



Entrepreneurship for Green Rural Destinations

Erasmus+ 2023-1-NO01-KA220-VET-000160680



Co-funded by the
European Union



Norway /
Coordinator



Cyprus



Finland



Bord Oideachais & Oiliúna
LUIMNIGH & AN CHLÁIR
LIMERICK & CLARE
Education & Training Board

Ireland



escola
secundária de
cacilhas-tejo

Portugal



ANKARA - ÇANKAYA
İLÇE MİLLÎ EĞİTİM MÜDÜRLÜĞÜ

Turkey

MODULE: MARKETING

Explore the traditional and digital marketing tools and strategies you need to build your marketing campaign and promote your sustainable business.

PREPARED BY COLLEGE OF FET, LIMERICK AND CLARE
EDUCATION AND TRAINING BOARD

INTRODUCTION TO THE COURSE: MARKETING



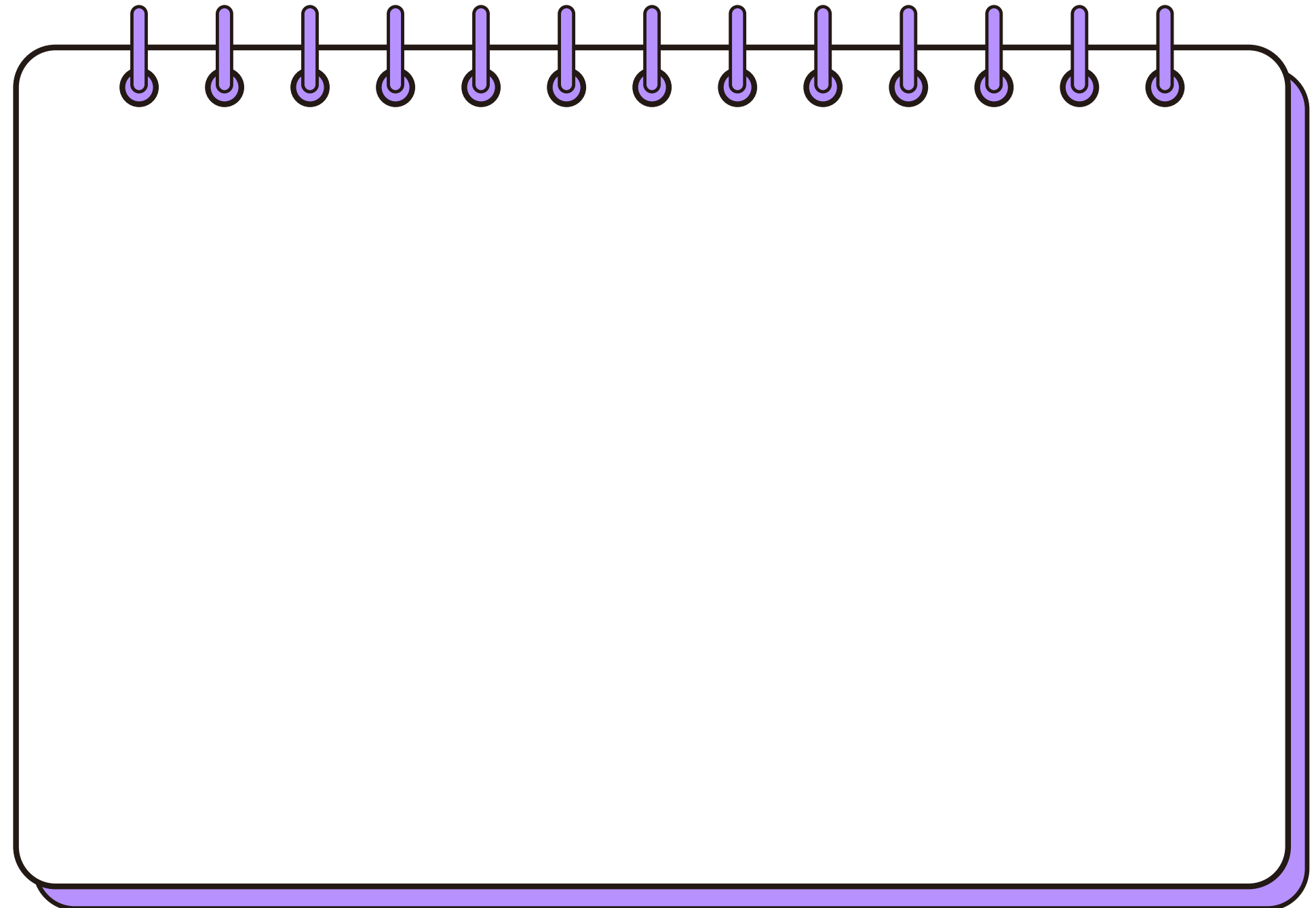
Through this course, you will:

1. **Explore** a variety of traditional and digital marketing tools and strategies.
2. **Learn** how these tools and strategies can be integrated into marketing your product or service.
3. **Design and develop** your marketing campaign to build and promote your sustainable business.

