



Worksheet 11:

How will you find and engage your customers/ clients/beneficiaries/ users?



The DBACE guide to writing a plan

The Worksheets

11

This worksheet is part of a larger document created by Adrian De La Court and Siân Prime for Deutsche Bank Awards for Creative Entrepreneurs (DBACE) called 'The DBACE Guide to Writing a Plan'. The DBACE Guide aims to help applicants, as well as aspiring creative entrepreneurs in general, to organise their idea and consider the sustainability of their venture.

The guide is a form of workbook comprised of different worksheets. The worksheets have been organised in a way that we feel is most effective for you to work through chronologically, although each worksheet can work as a stand-alone guide for you to develop a particular aspect of your venture.

As you work through the worksheets you will discover more about your work and how to express the impact it has.

The approach works for creatives, people with ambitions to set up a new enterprise and with established businesses who want to increase their impact.

How will you find and engage your customers/clients / beneficiaries / users?

Remember to think about where you are targeting your energies:

- Is it about geographical communities? Where people live or work?
- Is it about their values and preferences?
- Are there commonalities about age, life stage, socio-economic background / social grade, family circumstance, and so on?

What do these people have in common, how would you characterise them? What do they read, where do they go, where do they look for information to determine what they watch, buy or engage with? This is often called "market segmentation".

You may need to do this for several sets of people, perhaps different participant / audience segments. Or you may need to not only compile research for the final participants, but also for the buyer – for example: a workshop programmer / curator /

agent / gallery. Or for end products created, it may be the distributor if you plan to sell through retailers.

What do you do with this knowledge and thinking? How does this develop your approach to building a relationship / marketing approach with them? How do you begin to establish your relationship?

Engaging others / developing an audience

A marketing plan is the approach that you will have to develop to reach out to and engage participants or audiences for your event or enterprise.

It is informed by current activities in your sector such as: where do similar enterprises or ideas advertise? How much is their experience priced at? It is also informed by the uniqueness of your offer. Any visual materials or branding should reflect your values and original thinking, so that the promotional campaign and marketing materials match you, and your audience can be inspired and relate to them.

Advertising material should be relevant to your idea and say something about what people can expect to experience.

The trick is to be visually strong, enticing, communicate clearly, but not to reveal too much. Advertising and design are of course very subjective, but you should now have an idea from your list of stakeholders as to who might be appropriate to ask for their opinion.

Your marketing plan should have a short-term action plan (what will you start to do first and frequently – for example, start a twitter-tease campaign) and a long-term action plan, including dates and a database for a press release, posters, fliers, teaser trailers and interviews. You should also plan in a post-event action plan – this might include a mail-out of reviews, stills or footage (always only of excellent quality) from the event uploaded to your website (you do have a website don't you!?).

You will need remember that any physical production of publicity material can take time to design, time to print and time to distribute, so always factor this into your plan.

You will need to consider your social media campaign as part of this, and again, build a database of the relevant sites that you need to be seen on, and the sites that your potential audience or participants are likely to visit. Are there bloggers, influencers that you should connect with?

Similarly, what are the magazines, journals, papers (physical and online) that other competitors might advertise in, and that your audience is most likely to read?

A marketing plan, particularly in the short term has to be flexible and active. You never know when an opportunity to promote yourself or your work might arise – such as at a networking event, an invitation to be interviewed on a broadcast station, or an offer to speak about your work to a group of people. Always be prepared. You might need to

create business cards or postcards; and to have a link to uploaded images of previous work, or work in progress, available at all times.

You may need to attend industry events, conferences or private views to meet people informally and then follow up those connections.

If you get to the pitch stage of the DBACE application, you will need to outline that you have an idea of how you will market your event. You will not need to go in to as much detail as this, but if you want your project to be a success then you will need to develop a comprehensive marketing strategy.

For now, list the four main places that you will need to promote your enterprise:

- 1.
- 2.
- 3.
- 4.

List the four main ways that you will promote it:

- 1.
- 2.
- 3.
- 4.

Do you need others to help promote your offer?

Who are your best supporters? How can you get them to help promote you? Your network, those closest to you and those connected to you by work, training, study or social networks are the ones most likely to promote you and your enterprise. Don't be afraid to get them talking about the event. Word of mouth is a powerful promotional tool.

Also ask your existing network: you might find that someone knows a key influencer or decision maker and would happily introduce you.

Return to your stakeholders and look at who there is likely to want to help the promotion. Venues, for example, will of course want your work to be a success, so can you develop a way to work together to do this. Who else is likely to want to help promote your work?

Can you link this to the stakeholders you have just compiled, and identify what values link with people and organisations?

Does all of this research lead you to now know more about the value chain? Do you need to alter/refine this?

Other worksheets you can access from www.dbace.org, either as standalone pieces or as a section in the main document, are:

Worksheet 1: From project to enterprise

Worksheet 2: Can you write a pitch

Worksheet 3: Do you want to work alone or with others?

Worksheet 4: What are your skills and why do you do what you do?

Worksheet 5: What sector are you operating in? Looking beyond you

Worksheet 6: Why are you doing this / how will it change the world / who will it affect?

Worksheet 7: Accessing others' help

Worksheet 8: The value chain

Worksheet 9: Ideation process, the creative process. Or, the entrepreneurial process

Worksheet 10: Research, research, research

Worksheet 12: Project planning, financial management and modelling

Worksheet 13: Hands off, that's mine not yours! (The intellectual copyright bit)

Worksheet 14: What kind of language is that? How to write appropriately

Worksheet 15: What next?

Worksheet 16: Some useful sources to look to for support and information

About DBACE

The Deutsche Bank Awards for Creative Entrepreneurs (DBACE) is an awards programme open to any UK resident aged 18 – 30 years old. The award provides financial and business support to help start or grow creative enterprises.

Since 1993 DBACE has supported over 200 new ventures. In 2019, Deutsche Bank partnered with MeWe360 to relaunch the programme with a focus on supporting visionary creative entrepreneurs driven by a mission to create and sustain social value through their enterprise.

DBACE aims to reach ambitious individuals from all backgrounds with ideas that will improve the lives of others and the communities we live in.

About the authors of the Guide

Adrian De La Court is a creative advisor, academic and business development consultant, as a critical practitioner he trained and worked professionally as a fine artist, live artist and contemporary dancer and choreographer. He has developed a strong portfolio career in the creative industries.

Siân Prime has worked to find new, impactful ways to engage highly creative individuals and social innovation and cultural organisations in sustainable practice. They have worked together in a range of roles, but most recently at Goldsmiths, University of London where they lead the entrepreneurship education work.

For this Guide as with much of their work they have collaborated with We Made This, and the founder of the design Agency Alistair Hall, he brings great clarity to their thinking as well as his visual communication skills.