We resume at 1:30 :)
MARKETING FOR CREATIVES
Facilitator Training
INTRODUCTION

Hi,
I’m Kat!

Hello,
I’m Chino!
“I know what differentiates me from other creative brands / leaders and I know where and how to start promoting myself and my services.”
This workshop is designed for budding creatives who want to jumpstart and enhance their marketing skills and effectively promote their personal brand and services. The target audience includes:

1. **Freelancers** in creative fields who need to build a stronger personal brand and attract more clients.
2. **Small Studio Owners and creative entrepreneurs** looking to market their services more effectively and stand out in a competitive market.
3. **Aspiring Creatives** who are just starting their careers and want to learn the fundamentals of marketing to establish a solid foundation.
4. **Creative Professionals seeking to transition** to freelance work or start their own creative businesses and need to understand how to market themselves.
Learning Outcomes:

Upon completion of this module, participants will be able to:

1. Define a **clear target audience** and **market niche** for a creative product or service;
2. Develop a **cohesive brand identity and messaging** that resonates with the target market;
3. Learn the essentials of building an **effective online social media presence and professional online portfolio**; and
4. Analyze successful marketing case studies from creatives.
LEARNING EXPERIENCE
DESIGN PROCESS

VALIDATION
of knowledge
CURIOUS to understand how to build a personal brand
CURIOUS to effectively articulate my value proposition
INSPIRED and CURIOUS to apply learnings to actual execution
INSPIRED and COMMITTED to apply learnings to actual execution
COMMITTED to transform the brand and/or the business
CONFIDENT and COMMITTED to becoming a better creative freelancer / founder

EMOTIONAL JOURNEY

TRANSFORMATION JOURNEY

VALIDATION
CURIOUS
INSPIRED AND CURIOUS
INSPIRED AND COMMITTED
COMMITTED
CONFIDENT AND COMMITTED

“From: “How can I set myself apart from other creative MSMEs?”

To: “I know what differentiates me from other creative brands / leaders and I know where and how to start promoting myself and my services.”

SOURCE: Process and Content Model, Hyper Island
CHECK-I N

Guess the brands behind these famous slogans/ taglines.
“The happiest place on earth.”
“Taste the feeling.”
“Think different.”
“Okay ka ba tiyan?”
“Asia’s songbird”
“Go! Go! Go!”
What is a Personal Brand?
What is a personal brand?

- It is how you want people to see you
- Strategic practice in which you define and express your own value proposition
- Intentional

Source: Harvard Business Review
Your goal should be to ensure that the narrative created about you is accurate, coherent, compelling, and differentiated.
“Your brand is what people say about you when you’re not in the room.”

— Jeff Bezos, Amazon
Why invest in your brand?

- Each element plays a critical role in shaping how your business is perceived both internally and externally.
- A strong brand increases the chances of customers choosing your product or service over your competitors.
- It attracts more customers, at a lower cost per acquisition, who are happy to pay a little more and will buy a little more often.

Source: Harvard Business Review
A short statement that communicates why buyers should choose your products or services. It's more than just a product or service description—it's the specific solution that your business provides and the promise of value that a customer can expect you to deliver.
Slogan vs Tagline vs Value Proposition

Slogan: short, catchy statement that brands use in marketing campaigns to sell a specific product / services

Tagline: short statement that embodies a certain aspect of your brand or business; can represent a concept or idea that your business stands for.

Value Proposition: A complete, more concrete statement which serves as a unique identifier for your business

Those types of copy are important accessories to your brand, but your potential customers and employees don't choose one business over the other solely based on these elements.

Source: Hubspot
Slogan
Twice the guts. Double the glory.

Tagline
Just do it.

Value Proposition
Customizable performance or lifestyle sneakers with unique colorways and materials.
Crispylicious! Juicylicious!

Langhap Sarap

Jollibee promises to provide high-quality food, fast and friendly service in a clean and comfortable environment tailored to the Filipino palate. It is now the biggest fast-food chain in the country.
Value Proposition vs. Mission Statement

Your value proposition details what you offer customers and why they should choose you.