Reflective Question 1



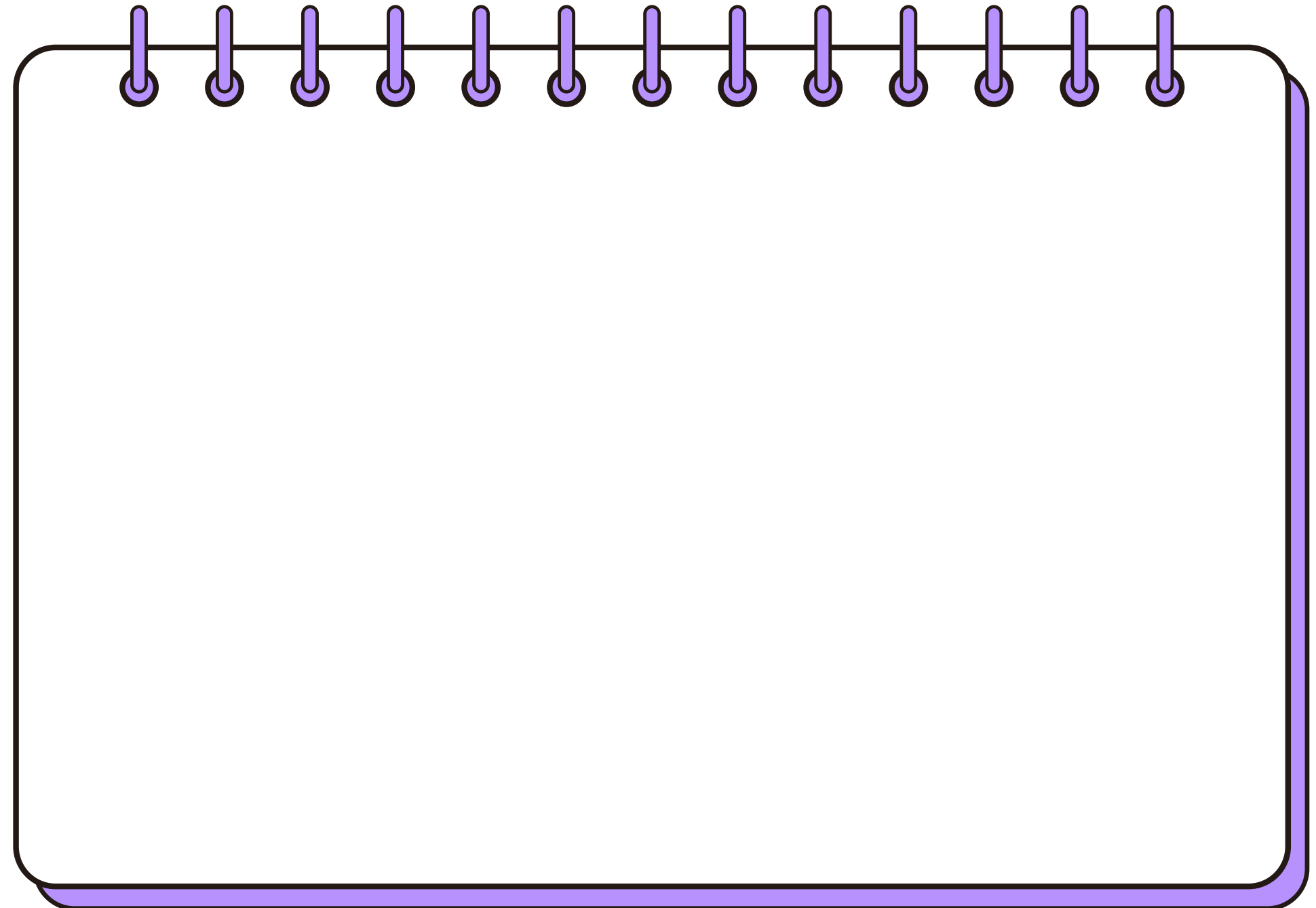
- **Consider** some businesses in your trade area.
- **Make a list** of the ways in which they market their product (a) traditionally and (b) digitally.



