



SESSION 3: FUTURE IS ORGANIC II

Importance of marketing, communication and visibility for business success

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Agenda



Defining marketing



Why marketing matters?



Marketing strategies



Enhancing Business Visibility



Panel discussion



Defining marketing

What is marketing?



Marketing involves the activities, institutions, and processes that create, communicate, deliver, and exchange offerings with value for customers, clients, partners, or society as a whole.



Why is it important?

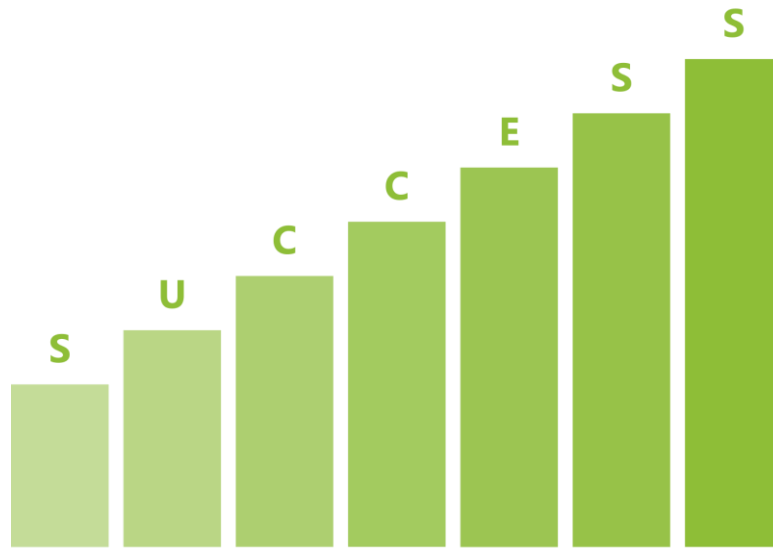
Attracting
Customers

Customer
Engagement

Building Brand
Awareness

Market
Differentiation

Business Growth



Marketing vs. Communication

MARKETING

Generate demand

- Focused on **attracting customers**, increasing awareness, and **driving sales**

Tactics:

- ✓ Market research
- ✓ Branding, advertising, and promotional campaigns
- ✓ Lead generation and customer acquisition

Marketing **creates demand**
Marketing **attracts new customers**
Marketing **sells a product/service**

COMMUNICATION

Engage & Inform

- Focused on delivering **clear messages**, building **trust**, and engaging stakeholders

Tactics:

- ✓ Public relations (PR) and media outreach
- ✓ Internal and external communication strategies
- ✓ Knowledge transfer and stakeholder engagement

Communication **builds relationships**
Communication **keeps them engaged**
Communication **explains its value**

Different methods





Marketing strategy

Marketing strategy



A marketing strategy is a **detailed plan that outlines how a business or organization will communicate its value proposition to customers**. It serves as a systematic framework for identifying and engaging targeted audiences, with the ultimate goal of **converting them into customers** through focused actions.

Developing a strategy

GOAL

- ❑ "What do we want to achieve?"
- ❑ **S**pecific
- ❑ **M**easurable
- ❑ **A**chievable
- ❑ **R**elevant
- ❑ **T**ime-bound

TARGET AUDIENCE

- ❑ Market research (demographics, pain points and needs)
- ❑ Who is your **ideal customer**

UNIQUE SELLING PROPOSITION

- ❑ What makes your product/service valuable
- ❑ How should you compete?
- ❑ Who are your competitors
- ❑ **Clear and simple messages**

CHANNELS

- ❑ **Where** is your ideal customer present?
- ❑ mix of digital (social media, email...) and traditional (flyers, events...)

BRAND

- ❑ Message and visuals are **uniform** across all platforms
- ❑ Recognition
- ❑ Trust & Credibility
- ❑ Emotional connection



Enhancing Business Visibility

Why visibility matters?



A great product is not enough—people need to know about it



Visibility builds trust, credibility, and recognition



Those who communicate better will stand out



Visibility helps businesses attract customers, partners, and funding

Key pillars of Business Visibility

1. Branding and message

Stand Out and Be Trusted!

- **Clear Positioning** (What do you do better than competitors?)
- **Consistent Messaging** (Simple, memorable, and relevant)
- **Visual Identity**
- **Brand Storytelling** (Share your mission & impact)

2. Online presence

Be Discoverable!

- **Professional website** (SEO Optimization)
- **Social media channels** (Content marketing)
- **Google Business & Directories**

3. Outreach & Networking

Be Active in the Industry!

- **Industry Events & Trade Shows** (Meet partners and customers in person)
- **Partnerships & Collaborations**
- **Public Relations (PR)**– (Feature your business in industry media)
- **Community Engagement**

How to start?



1. Start small

- Focus on 1-2 channels
- Smaller budget (3-5%)



2. Follow metrics

- Results visible after 3-6 months



3. Adjust!

Conclusion



Visibility is essential for business success – if people don't know you exist, they can't buy from you.



Marketing is not just about selling; it's about positioning your business where customers can find you, trust you, and choose you over competitors.



Start small, track results, and adjust. If marketing is taking too much of your time or not yielding results, it's time to seek expert support.

Discussion

MARKETING

Do you have a marketing strategy? Can you briefly tell us about it.

How do you measure the success of your marketing campaigns? What metrics do you use?



Discussion

COMMUNICATION

What communication channels are you using at the moment?

Do you have any new channels that are you planning to use in 2025?





LiveSeeding