“An easy-to-use CRM.”

Your mission statement details your objective as an organization.

“To help businesses grow better.”

Source: Hubspot
How to Write a Value Proposition
1. Identify your customer's main problem.

2. Identify all the benefits your product / service offers.

3. Describe what makes these benefits valuable and connect this value to your buyer's problem.

4. Differentiate yourself as the preferred provider of this value.

5. Use a template to help you brainstorm.

Source: Hubspot
Writing a Value Proposition Template

When you’ve articulated your answers here, it will be easier for you to write your value proposition. See sample templates.

Source: Kat Mallillin, Playmaker Branding Consultancy
**Writing a Value Proposition Template**

**WHAT IS YOUR TARGET AUDIENCE’S MAIN PROBLEM?**

- Difficulties in promoting work globally
- No available platform that caters to Filipino artists and designers
- Any other existing platform only aggregates → it’s hard for artists to stand out

**WHAT ARE YOUR PRODUCT / SERVICE BENEFITS?**

- The first platform that curates and aggregates Philippine artists and designers

**WHAT MAKES THESE BENEFITS VALUABLE TO THE CUSTOMER?**

- Specifically champions independent Filipino creatives
- Curated by top Filipino art managers

**WHAT IS YOUR COMPETITIVE ADVANTAGE? WHAT DIFFERENTIATES YOU FROM OTHER PROVIDERS?**

- User-friendly, intuitive platform
- International network of artists, championing Filipino creatives
- AI-enabled advanced promotion tools for easier marketing

**MY BUSINESS SUPPORTS**

**Source:** Kat Malilin, Playmaker Branding Consultancy
Value Proposition Template #1

Headline:

The best way for (ideal customer) to (task you make easier).

Subheadline:

(Your company) makes (task) simple and effective with (competitive advantage #1), (competitive advantage #2), and (competitive advantage #3).

Source: Hubspot
Value Proposition Template #1

Headline:

The best way for (ideal customer) to (task you make easier).

Subheadline:

(Your company) makes (task) simple and effective with (competitive advantage #1), (competitive advantage #2), and (competitive advantage #3).

See it in Action:

The best way for Philippine independent artists to showcase their work globally.

ArtSphere makes global art showcasing simple and effective with its user-friendly platform, curated network of Filipino creatives, and AI-enabled promotion tools.
Value Proposition Template #1

**Headline:**

The best way for (ideal customer) to (task you make easier).

**Subheadline:**

(Your company) makes (task) simple and effective with (competitive advantage #1), (competitive advantage #2), and (competitive advantage #3).

---

**Example Fashion**

The best way for eco-conscious shoppers to find sustainable products.

GreenChoice makes sustainable shopping simple and effective with its extensive eco-friendly product range, transparent sourcing information, and personalized recommendations.
Value Proposition Template #1

See it in Action:

**Headline:**

The best way for (ideal customer) to (task you make easier).

**Subheadline:**

(Your company) makes (task) simple and effective with (competitive advantage #1), (competitive advantage #2), and (competitive advantage #3).

The best way for Philippine MSMEs to elevate their online presence.

ZA (Zarate-Aricaya) Consultancy makes digital marketing simple and effective with personalized strategies, flexible service packages, and proven results.
Value Proposition Template #2

Headline:

Finally, the solution to (problem) that you’ve been waiting for.

Subheadline:

(Your company) provides direct value to you through (competitive advantage #1) and (competitive advantage #2). This means when you buy from us, you’ll (benefit).

Source: Hubspot
Headline:

Finally, the solution to (problem) that you’ve been waiting for.

Subheadline:

(Your company) provides direct value to you through (competitive advantage #1) and (competitive advantage #2). This means when you buy from us, you’ll (benefit).

Example
Industrial - Furniture

Finally, the solution to bland and generic home furniture that you’ve been waiting for.

ArtisanHome provides direct value to you through handcrafted, unique pieces and sustainable materials. This means when you buy from us, you’ll elevate your home decor with beautiful, eco-friendly furniture that stands out.
Value Proposition Template #2

**Headline:**

Finally, the solution to (problem) that you’ve been waiting for.

