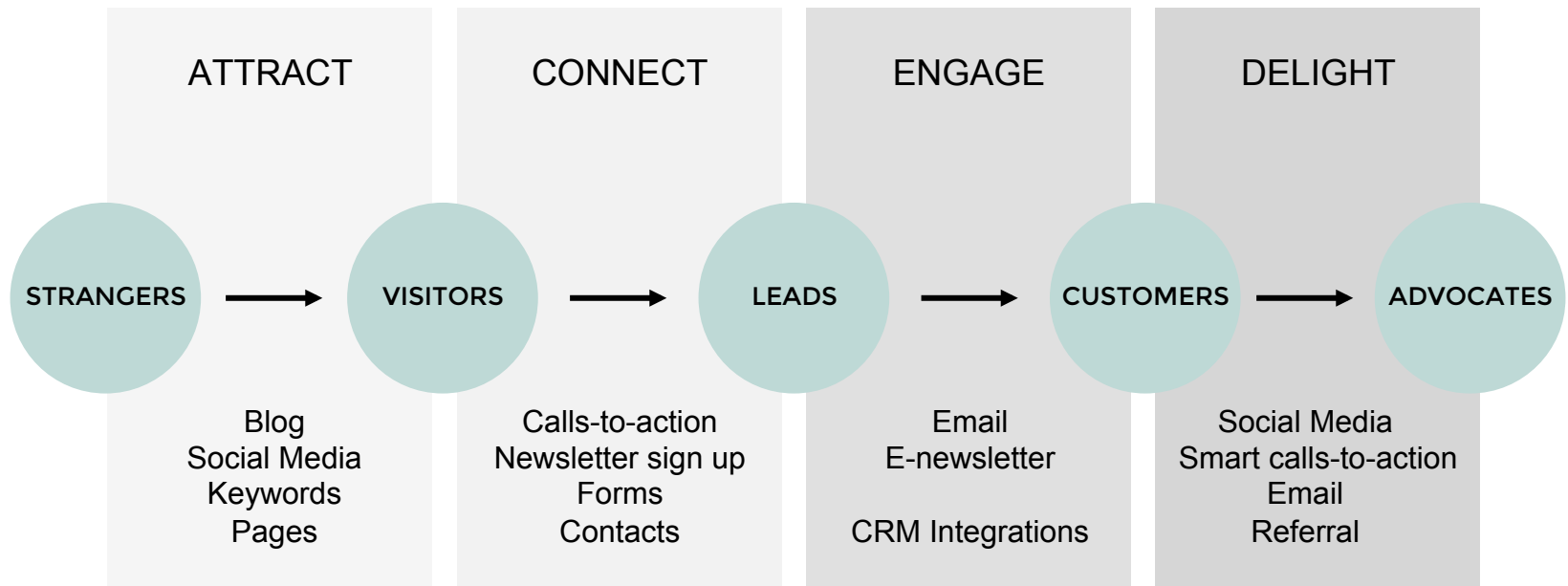


Zakera Kali Haq, who graduated from [Design Management and Entrepreneurship MA](#) in 2013, was crowned Gift of the Year 2018 winner by the Giftware Association at a ceremony at Birmingham NEC's Vox Centre during February's Spring Fair, the UK's leading gift and

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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

