

CREATIVE AGE FOR SDGS

Accelerating Growth of MSMEs in the Philippines



We resume at 1:30 :)





MARKETING FOR CREATIVES

Facilitator Training



INTRODUCTION



Hello,
I'm Chino!




Hi,
I'm Kat!





INTENTION

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



Intended Target Audience :

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:

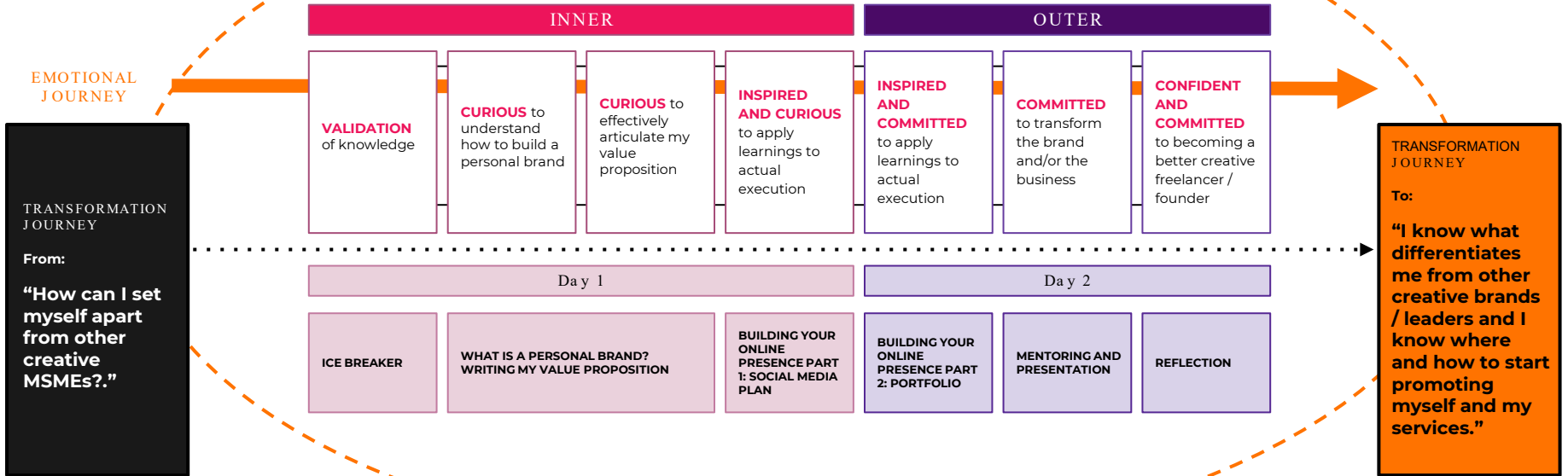
1. **Freelancers** in creative fields who need to build a stronger personal brand and attract more clients.
2. **Small Studio Owners and creative entrepreneurs** looking to market their services more effectively and stand out in a competitive market.
3. **Aspiring Creatives** who are just starting their 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



CHECK-IN

Guess the brands
behind these famous
slogans/ taglines.

“The happiest
place on earth.”

DISNEYLAND

“Taste the
feeling.”

Coca-Cola

“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

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.

VALUE PROPOSITION

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.

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.

Slogan

VS

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

Tagline

VS

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



Slogan

Twice the guts. Double the glory.

VS

Tagline

Just do it.

VS

**Value
Proposition**

Customizable performance or lifestyle sneakers with unique colorways and materials.



Slogan

Crispylicious! Juicylicious!

VS

Tagline

Langhap Sarap

VS

**Value
Proposition**

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.



Your mission statement details your objective as an organization.



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.

Writing a Value Proposition Template

WHAT IS YOUR TARGET AUDIENCE'S MAIN PROBLEM?

WHAT ARE YOUR PRODUCT / SERVICE BENEFITS?

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



WHAT MAKES THESE BENEFITS VALUABLE TO THE CUSTOMER?

MY BUSINESS SUPPORTS
SDG #

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

Example

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



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).