**Subheadline:**

(Your company) provides direct value to you through (competitive advantage #1) and (competitive advantage #2). This means when you buy from us, you’ll (benefit).

---

Sine Vision Studios provides direct value to you through original storytelling and innovative production techniques. This means when you work with us, you’ll experience captivating films that push creative boundaries and leave a lasting impression.
INSTRUCTIONS:
In groups, think of one (1) creative brand / artist.
Fill up the Value Proposition Template.
Articulate the Value Proposition using any of the templates provided.

Source: Kat Mallillin, Playmaker Branding Consultancy
Building Your Online Presence Part I
Social Media Plan
How to start?

1. Use your favorite Social Media Platform to your advantage

Leverage your favorite social media platform to boost visibility, connect with your audience, and showcase your talents.
Create a Content Calendar

Plan your posts in advance. Mix different content types (e.g., behind-the-scenes, finished work, personal insights) to keep your audience engaged.

See provided options in the next slide.
How to promote yourself on Social Media
Options

- Create an online community on Facebook
- Launch a website
- Create an online newsletter
- Send out free wallpapers
- Schedule Live sessions on Instagram
- Start a podcast

- Connect with Influencers
- Start a blog
- Reach out to brands
- Show your process
- Create free downloadable templates
- Host a giveaway

- Create video tutorials
- Offer a discount / sale
- Create a broadcast channel on Instagram
- Be present on different social media channels
- Collaborate on projects with brands
- Build a portfolio

Source: Kat Malilin, Playmaker Branding Consultancy
How to start?

3 Engage with Your Audience

Respond to comments, messages (even emails), and engage with your followers' content, with urgency. Building a community around your work fosters loyalty and growth.
How to start?

4 Analyze and Adjust

Use analytics tools to monitor which posts perform well and understand your audience's preferences. Adjust your plan based on these insights to continually improve your reach and engagement.
How to promote yourself on Social Media

Options

- Create an online community on Facebook
- Launch a website
- Create an online newsletter
- Send out free wallpapers
- Schedule Live sessions on Instagram
- Start a podcast
- Connect with Influencers
- Start a blog
- Reach out to brands
- Show your process
- Create free downloadable templates
- Host a giveaway
- Create video tutorials
- Offer a discount / sale
- Create a broadcast channel on Instagram
- Be present on different social media channels
- Collaborate on projects with brands
- Build a portfolio

Source: Kat Mallillin, Playmaker Branding Consultancy
Create an online community on Facebook.

Examples

AJ Dimarucot
Building Your Online Presence Part II Portfolio
How to start?

1. Consider the requirements of your target audience / customer
2. Showcase the depth of your creative work
3. Highlight your unique style / what sets you apart
4. Choose a good platform to use to showcase your portfolio

* Include self-initiated projects
Building My Portfolio Template

When you've articulated your answers here, it will be easier for you to build your portfolio.

WHO AM I SENDING THIS PORTFOLIO TO?

WHAT IS MY POTENTIAL CLIENT LOOKING FOR?

WHICH PROJECTS ARE RELEVANT TO WHAT THE CLIENT IS LOOKING FOR?

PROJECT #1
SAMPLE WORK

PROJECT #2
SAMPLE WORK

PROJECT #3
SAMPLE WORK

PROJECT #4
SAMPLE WORK

HOW CAN I BEST SHOWCASE MY WORK?
Identify how you're going to showcase your work, including the platform you will be using.

Source: Kat Mallillin, Playmaker Branding Consultancy
### Building My Portfolio Template

#### WHO AM I SENDING THIS PORTFOLIO TO?
A potential MSME client in the Fashion industry. Client is releasing a new shirt brand and collection.