Reflective Question 2



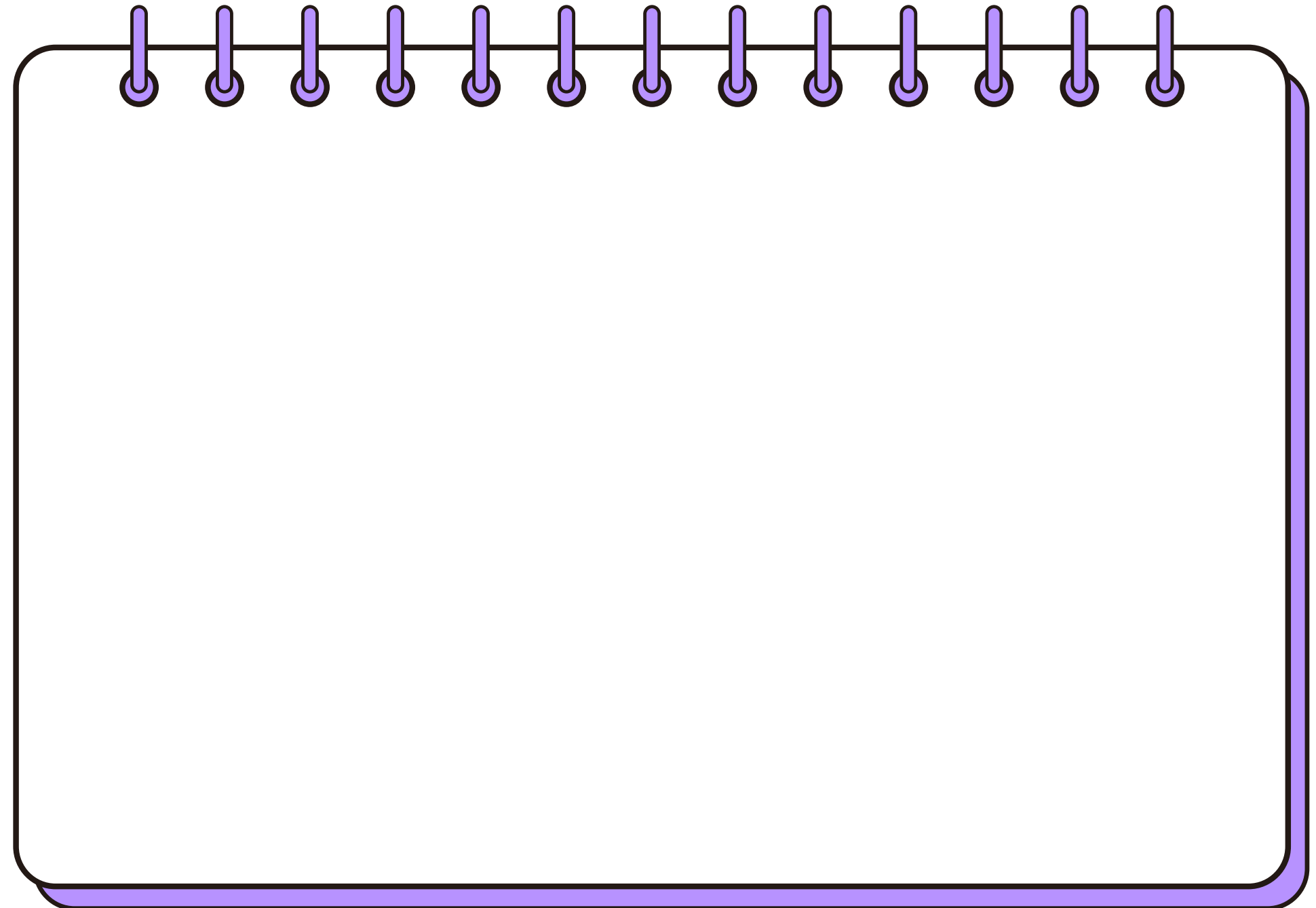
- **What trends** are you aware of? e.g., do businesses today have a web page or do they solely use social media?

A large, empty, spiral-bound notebook with a purple cover and a white page. The spiral binding is at the top, and the page is completely blank, intended for the user to write their answer to the reflective question.

Reflective Question 3



- **What information and tools** would you need to start creating your marketing campaign?



LEARNING OUTCOMES FOR THE MARKETING MODULE

By the end of this module, you will be able to:

1. Differentiate digital marketing from traditional marketing practices in your field.



LEARNING OUTCOMES FOR THE MARKETING MODULE

By the end of this module, you will be able to:

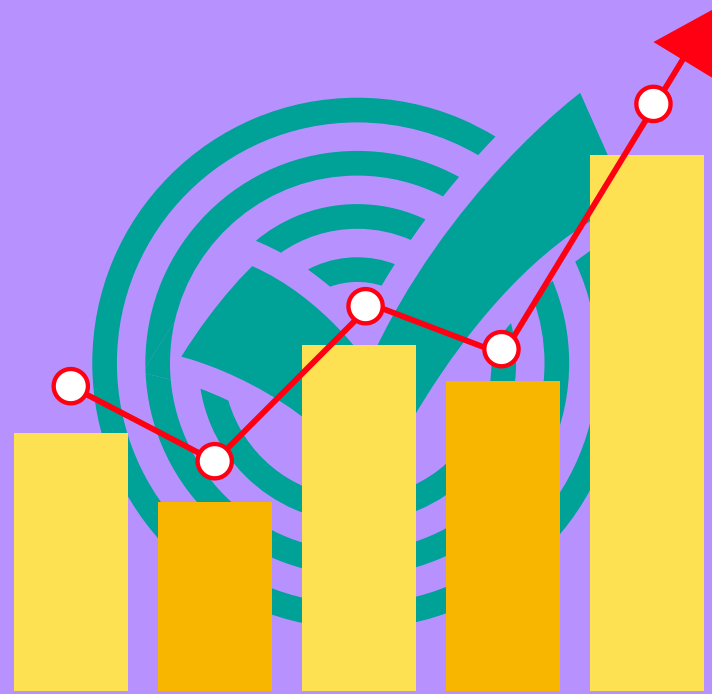
2. Identify common digital marketing strategies for your business.



LEARNING OUTCOMES FOR THE MARKETING MODULE

By the end of this module, you will be able to:

3. Identify communication channels and online platforms you can use to help you manage your business, e.g., social media, email, analytics, and search engine optimisation.