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).

Examp
le Art

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).

Examp
le
Fashion

See it in Action :

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

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).

Exempl

e Design -
Solo
Freelancer

See it in Action :

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).

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).

Example
Industrial
- Furniture

See it in Action :

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).

Example
Film

See it in Action :

Finally, the solution to uninspiring and formulaic videos that you've been waiting for.

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.

Activity

Writing a Value Proposition Template

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.

WHAT IS YOUR TARGET AUDIENCE'S MAIN PROBLEM?

WHAT ARE YOUR PRODUCT / SERVICE BENEFITS?

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



WHAT MAKES THESE BENEFITS VALUABLE TO THE CUSTOMER?

MY BUSINESS SUPPORTS SDG #

CREATIVE AGE FOR SDGS

Accelerating Growth of MSMEs in the Philippines



BREAK

03 July 2024



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.

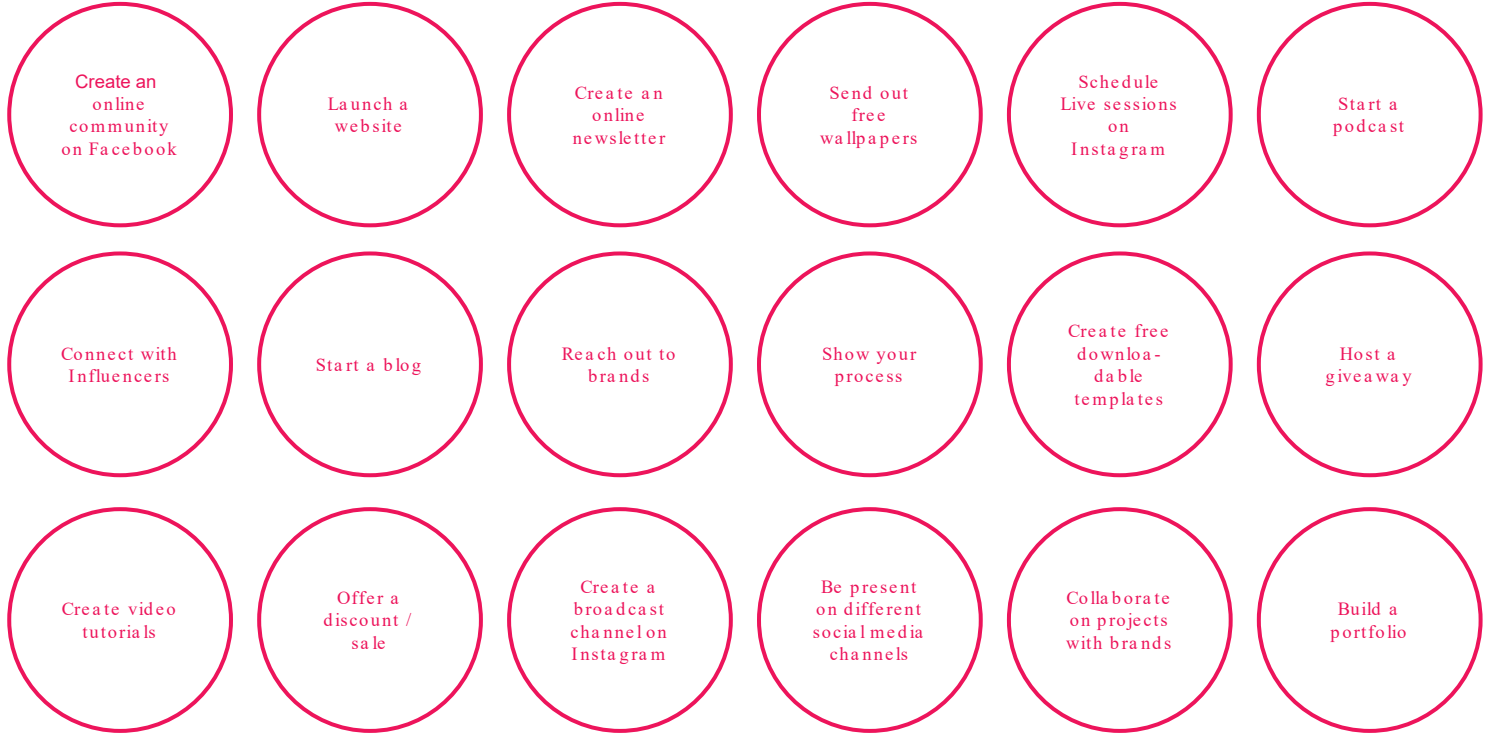
How to start?