#### WHAT IS MY POTENTIAL CLIENT LOOKING FOR?
Branding, Digital Marketing, maybe website management on Shopify

#### WHICH PROJECTS ARE RELEVANT TO WHAT THE CLIENT IS LOOKING FOR?

<table>
<thead>
<tr>
<th>PROJECT #1</th>
<th>Andi &amp; Olivia x Coral</th>
<th>Video mockup of the website built  - Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROJECT #2</td>
<td>Coral’s Isla Bonita Collection</td>
<td>Screenshots of Instagram stories created  - Web</td>
</tr>
<tr>
<td>PROJECT #3</td>
<td>Branding work with previous client</td>
<td>Mockups of the logo made  - Web</td>
</tr>
<tr>
<td>PROJECT #4</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### HOW CAN I BEST SHOWCASE MY WORK?
Identify how you’re going to showcase your work, including the platform you will be using.

Sample Work:
- Video mockup of the website built
- Screenshots of Instagram stories created
- Mockups of the logo made

Source: Kat Mallillin, Playmaker Branding Consultancy
WHO AM I SENDING THIS PORTFOLIO TO?
A Lifestyle magazine

WHAT IS MY POTENTIAL CLIENT LOOKING FOR?
A fashion intern - someone to steam and fold clothes for photoshoots. May have to take photos and be a contributor

WHICH PROJECTS ARE RELEVANT TO WHAT THE CLIENT IS LOOKING FOR?

PROJECT #1
Mobile photography and copywriting work
SAMPLE WORK
Instagram

PROJECT #2
Cisco Team lead
SAMPLE WORK
Updated Linkedin page with photos, certificates etc

PROJECT #3
UPLB Perspective - Production Editor
SAMPLE WORK
Issuu and print archives of previous issues produced

PROJECT #4
Previous paintings and sketches
SAMPLE WORK
Pinterest

HOW CAN I BEST SHOWCASE MY WORK?
Identify how you're going to showcase your work, including the platform you will be using.

Source: Kat Mallillin, Playmaker Branding Consultancy
Where can I house my work?

FREE Online Portfolio Platforms

FREE Website Builder

Instagram  YouTube  Canva  WIX  Behance  LinkedIn  Pf  Squarespace
Abbey Sy
Artist & Author
abbey-sy.com
Manila, Philippines

Follow
Message

Project Views 213,421
Appreciations 12,415
Followers 5,935
Following 131

ON THE WEB
Twitter
Facebook
WHO AM I SENDING THIS PORTFOLIO TO?

WHAT IS MY POTENTIAL CLIENT LOOKING FOR?

WHICH PROJECTS ARE RELEVANT TO WHAT THE CLIENT IS LOOKING FOR?

PROJECT #1

SAMPLE WORK

PROJECT #2

SAMPLE WORK

PROJECT #3

SAMPLE WORK

PROJECT #4

SAMPLE WORK

HOW CAN I BEST SHOWCASE MY WORK?

Identify how you're going to showcase your work, including the platform you will be using.

SAMPLE WORK

INSTRUCTIONS:

In groups, work with your chosen creative brand / artist.

Think of a potential client for them.

If you are going to build a portfolio to send to this client, what would this template look like?

*Bonus points for showcasing sample work!

Source: Kat Mallillin, Playmaker Branding Consultancy
## The Right Mindset for Success

<table>
<thead>
<tr>
<th>ALWAYS LEARNING</th>
<th>ALWAYS EXPERIMENTING</th>
<th>BE AUDIENCE-CENTRIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>What you do is a living, evolving discipline. Make time for personal development for your own growth.</td>
<td>Acknowledge that you don’t know all the answers and need to continually test-and-learn.</td>
<td>Reframe or flip your point of view to think from the perspective of your audience. What do they need?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMERCIAL</th>
<th>BE ADAPTIVE</th>
<th>HEAR THE SIGNALS. SILENCE THE NOISE.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Think about the commercial outcomes from any branding work - and not just focused on the work itself.</td>
<td>Increase your adaptability quotient by learning, by listening, and by responding (not by reacting).</td>
<td>Learn and uncover the market changes (signals) and quickly adapt.</td>
</tr>
</tbody>
</table>

Source: Kat Mallillin, Playmaker Branding Consultancy
Check-out

Which brand best represents you?

- Google
- BTS
- BINI
- NETFLIX
- Nike
- Angkas
- Apple
- Pixar