

Shared Media marketing study Information Pack

Thank you for taking part in this
Shared Media marketing study

Your participation and feedback will be invaluable in identifying and sharing good practice how best to use Shared Media to promote SMEs for little or no cost. It will be documented on Quite-Radical.com and summary results freely available.

This information pack provides information on

- why the study is important
- why Broadway Market was chosen for this study
- the three types of advertising media and why Shared media is so valuable
- why QR codes and behavioural science are essential
- tips on using the feedback business card

Reviews are often helpful and influence both new and existing customers

Making it easy for customers to leave reviews is an easy way to win new business

The purpose of this study

A significant number of material changes have happened in the last couple of decades: Mobiles are ubiquitous and in almost everyone's pocket bringing instant communication. Social media has both brought us closer together and changed the nature and speed at which we communicate. The pandemic followed by financial pain has caused almost everyone to re-evaluate what they do and how they do it.

Most changes bring opportunities with winners and losers. This study aims to assess SME Shared Media marketing in the context of these changes, test the realities of using these new opportunities, identify useful and affordable techniques and then share the results so that SMEs can catch up with good practice.

Although small businesses are at a disadvantage to larger ones who have greater economies of scale, deeper pockets and can either buy in services or employ dedicated resources, marketing is your unfair advantage and this study attempts to redress the balance for all SMEs.

The outcome will be summarised and shared so that other SMEs can learn from your experience. See <https://Quite-Radical.com>.



Click the QR code to see current progress of the case study.

Customers take notice of reviews when they're independent

Reducing the barriers to leaving reviews is an easy way to win new business

Background

Marketing to consumers has been practised as far back as Josiah Wedgwood in the 1750s. Yet despite this long history, free training and advice plus numerous YouTube tutorials many SMEs are struggling to catch up with current good practice using shared media. Perhaps because shared media is free it's not seen as valuable, there's also a false perception it's time consuming with little ROI.

SMEs have little time and less money so it's essential to offer guidance that is clear, concise, straightforward to implement, and above all affordable yet still delivering a good return on their time and effort.

Why Broadway Market

Size matters. Having a significant number of SMEs in one location makes it easier to conduct the study, share experiences, and reduces costs.

By joining forces - and the collective nature of Broadway Market - any outcome should be easily visible. Useful traits, techniques and tips will be more easily identified and shared.

Although small businesses are significantly disadvantaged by larger brands, the collective nature of Broadway Market offer businesses a significantly larger voice.

It's also my local market.

Why Behavioural science

Tools such as QR codes have been available for many decades. It's how you use them in an easy and natural way that fits into your customer flow that makes a difference. This study offers proven techniques and evaluates their effectiveness.

Your feedback on how this works in practice will be invaluable for SMEs.

Why Shared media is so valuable

Shared media is anywhere your business is shared. This includes social media, review sites and word of mouth.

Advertising is essential to maintaining and growing your business. The Oldest Profession has been advertising their services since before the dawn of the lamppost. It's essential to let your target audience know you are here and what you have to offer. How else can they find you?

Owned media – Limited visibility

Everything you own is Owned media, it's your canvas to run and promote your business. The benefits of owning your own media is that there are few if any additional recurring costs!

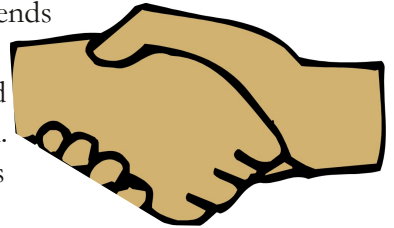
Every prospect and customer touch point can be an opportunity to advertise you and your business and reinforce your messages.



Earned media – Extended visibility

The most valuable media of all - Friends listen to friends

Earned media is when you're talked about in response to something you've done, such as provided excellent service, great product or a memorable meal. Experience sharing on Tripadvisor and Google Maps makes a difference.



- Earned media is highly valuable because it's offered by trusted sources to friends and followers.
- Earned media is great for maintaining existing and generating new business.

Paid media – Unlimited visibility

Paid Advertising reaches beyond owned and earned media and requires payment, either cash or commission. Everything from street posters to online clicks.



Why QR codes are essential

Who am I, Where am I?

Lewis Carroll in his book "Through the Looking Glass" highlighted the fact that names and what we call something may not be the same.



This is particularly relevant to business where we might know a business by "The Jean shop" or Maria's instead of its name.

Even if they knew the name, the effort needed to look it up is non trivial.

Timing is an essential factor: if it's not done that instant, it may never be done at all.

QR Codes enable point and click directly to a specific location, so it's possible to get instant and almost effortless feedback.

This QR Code links to more information about Lewis Carroll and Behavioural Science.
Try it out for yourself.



Do your customers leave the building
before leaving a review or,

Do they leave a review
before leaving the building?

Tips on using the feedback cards

Quality is more important than quantity. Aim for a small number of high quality five star reviews. Aim for one good review each week for Google and Tripadvisor.

Customers are usually happy to share their experience, but be sparing and try to ask different customers each time. If possible, invite new customers who are enthralled with your service as they are likely to increase the diversity and effectiveness of any feedback.

There are a small number of business cards to give away with feedback prompts for Google and Tripadvisor QR codes on one side and Broadway Market contact details on the other. The business card is intended to be given towards the end of a client session for them to use on the spot and/or take away with them.

The study lasts for four weeks and to keep customers engaged it's useful to focus on a small yet interesting and relevant aspect of your product and/or service. The following is a guide for the four weeks

- Buzz / Atmosphere
- Quality
- Service
- Value

The reason four topics have been chosen is to test how easy it is for you to ask different questions over time, how readily customers engage and respond, and keep conversations and customer engagement fresh.

Customers usually say thank you. Occasionally they're exceptionally grateful as you've delivered something that exactly fits their needs or didn't think was possible.

Next time you hear those magic words: "I've been looking for that for ages" or "Thank you for a wonderful evening" Say "Thank You" and add "Would you like to share your experience?" as you offer a feedback review card.

Customers' public responses on Google Maps and Tripadvisor will be summarised and form part of the results of the study.

Post study questionnaire

Your experience is a valuable aspect of the study so please be honest and include anything you consider relevant that helped or hindered your ability to motivate your customers to share their experience.

The post survey questionair will ask you

- how easily you found asking customers for reviews
- how useful the feedback card was to facilitate reviews
- how sustainable it would be to continue asking customers for feedback
- about your marketing experience

There will be an opportunity to share anything you feel might be relevant so please feel free to keep a diary or note of anything that happens you think might be useful for other SMEs.

Thank you once again for taking part in this study.

The outcome will be summarised and shared so that other SMEs can learn from your experience. See <https://Quite-Radical.com>.



Click the QR code to see current progress of the case study.

Customers respond to reassurance from previous customers

Point and Click using QR Codes makes it easier to leave their reviews

Thank You

Thank you for taking part in this Marketing and Shared Media study. Your participation and feedback will be invaluable in identifying and sharing good practice in how best to use Shared Media to promote SMEs for little or no cost. It will be documented on Quite-Radical.com and summary results made freely available.

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