LEARNING OUTCOMES FOR THE MARKETING MODULE

By the end of this module, you will be able to:

4. Outline the strengths and weaknesses of these tools in the context of your business.



LEARNING OUTCOMES FOR THE MARKETING MODULE

By the end of this module, you will be able to:

4. Be aware of analytical tools you can use to evaluate your marketing campaign, reach, and performance.



LEARNING OUTCOMES FOR THE MARKETING MODULE

By the end of this module, you will be able to:

5. Understand the role of eBusiness applications, to include marketing, advertising, and purchasing.



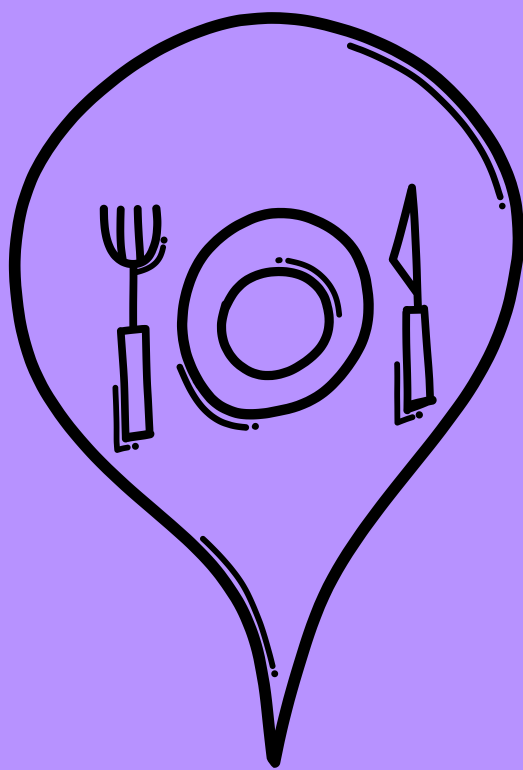
LEARNING OUTCOMES FOR THE MARKETING MODULE

By the end of this module, you will be able to:

6. Develop a digital marketing campaign for your business.



PAUSE AND REFLECT



Reflect:

How can marketing support sustainable and green business entrepreneurship?

Personal Insight:

Think about your own experience of marketing campaigns that emphasised sustainability. Have you ever been influenced by a brand's eco-consciousness? Or have you ever felt inspired by them to help the environment? Reflect on how these campaigns influenced your perception and/or purchasing habits.

Broader Implications:

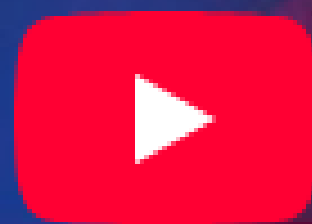
Marketing is a very important tool to use in your green business. When you showcase the efforts your business makes towards sustainability, you can inspire positive change. This type of marketing not only educates audiences about the importance of being environmentally conscious consumers, but also supports a collective movement toward a greener future. It enables your business to stand out as a leader in your field and encourages the support of sustainable practices that can have a positive impact on the planet.



What Will Happen to Marketing in the Age of AI? | Jessica Apotheker | TED



How AI is changing marketing



Watch on  YouTube

CONCEPT CHECK PRIOR QUIZ QUESTIONS



1. What does “marketing for a sustainable business” mean?

- a) Promoting business that prioritises environmental, social, and economic responsibility
- b) Advertising only to eco-conscious consumers
- c) Focusing only on profits
- d) Avoiding all forms of advertising to reduce your carbon footprint

2. Which of the following is an example of sustainable business marketing?

- a) Using compostable packaging
- b) Hosting an event that educates locals about sustainable practices
- c) Sharing data that shows your efforts to reduce your company’s carbon emissions
- d) All of the above

3. Why are businesses adopting sustainable marketing strategies?

- a) To align with today’s consumer values
- b) To address climate change
- c) To build trust with their target audience
- d) All of the above

4. Which of the following could be considered as a sustainable marketing practice?

- a) Promoting locally-sourced products
- b) Transparency about your business and manufacturing processes
- c) Using reusable packaging to reduce waste
- d) All of the above

5. How can adopting sustainable marketing practices build trust with your customers and ensure a positive environmental and social impact? Write 1-2 sentences about your thoughts.

CONTENT

KEY ELEMENTS OF MARKETING

1. TRADITIONAL
MARKETING
STRATEGIES



2. DIGITAL
MARKETING
STRATEGIES



3. EXPLORING
TOOLS



4. THE DIGITAL
MARKETING
CAMPAIGN
LIFECYCLE



5. USING
ANALYTICAL
TOOLS



6. EVALUATING
YOUR BUSINESS'
IMPACT



7. THE ROLE OF
E-BUSINESS
PLATFORMS



8. DESIGN AND
DEVELOP YOUR
MARKETING
CAMPAIGN



TRADITIONAL MARKETING STRATEGIES

Definition: Using offline media to promote your business.

Examples:

- Print ads (newspapers, magazines).
- Broadcasting (radio, TV ads).
- Paper mail (leaflets, postcards).
- Networking events.

Advantages: Builds brand credibility, reaches target audience effectively, and can feel more personal.

Challenges: Limited reach, higher costs, and difficult to measure return on investment (ROI).

Relevant Links:

Video: <https://youtu.be/tLKftr-R0ss> - Top 10 Tips for Offline Marketing

Podcast: <https://www.youtube.com/watch?v=oellf65Lb8> - Does Traditional Marketing Still Work?

Reflect:

How could you make the best use of traditional marketing strategies to promote your green sustainable business?



DIGITAL MARKETING STRATEGIES



Definition: Using digital channels to promote your business.

Key Strategies:

- Search Engine Optimization (SEO).
- Search Engine Marketing (SEM).
- Social Media Marketing (SMM).
- Email Marketing.
- Influencer Partnerships and Pay-Per-Click (PPC) advertising.

Advantages: Global reach, cost-effective, measurable results, and personalised targeting.

