**Challenge #9: Entrepreneurial Marketing**

**Task:** Don’t think of entrepreneurial marketing[[1]](#footnote-1) as trying to sell things to people. In the attempt to show leadership in your tribe, the assignment requires that you make 10 entrepreneurial marketing attempts. You must incorporate the concepts outlined below. The attempts can be in any medium such as: online, offline (posters, flyers, etc.), or in person.

None of these marketing attempts should focus on making a sale. Instead, focus on demonstrating to your tribe that you are a leader. We are trying to determine whether marketing messages resonate enough with the people for them to respond. If they respond, they have self-identified as members of the tribe and become more likely to follow your leadership.

**Entrepreneurial Marketing:** Think about how you convey the message that you are a leader of the tribe.

* **A**ctionable: Call your customers to action to solve a common problem. The idea with a call to action is to focus on a common belief system. For example, a local veterinarian might organize a fundraising event for the local dog shelter. The idea is not to sell product but to signal to their customers (and potential customers) that they have a common belief system.
* **E**ducational: Educate your customers on how to solve the problem on their own. Help customers to try and problem solve on their own. This might seem counter intuitive but educating customers on how to solve the problem themselves is an effective way to demonstrate your leadership of the tribe.
* **I**nspirational: Inspire your customers to live better lives. A great example of the use of this tool is how Dove has positioned itself as a brand that believes that everyone is beautiful, not just the supermodels. Here is a link that focuses on female empowerment and only at the end do we realize that it is from Dove. <https://www.youtube.com/watch?v=7DdM-4siaQw>
* **O**utrageous: Being outrageous and entertaining your customers is probably the easiest way to get attention. However, it is much harder to figure out how to make the post directly relate to the belief system of the tribe.
* **U**seful: Provide your customers with useful information that aligns with the belief system of the tribe and is of value to them.

As you think about your entrepreneurial marketing idea remember:

* I am looking for low cost and no cost marketing.
* You are not attempting to sell, we are looking to measure the response to your posts.

**Use this space to jot down your entrepreneurial marketing ideas:**

* **A**ctionable: Call your customers to action to solve a common problem.
* **E**ducational: Educate your customers on how to live better lives.
* **I**nspirational: Inspire your customers to live better lives.
* **O**utrageous: Engage and entertain your customers.
* **U**seful: Provide customers with useful and valuable information.

**Idea:** Review the five vowels and determine which tool concept(s) you are going to try. It is most useful if you focus on one or two concepts at most. Write down or draw your entrepreneurial marketing idea. Explain why you think that you will have success.

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**Actions**: Describe, explain, and document your entrepreneurial marketing efforts. This can be digital posts on Facebook, Instagram, etc. or traditional media such as flyers, signs, posters and packaging.

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Post #9

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Post #10

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**Outcome:** Explain what you thought would happen and what actually happened. How many people "liked" your post, showed up to your event, or otherwise provided you with positive of negative feedback to your entrepreneurial marketing attempts.

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Rate your results on this scale:

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**Reflection:** Think about what went well and what did not go as planned? Think about your marketing efforts.

Think about the message: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Think about your role in getting the message out:

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Think about the customer – did the message resonate with them? and how do you know?

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**Now, think about why and how.**

What challenges did you encounter?

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How did you respond to the challenges you encountered?

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Why did you respond to these challenges the way you did? What were you feeling and thinking? How did these thoughts and feelings impact your actions?

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Intentionally left blank to allow further reflection

**Class Discussion**

The class discussion is designed to provide feedback to your colleagues about their ventures and to get feedback on your venture. This is an integral part of the process. This time it will be interesting to learn about how others re-imagine the solution to a problem. Jot down things that are working and things you want to change.

Make notes or draw images of the information that is being presented and think about how you can help them with their venture’s marketing attempts.

**Self-efficacy**: After the class discussion think about how you would do it better next time:

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**Use this space to jot down your thoughts about how you**

**will do it better next time/sketch it out:**

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**So, Feedback**

 **What?**

 **Systemic Effective**

 **Thinking Selling**

 **IDEA**

 **Exploiting**

 **Networks**

 **Knowledge, Customer Channels**

 **Skills, & Abilities Segments**

1. For further details on Entrepreneurial marketing refer to Deeper Dive topic #6 [↑](#footnote-ref-1)