2 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



Source: Kat Mallillin, 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.

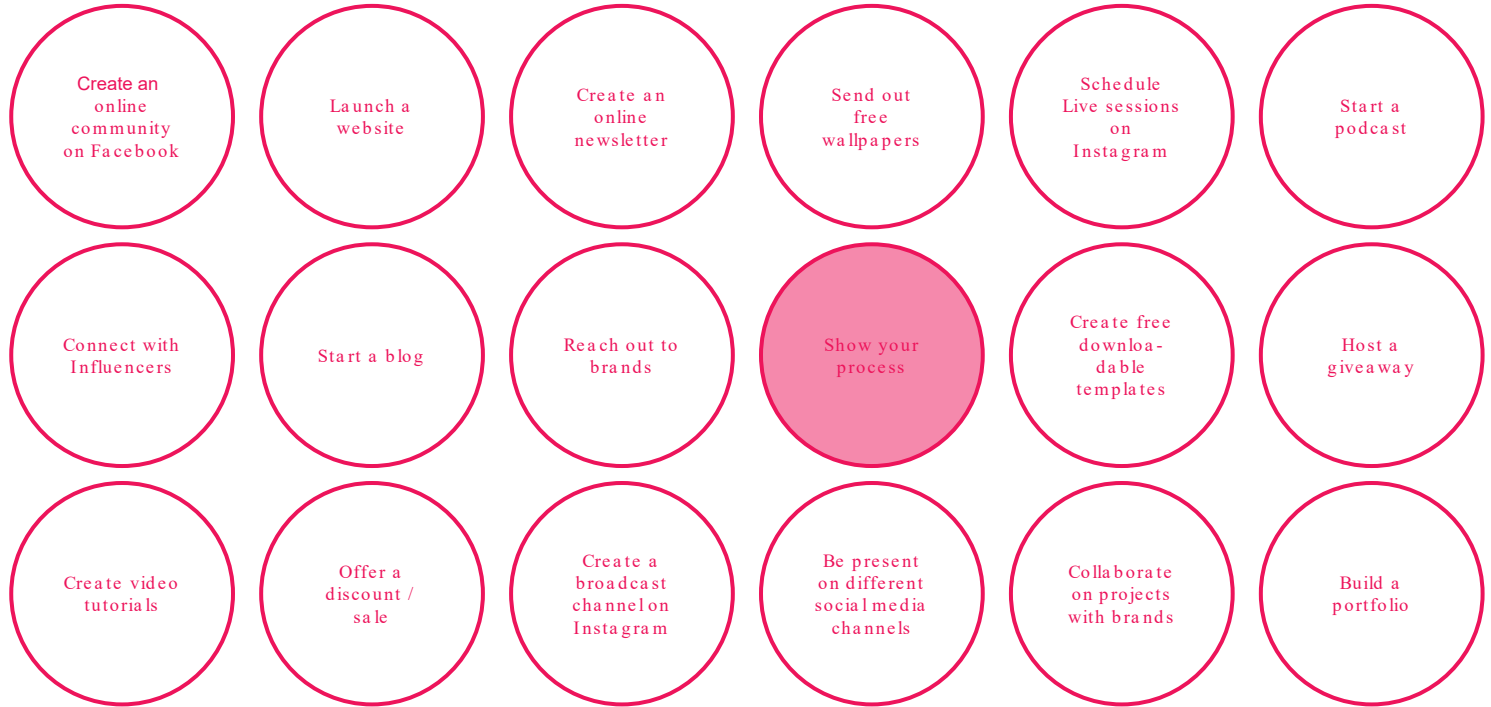
How to start?