Relevant Links:

- Video: <https://youtu.be/fxnVADG7H7w> - How I would learn Digital Marketing from the start.
- Podcast: <https://www.youtube.com/watch?v=q2e0Hmd5dNw> - Digital Marketing Trends for 2024 | Episode 365 | The Digital Marketing Podcast

Reflect:

- What digital marketing channel would best suit your sustainable business goals and target audience? Why?

EXPLORING TOOLS



Definition: Tools designed to enhance marketing efficiency, from social media management to analytics.

Examples:

- Content creation: Canva, Adobe Spark.
- Email marketing: Mailchimp, Constant Contact.
- Analytics: Google Analytics, HubSpot.
- Automation: Hootsuite, Buffer.

Benefits: Save time, enhance accuracy, and improve your campaign management.

Relevant Links:

- Video: <https://www.youtube.com/watch?v=u1nn-dz6b1M> - Top 10 Digital Marketing Tools 2024
- Podcast: <https://www.youtube.com/@SocialMediaExaminer>
- You can find helpful tutorials on using these tools by checking out their websites and YouTube channels, e.g., <https://www.youtube.com/@GoogleAnalytics>

Reflect:

- Which tools could improve your current marketing workflows? How could you integrate them into marketing your sustainable business?

THE DIGITAL MARKETING CAMPAIGN LIFECYCLE



1. **Setting Up and Strategy:** Define clear objectives, target audiences, and a comprehensive marketing plan.
2. **Implementation and Traction:** Implement marketing strategies across digital channels to attract potential customers.
3. **Conversion and Expansion:** Turn your leads into customers and expand your reach by using optimised campaigns and personalised content.
4. **Understanding Client Desires:** Analyse customer feedback and behaviour to gain insights and inform your future strategies.
5. **Re-plan and Research:** Evaluate campaign performance, conduct market research, and adjust your strategies.

Relevant Links:

- Video: <https://www.youtube.com/watch?v=bixR-KIJKYM> - What is Digital Marketing
- Website: <https://befoundonline.com/blog/digital-marketing-life-cycle-5-stages-explained>

Reflect:

- Sketch a rough plan of a digital marketing campaign lifecycle for your sustainable business. Detail how you could implement and review each step.

USING ANALYTICAL TOOLS



Definition: Software that gives insights into your campaign's performance and customer behaviour.

Popular Tools:

- Google Analytics: Website traffic and user behaviour.
- SEMrush: SEO and competitive analysis.
- Hotjar: Heatmaps and user experience.
- Applications: Track conversions, A/B test campaigns, and measure ROI.

Relevant Links:

- Video: https://www.youtube.com/watch?v=Osk_tasL1zA&list=PL8eNk_zTBST8i0iX_wTBFWgwKpN48t5KF - Marketing Analytics for Beginners
- Podcast: <https://www.youtube.com/watch?v=5ac5vAZ8000> - #174 The Future of Marketing Analytics with Cory Munchbach, CEO at BlueConic

Reflect:

- What metrics are most critical for evaluating the success of your sustainable business?

EVALUATING YOUR BUSINESS' IMPACT



Metrics:

- Financial: Revenue growth and ROI.
- Social: Customer satisfaction and brand awareness.
- Environmental: Sustainability efforts and carbon footprint.

Methods:

- Surveys and feedback forms.
- Social listening tools.
- Comparative financial analysis.

Importance: Helps refine strategies and align with long-term goals.

Relevant Links:

- Video: <https://www.youtube.com/watch?v=Dd6D5ijabdA> - How to Conduct a Business Impact Assessment
- Podcast: <https://www.youtube.com/watch?v=4t97DbYBejw> - What is a business impact analysis

Reflect:

- How can your sustainable business gather feedback to better understand its impact?

THE ROLE OF E-BUSINESS PLATFORMS



Definition: Online systems that facilitate business activities like marketing, sales, and communication.

Examples:

- Marketplaces: Amazon, eBay.
- Business Tools: Shopify, Salesforce.
- Collaboration: Slack, Microsoft Teams.

Benefits: Global reach, cost efficiency, and streamlined operations.

Relevant Links:

- Video: <https://www.youtube.com/watch?v=nC3ylfQyY4E> - The Best ECommerce Platform 2025
- Podcast: <https://www.youtube.com/watch?v=RiPtTXZ-v-0> - eCommerce Secrets

Reflect:

- How can adopting an e-business platform enhance your sustainable and eco-conscious operations?

CONCEPT CHECK QUESTIONS



Question 1:

What is one primary difference between traditional and digital marketing?

- a) Traditional marketing has a global reach.
- b) Digital marketing is measurable, cost-effective, and easier to track.
- c) Traditional marketing uses only social media.
- d) Both are only used for large-scale businesses.

Question 2:

Which of the following is a key advantage of using e-tools for marketing?

- a) They increase the cost of campaigns.
- b) They make it easier to automate and analyse marketing processes.
- c) They are only used for in-person events.
- d) They eliminate the need for customer feedback.

Question 3:

What is an example of promoting eco-conscious practices in a campaign?

- a) Avoiding all digital strategies to save energy.
- b) Highlighting locally sourced materials and reusable packaging.
- c) Focusing on ROI.
- d) Avoiding transparency.

Question 4:

How can combining digital and traditional marketing strategies benefit a rural business?