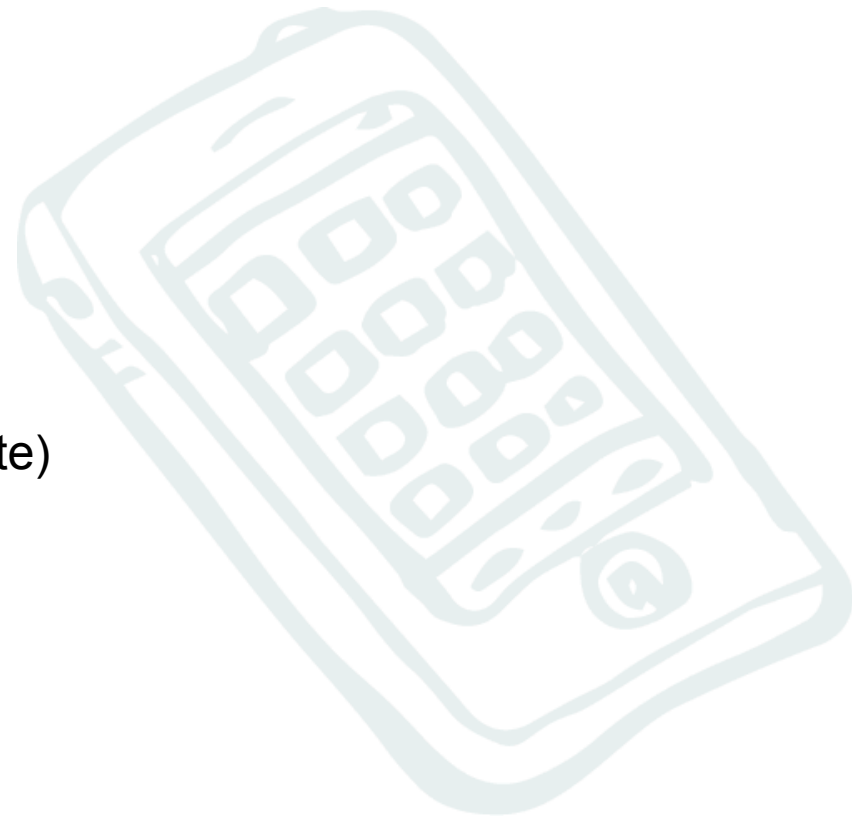


- Conversation: Engage with people who share the same values
- Targeted
  - ◆ Segment your market – different non-mainstream groups/ cultural groups..
  - ◆ Segment your communication according to buyer behaviour
- Culture of interaction – DM & web chat rules!!!!
- Social Media is not free