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



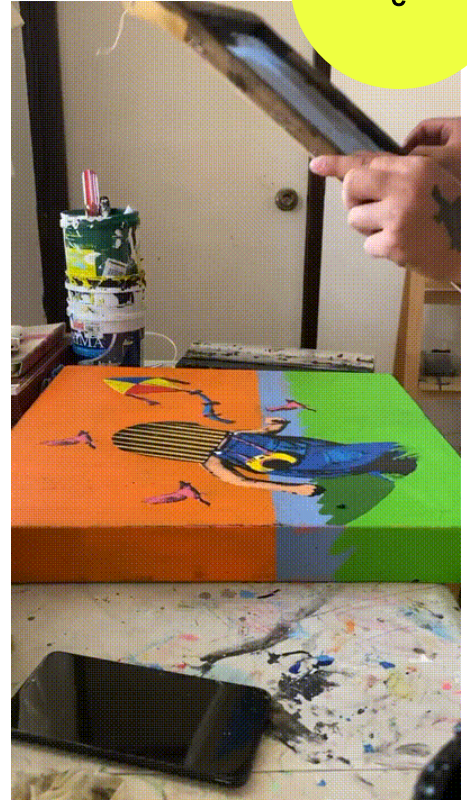
Source: Kat Mallillin, Playmaker Branding Consultancy

Instagram

Show your
process



@KaraTula



Examp
le

facebook

Examp
e

Create an
online
community
on
Facebook



AJ Dimarucot

The cover image features a blue sky background with a white logo on the left. The logo consists of three stars in an inverted triangle above a Wi-Fi symbol, which is above a location pin icon. To the right of the logo, the text "FILIPINOMADS CREATIVE NETWORK" is written in large, white, sans-serif capital letters.

Group by AJ Dimarucot

FILIPINOMADS CREATIVE NETWORK

Private group · 6.3K members

A horizontal row of 18 circular profile pictures of various members of the group.

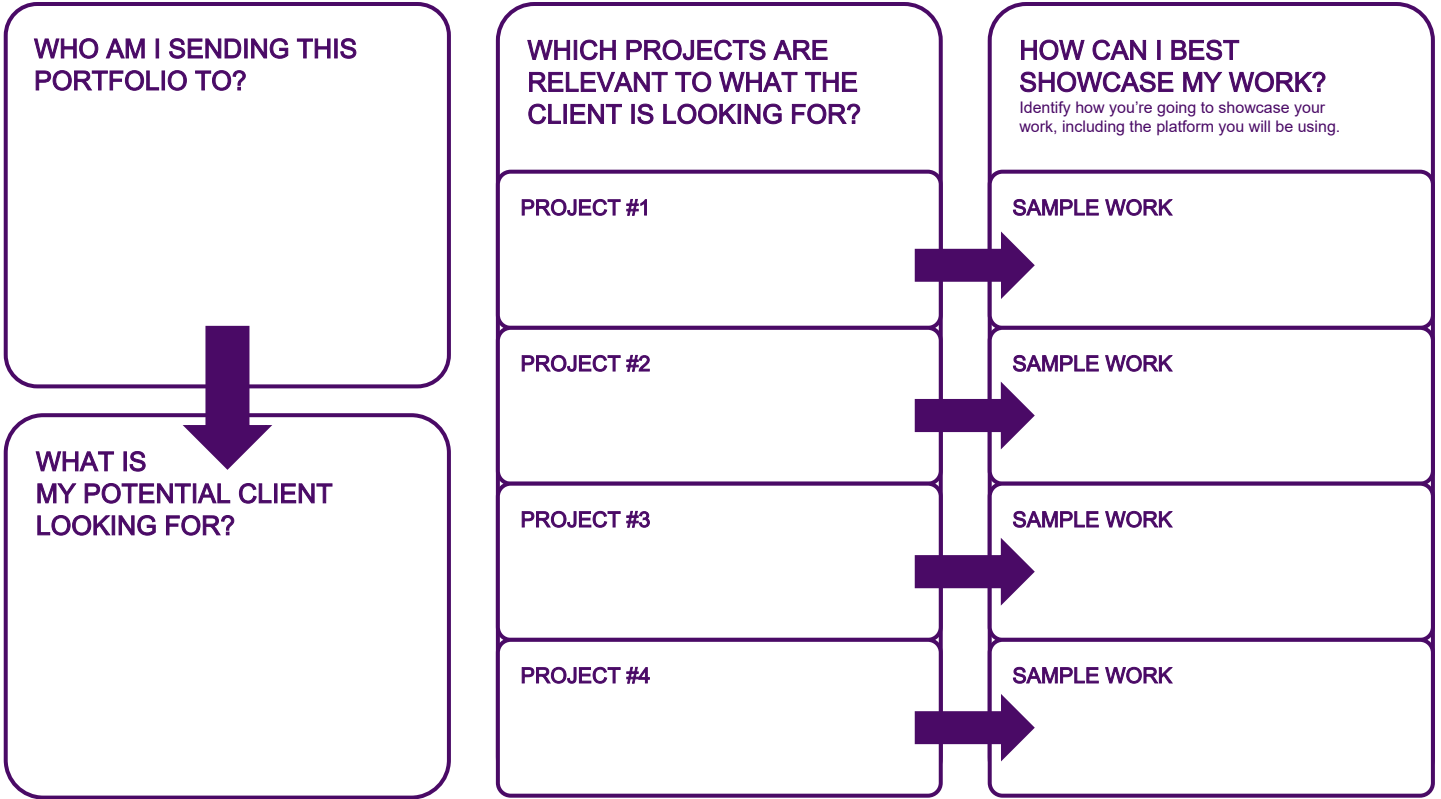
[+ Invite](#) [Share](#) [Joined](#) [▼](#)