- a) By ensuring the business avoids digital tools in the interest of energy conservation.
- b) By increasing reach to both local and broader audiences.
- c) By reducing the need for sustainable manufacturing practices.
- d) By giving up traditional methods in favour of paperless campaigns.

Small Business Example 1

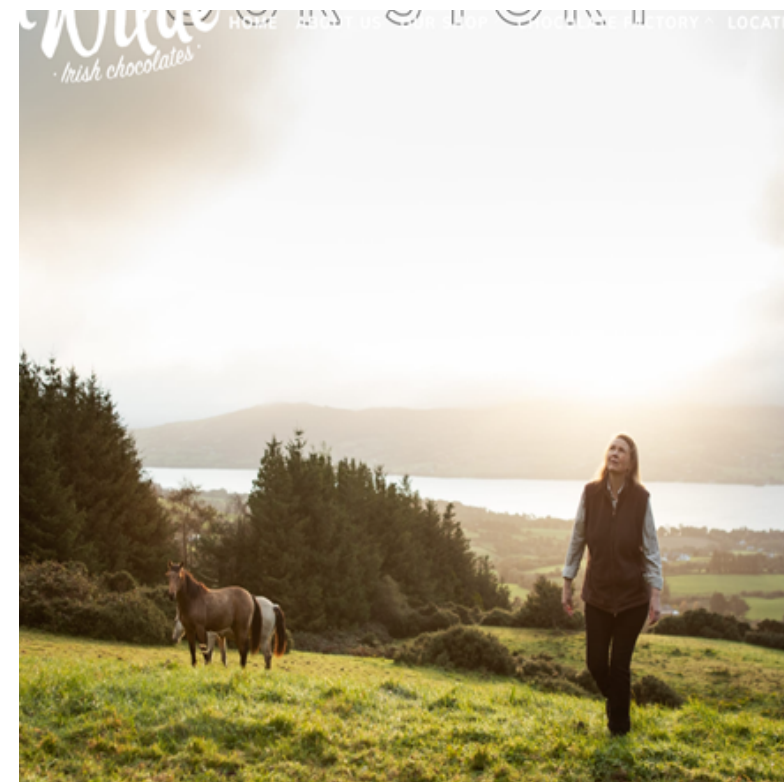
- West of Ireland

Visit their website or social media and make a note of how they market their products.



Wilde Irish Chocolate

- Founded in 1997
- Wilde Irish Chocolate is a Chocolate Factory based in Tuamgraney, in East Clare
- A variety of handmade chocolates are manufactured on site.
- There is also a visitor experience. The visitor experience enables participants to create their own bar of chocolate.
- Wilde Irish Chocolates also pride themselves in using compostable and biodegradable packaging from renewable resources.
- <https://wildeirishchocolates.com>
- <https://www.instagram.com/wildeirishchocolates/>



About Wilde Irish Chocolate

With humble beginnings, we started out with basic equipment in the kitchen of our tiny cottage in very rural North Clare. In the era before 'Bean To Bar' was even a concept for tiny artisan chocolate makers deciding to work with the best available beautiful Belgian couverture chocolate was an easy one.

In teaching ourselves how to make chocolate in the early years we quickly came to understand the environmental sensitivities of chocolate and all its wilde moods. During the twenty or so years since we started our wilde journey we have developed our chocolate making skills as well as increasingly diversifying our flavour range. And even though we improved our production methods along with a few upgrades in premises, we are still handmade with a product range that's proudly experimental.

Based in Tuamgraney, Co. Clare, our expert "Wilde Bunch" of in-house trained chocolate makers takes care of chocolate production and testing, packaging, design, social media and tours. We have also just opened a Hot Chocolate Café & Coffee Dock at the Chocolate Factory!

Shop Now >

Book Your Visit >

Small Business Example 2 - West of Ireland

Can you name
some other
examples in your
locality or in other
countries?



Cotter Organic Lamb - Organic Lamb | Cotter Organic Lamb

- Cotter brothers, Jack and Nick, founded Cotter Organic Lamb to sell the organic lamb produced on their farm in Abbeyfeale, Co. Limerick (located in the south west of Ireland) direct to homeowners and restaurants.
- The brothers also founded Cotter Agritech which is a business focused on delivering technology solutions to reduce chemical use in agriculture.
- <https://www.cotterorganiclamb.ie>
- <https://www.instagram.com/sheepgoesbaaaaaa/>



DESIGN AND DEVELOP YOUR MARKETING CAMPAIGN



Steps:

- Research audience and competitors.
- Set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals.
- Create compelling content.
- Choose the right channels.
- Launch and track performance.

Tools: Canva for design, HubSpot for campaign management, and Google Ads for PPC.

