



Marketing on a Shoestring (or no) Budget

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Objectives:

1. **Build** confidence in marketing no matter the budget size yet discover how to calculate an appropriate budget for the future.
2. **Enchant** your ideal client/avatar with what you notice connects with them most while using the resources available to you.
3. **Explore** your marketing and strategic goals that include Return on Investment (ROI) and Unique Selling Point (USP).

About Story Crossroads, storycrossroads.org

To foster creative and compassionate communities through the art of storytelling.

Story Crossroads is a 501(c)(3) nonprofit organization that celebrates the performance art of oral storytelling through an annual summit/festival as well as house concerts, workshops, youth camps, memberships, and educational resources.



Marketing vs. Advertising

Marketing and Advertising are repeatedly shared in the same breath.

Marketing = Activities and processes that lead to better relationships with people to improve brand awareness and perceptions as well as adding value for the intended audience.

Advertising = Piece(s) or product(s) to promote ideas, services, etc.

Marketing AND Advertising

Marketing and Advertising do work together as long as you know the differences and the way to enhance each other.

Marketing is the grand umbrella of it all while advertising is a part of the vision. Focus more attention and time on marketing than advertising. You need the relationships before you can send forth ads. In fact, an “invite” is better received than ads.

See [19 Types of Marketing You Should Know About](#) by Sarah Laoyan

So...What Is Your Budget?

Most People or Organizations Have Trouble Getting to the Preferred Budget

Within the storytelling world, what do you think is the average amount set aside for marketing/advertising? Of that budget, how much is for marketing vs. advertising?

Preferred? - At least 5% of your revenue (or consider your operating budget)

Revenue - comes from sales, grants, donations, etc. Ex. \$10,000 X 5% = \$500

Maintaining Status? - Consider 10% of your revenue

When Boosting/Growing? - Consider 20% of your revenue

What is Return On Investment (ROI)...and Why Care?

When starting a marketing campaign, it will be a negative ROI. That is okay. Think long-term.

Some benefits of marketing are not seen in numbers. The improvement of your brand perception can be more important.

$$\text{ROI} = \frac{\text{(Gain from investment - Cost of investment)}}{\text{Cost of investment}}$$

Consider these measurements besides ROI:

- Subscriber growth to your newsletter/email lists
- Feedback from clients/patrons
- Length of time on website
- Search Engine Optimization (SEO) rank = website position in search engine results page
- Conversions = any time someone changes from “lingering” to “buying”
- Sales
- Traffic = number of visitors that visit your website or a specific webpage, growing numbers increases sales and qualified leads

What is Unique Selling Point (USP)...and Why Care?

You have a niche, even if you don't know it yet. You do not want to be everything to everyone.

Your ideal client/avatar needs to be linked to this USP.

What problems are you solving?

Does your marketing promote this unique way you have in solving this problem?

What can you do to improve your marketing using the resources you have?

Shoestrings of Success - free or “knot”

1. Website

Some people think that websites will be “out.” Some people never embraced websites. With so much digital content and marketing, you need a home. Your website is that home. Bring people to your website and away from the distractions of social media.

Free or Affordable Websites (many more out there though shared favorites)

[WordPress](#) - \$60/year that comes with a domain name, about \$300/year to include Plug-Ins

[Wix](#) - \$16-45/month though could do free site and hosting of 100s of templates

[SquareSpace](#) - \$12-35/month with 14-day free trial, either upgrade or stay the same

2. E-Newsletter & Email Lists

People who sign-up for your e-newsletter and/or email list actually want to hear from you. These are people most likely to purchase or participate in your events, offerings, products, etc. Weekly e-newsletters get the best results. Yes, some people will think it is “too much” and unsubscribe, but that will happen no matter how often you post. Need to ease into it? You can. Go from monthly to semi-monthly to weekly over a few months. Not even monthly? Yikes. Fix that first.

Free or Affordable Email Services

[Aweber](#)

[Constant Contact](#)

[HubSpot](#)

[PipeDrive](#)

[GetResponse](#)

[SendInBlue](#)

[MailChimp](#)

3. Lead Magnets, Registrations & Feedback

This is almost a chicken or the egg with the E-Newsletter/Email Lists. To increase subscribers, you need ways for people to commit to you in a “free” way. The only cost is their name and email (or other contact info), and they get the free _____ while agreeing to be part of your e-newsletter and email lists.

Examples of Lead Magnets that Interests Your Ideal Client/Avatar (so many more)

- Article
- E-Workbook
- 15-minute or more Free Consultation
- Self-led Online Course
- Resource Listings

Examples of More Productive Registrations for Marketing

- Always ask question of where they learned about the event/service/product
- Always ask if they'd like to be part of your E-Newsletter/Email Lists
- Keep some questions optional yet repeated for every registration

Examples of Using Feedback

- Transform into Testimonials - written, audio, video, etc.
- Spotlight during Board/Admin Meetings or Self-Motivation
- Celebrate within fundraising, grants, etc.

4. Video Marketing & Social Media

Video is powerful in all places: website, newsletter, email lists, lead magnet piece, social media, etc. Did you notice that Reels instead of Pictures are more important to even Instagram?

Recommended Articles -

[The Ultimate Guide to Video Marketing](#) - by Alicia Collins and Megan Conley

[15 Types of Video Marketing To Try in 2022](#) - by Cassandra King

[These 7 Alarming Stats Will Convince You to Use Video Marketing](#) - by Chen Attias

5. Streamlining & Customer Relationship Management Software (CRMs)

As you build more of a marketing budget, you will find that streamlining any processes will help you in the long run. CRMs improve relationships and customer satisfaction. As a result, you have more sales and success.

Examples of CRMs I use though so many out there -

[WildApricot](#) - registration of events and memberships

[Work Smarter Digital](#) - online course software, texting service, contacts, etc.

Remember...meeting and going beyond expectations is a way to “double-knot” those relationships.

Your Marketing Homework

General and Marketing Trends in Storytelling/Performing Arts?

What do Similar People/Organizations Do? Strengths? Weaknesses?

Your Ideal Client/Avatar?

What are Each of the Services You Provide? Descriptions? Call to Action for Each?

Pricing of Each Service? Reasoning?

Pricing of Marketing for Each Service? Reasoning?

Effective Ways to Measure Success?

Potential Vendors for Services You Need for Marketing?