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.



Source: Kat Mallillin, Playmaker Branding Consultancy

Example

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?

PROJECT #1

Andi & Olivia x Coral

PROJECT #2

Coral's Isla Bonita Collection

PROJECT #3

Branding work with previous client

PROJECT #4

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 - Web

SAMPLE WORK

Screenshots of Instagram stories created - Web

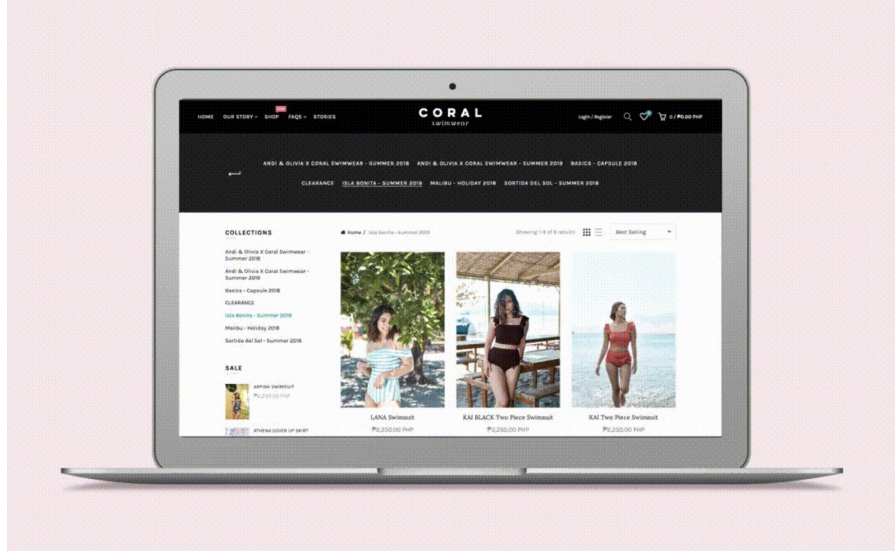
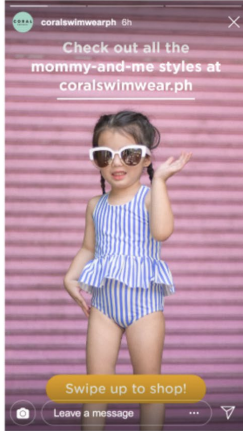
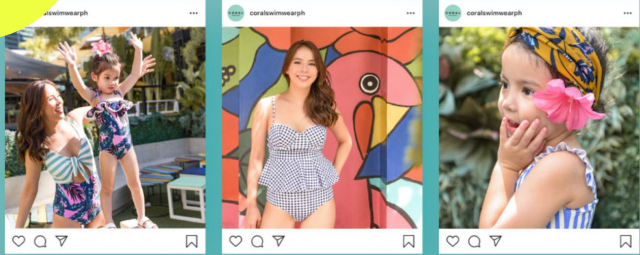
SAMPLE WORK