Relevant Links:

- Video: <https://www.youtube.com/watch?v=xqFgYMc7ke8> - What are SMART objectives.
- Podcast: <https://www.youtube.com/watch?v=nWwnm-z6mOw> - The Marketing Genius Behind Nike: Greg Hoffman | E150

Reflect:

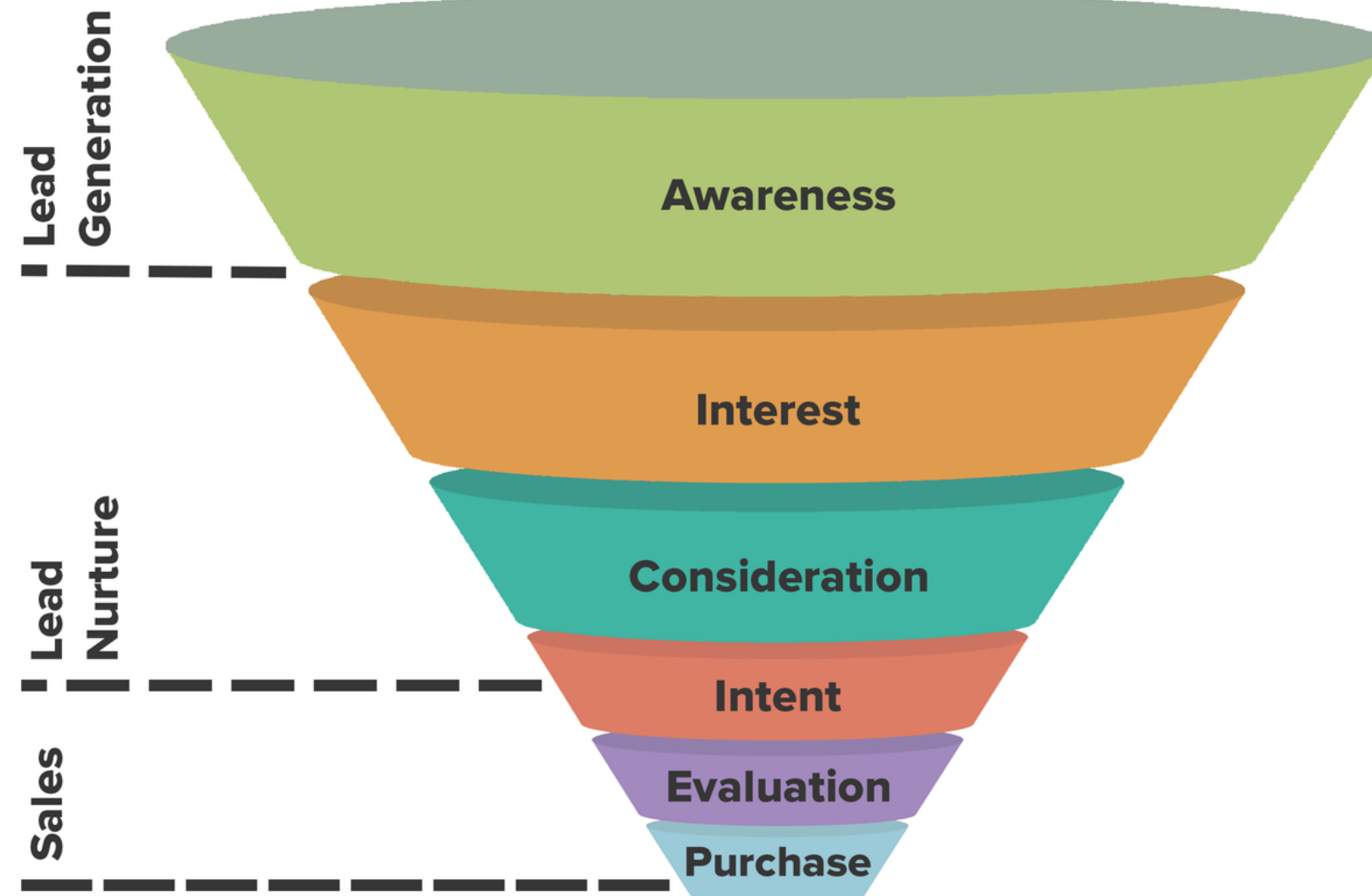
- What creative elements will make your next sustainable marketing campaign stand out?

Helpful Frameworks



The Marketing Funnel

SKYWORD



- Marketing campaigns and consumer research
- Events, advertising, tradeshow, blog, webinars, direct mail, viral campaigns, social media, search, media mentions, and more
- Engagement and introduction to positioning
- Emails, targeted content, classes, newsletters, and more
- Product information and specials
- Automated email campaigns, case studies, free trials, and more
- Product demos and shopping carts
- Sales adds to nurture stream
- Marketing and sales work to prove their product is best
- Sales transaction is completed

Helpful Frameworks



SOSTAC

S - SITUATION ANALYSIS

Where are we?

O - OBJECTIVES

Where do you need to go?

S – STRATEGY

How you'll meet the objectives

T – TACTICS

Details of strategy

A – ACTION

Do your thing

C – CONTROL

How did you do?

SOSTAC Planning System - PR Smith



WWW.HENSHALLCENTRE.COM

Situation analysis:

SMART goals:

Strategies:

NOTES

Tactics:

Action:

Control: (KPIs)

NOTES

Glossary of Marketing Terms



- Analytics Tools: Tools like Google Analytics for measuring and analysing marketing performance.
- Automation Tools: Tools such as Hootsuite for scheduling and managing social media posts.
- Brand Awareness: The extent to which a brand is recognised by potential customers.
- Broadcast Ads: Advertising via radio or television channels.
- Business Tools: Platforms such as Shopify for e-commerce or Salesforce for customer relationship management.
- Campaign Management Tools: Platforms like HubSpot for organising and tracking campaigns.
- Click-Through Rate (CTR): The percentage of people who click on a link after seeing it.
- Collaboration Tools: Applications like Slack and Microsoft Teams for team communication and project management.
- Content Creation Tools: Software like Canva and Adobe Spark used for designing visuals.
- Creative Content: Visuals, videos, or written materials designed to attract an audience.
- Customer Satisfaction: Measuring how a business meets customer expectations.