# 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

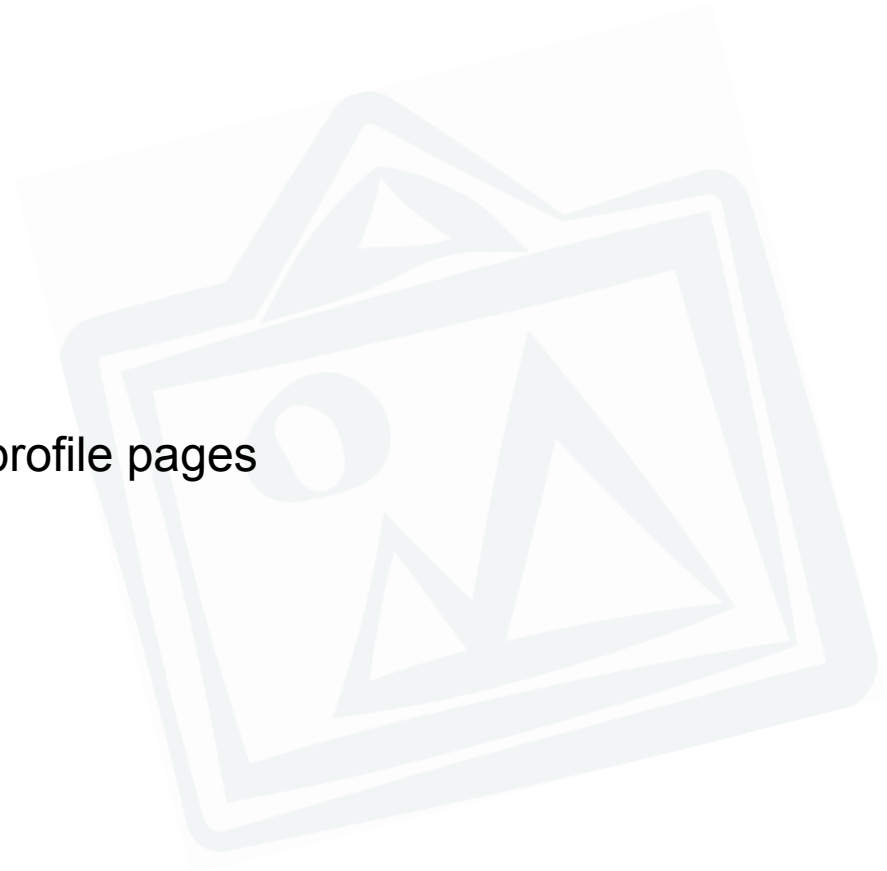
- ◆ Product
- ◆ lifestyle

### → Marketplace

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

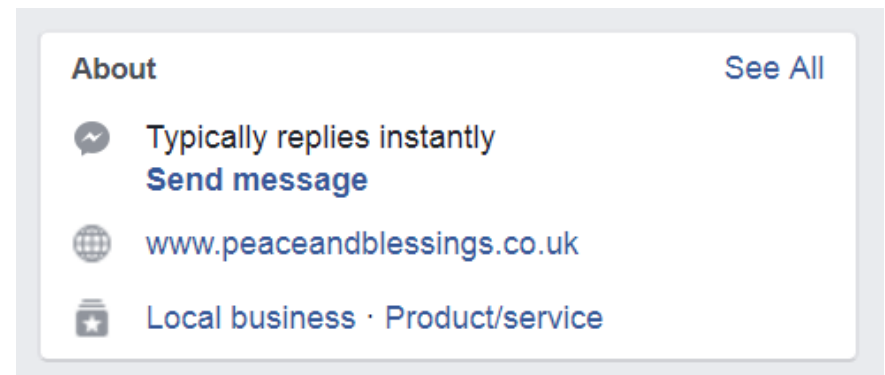
### → Social Media:

- ◆ 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.



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# The Future

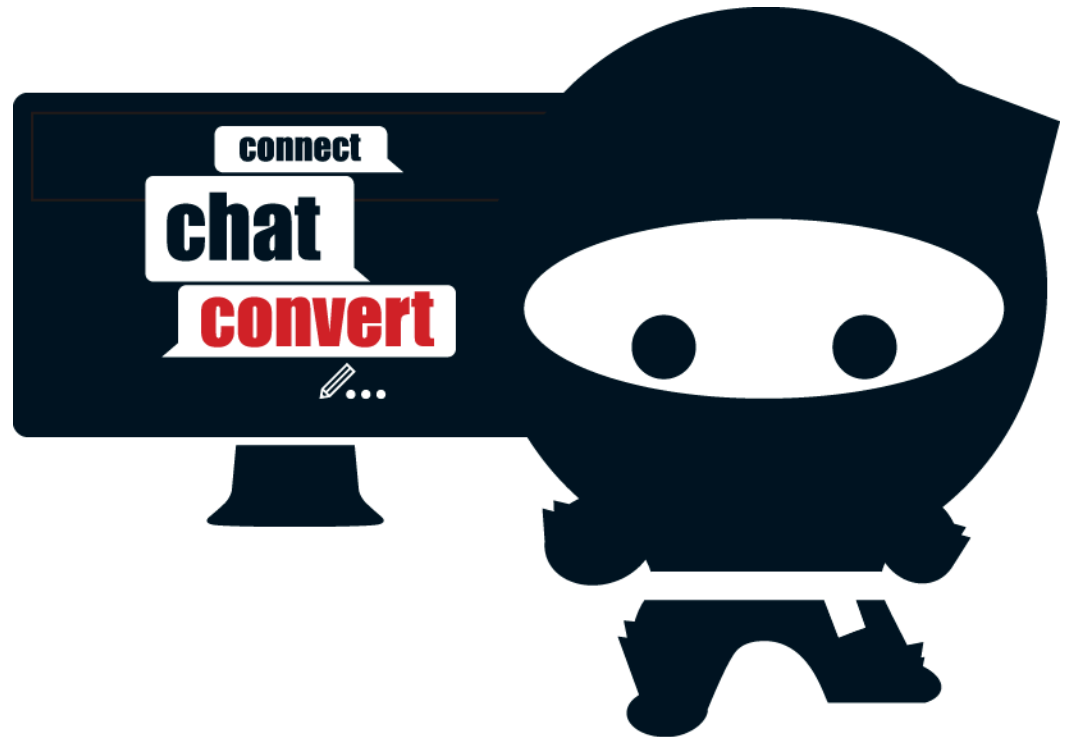
# ARTIFICIAL INTELLIGENCE

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Moving towards Artificial  
Intelligence

Machine Learning

Human & computer  
interaction



[WWW.CHAT-NINJAS.CO.UK](http://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](https://insightconsultancy.co.uk/persona)

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Thank you!