Mockups of the logo made
Web

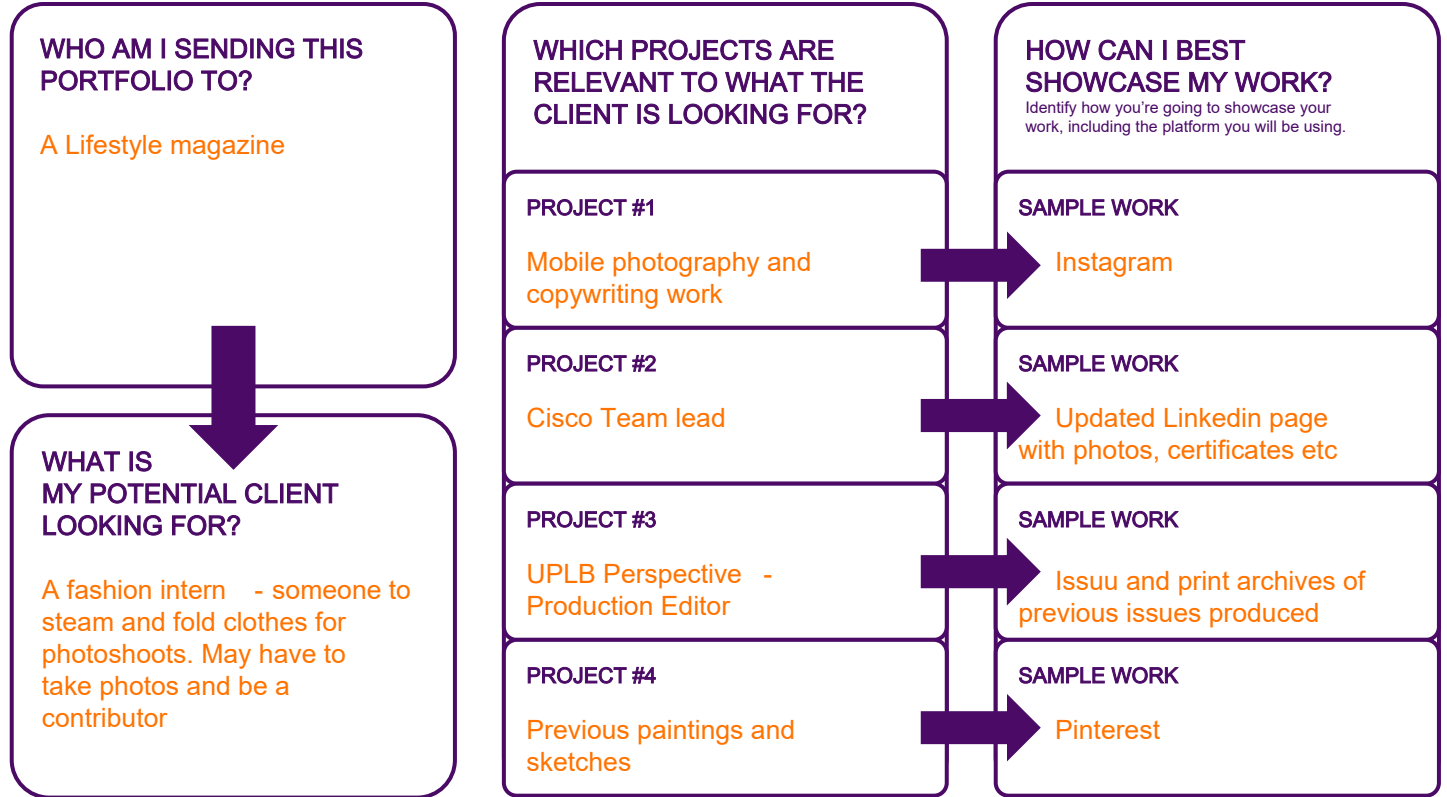
SAMPLE WORK



Example



Building My Portfolio Template





Where can I house my work?

FREE Online Portfolio Platforms

Instagram  YouTube

Bēhance  Linked in

FREE Website Builder

Canva

WIX



SQUARESPACE

Bēhance

Examp
e



Abbey Sy

Artist & Author
abbey-sy.com

Manila, Philippines

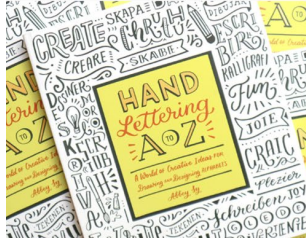
+ Follow

Message

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

ON THE WEB

- Twitter
- Facebook





Example



Gio San Pedro

@giosanpedro · 710K subscribers · 110 videos

I make videos. I love consumer tech. ...more

patreon.com/giosanpedro and 5 more links

Subscribe



Now Open for Collaboration | Video Production

238,106 views · 4 years ago

I never dared going big out of fear of failing. But you know what's worse than making something bad? It's to never have a chance of making something great. So here is my maneuver-my attempt to set things right.

I'm Gio San Pedro, and I make videos. Tara, collab tay!

... <https://c.lazada.com.ph/t/c.YQPI?url=...>
READ MORE



Giving Papa an Apple Watch Ultra | iPhone 14 Pro & AirPods Pro 2...

5M views · 1 year ago



Musha, Knight, Command Gundam + a Nintendo Switch Gundam game |...

198K views · 1 year ago



Following your advice - dbrand Leather Skin for MacBook Pro (M1 Max 16) |...

791K views · 1 year ago



ROG Pugio II Gaming Mouse + Cetra True Wireless Earbuds | ASMR...

128K views · 1 year ago



Pitaka's Kevlar iPhone Case and a 4-in-1 Charging Station for Apple | ASMR