Glossary of Marketing Terms



- Direct Mail: Sending physical promotional materials directly to customers.
- Digital Marketing Campaign Lifecycle: Phases of planning, execution, monitoring, optimisation, and evaluation.
- Email Marketing Tools: Platforms like Mailchimp for creating and managing email campaigns.
- E-Business Platforms: Online systems that facilitate business activities like marketing, sales, and communication.
- Execution Phase: Launching the campaign on selected platforms.
- Google Analytics: A tool for tracking website traffic and user behavior.
- Hotjar: A tool providing heatmaps and user experience insights.
- Marketplaces: Online platforms like Amazon that connect buyers and sellers.
- Optimization Phase: Adjusting strategies based on data insights.
- Pay-Per-Click (PPC): A model where advertisers pay a fee each time their ad is clicked.
- Planning Phase: Defining campaign goals, audience, and budget.
- Print Ads: Marketing materials published in newspapers or magazines.
- Return on Investment (ROI): A measure of profitability calculated as $(\text{Net Profit} / \text{Investment Cost}) \times 100$.

Glossary of Marketing Terms



- Search Engine Marketing (SEM): Paid advertising on search engines to increase visibility.
- Search Engine Optimization (SEO): The process of optimising web content to rank higher in search engine results.
- SMART Goals: Objectives that are Specific, Measurable, Achievable, Relevant, and Time-bound.
- Social Listening: Using tools to monitor online conversations about a brand.
- Social Media Marketing (SMM): Promoting products or services using social media platforms.
- Sustainability Efforts: Actions taken to minimise a business's environmental footprint.
- Telemarketing: Direct marketing via telephone to promote products or services.
- Visual Content: Images, infographics, and videos used in marketing campaigns.

References



Link to websites, videos, and podcasts about marketing for a sustainable business.



Irish Government Policies:

- Our Rural Future. Our Rural Development Policy 2021 - 2025 - <https://www.gov.ie/en/campaigns/c6f5d-our-rural-future/>
- SME and Entrepreneurship Task Force Progress Report 2022 - <https://enterprise.gov.ie/en/publications/publication-files/sme-and-entrepreneurship-taskforce-2022-priority-actions-progress-report.pdf>

Websites:

- <https://befoundonline.com/blog/digital-marketing-life-cycle-5-stages-explained>
- <https://adage.com/>
- <https://blog.adobe.com/en/topics/cmo-by-adobe>
- <https://digiday.com/>
- <https://www.digitalmarketer.com/>
- [https://blog.hubspot.com/?
__hstc=253086230.cdf5b7dfd6a06f5c22c88a234be4b873.1670591050
165.1670591050165.1670591050165.1670591050165.1&__hssc=253086230.1.1670591050
166&__hsfp=2478973190](https://blog.hubspot.com/?__hstc=253086230.cdf5b7dfd6a06f5c22c88a234be4b873.1670591050165.1670591050165.1670591050165.1&__hssc=253086230.1.1670591050166&__hsfp=2478973190)
- <https://martech.org/>
- <https://searchengineland.com/>
- <https://www.socialmediatoday.com/>

References



Link to websites, videos, and podcasts about marketing for a sustainable business.



Videos:

- <https://www.youtube.com/watch?v=3MwMlI8n1qM> - What Will Happen to Marketing in the Age of AI? | Jessica Apotheker | TED
- <https://youtu.be/tLKftr-R0ss> - Top 10 Tips for Offline Marketing
- <https://youtu.be/fxnVADG7H7w> - How I would learn Digital Marketing from the start.
- <https://www.youtube.com/watch?v=u1nn-dz6b1M> - Top 10 Digital Marketing Tools 2024
- <https://www.youtube.com/watch?v=bixR-KIJKYM> - What is Digital Marketing
- https://www.youtube.com/watch?v=Osk_tasL1zA&list=PL8eNk_zTBST8i0iX_wTBFWgwKpN48t5KF - Marketing Analytics for Beginners
- <https://www.youtube.com/watch?v=Dd6D5ijabdA> - How to Conduct a Business Impact Assessment
- <https://www.youtube.com/watch?v=nC3ylfQyY4E> - The Best ECommerce Platform 2025
- <https://www.youtube.com/watch?v=xqFgYMc7ke8> - What are SMART objectives
- <https://www.youtube.com/@GoogleAnalytics>

References



Link to websites, videos, and podcasts about marketing for a sustainable business.



Podcasts:

- <https://www.youtube.com/watch?v=oellf65lLb8> - Does Traditional Marketing Still Work?
- <https://www.youtube.com/watch?v=q2e0Hmd5dNw> - Digital Marketing Trends for 2024 | Episode 365 | The Digital Marketing Podcast
- <https://www.youtube.com/@SocialMediaExaminer>
- <https://www.youtube.com/watch?v=5ac5vAZ8000> - #174 The Future of Marketing Analytics with Cory Munchbach, CEO at BlueConic
- <https://www.youtube.com/watch?v=4t97DbYBejw> - What is a business impact analysis
- <https://www.youtube.com/watch?v=RiPtTXZ-v-0> - eCommerce Secrets
- <https://www.youtube.com/watch?v=nWwnm-z6mOw> - The Marketing Genius Behind Nike: Greg Hoffman | E150