1.4M views · 1 year ago



Playing Gundam Evolution with ROG Strix Scope RX Mechanical Keyboard...

116K views · 1 year ago



After 10 Years of Intel - M1 Max MacBook Pro 16" + Logitech MX...

467K views · 1 year ago



Asus ROG Phone 6 Pro - My most powerful gaming system yet | ASMR

2M views · 1 year ago



Apple AirTag for The Modern Gentleman's Wallet | ASMR Unboxing

1M views · 2 years ago

Activity

Building My Portfolio Template

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!

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

PROJECT #2

PROJECT #3

PROJECT #4

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

SAMPLE WORK

SAMPLE WORK

SAMPLE WORK

THE RIGHT MINDSET FOR SUCCESS

ALWAYS LEARNING

What you do is a living, evolving discipline. Make time for personal development for your own growth.

ALWAYS EXPERIMENTING

Acknowledge that you don't know all the answers and need to continually test-and-learn.

BE AUDIENCE- CENTRIC

Reframe or flip your point of view to think from the perspective of your audience. What do they need?

COMMERCIAL

Think about the commercial outcomes from any branding work - and not just focused on the work itself.

BE ADAPTIVE

Increase your adaptability quotient by learning, by listening, and by responding (not by reacting).

HEAR THE SIGNALS. SILENCE THE NOISE.

Learn and uncover the market changes (signals) and quickly adapt.

Feedback

Module 4 Evaluation



Check-out

Which brand best represents you?

Google



BINI[★]

NETFLIX



ANGKAS



PIXAR