



## **Section F: Marketing**

Outline. Contacts. Handouts.

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## Session Guide

Each Section is three hours long, with a short break in the middle.

### **Section F: MARKETING**

Most freelancers don't market themselves, and yet somehow manage to keep working. Imagine how much work will come your way if you try a small bit of marketing?! We look here are the essential nature of branding, some of the tricks available to you once you have your brand, and the most important marketing trick we have – Word of Mouth.

#### **Beginning: Preparing for Market**

- Introduction to Creative Marketing: What it is, and why we do it.
- Who Are You? Figuring out the answer from a marketing perspective.
- Understanding Your Clients: including Client Profiling.
- Market Research: How to do your research, and make it work for you.
- Marketing Plan: How to write an effective marketing plan.

#### **Middle: Branding and Selling**

- Image and Branding: Selling the sizzle and the steak. Branding is SO HOT right now!
- Tailoring: Making your business and your brand fit together.
- The Marketing Box of Tricks: Basics on websites, business cards, direct mail, advertising, merchandise, the media and events.

#### **End: The Power of Word of Mouth**

- Word-of-Mouth Basics: The basics behind this powerful marketing tool.
- Existing and Previous Clients: Using them as referees, and acquiring testimonials.
- Networking: Starting word-of-mouth with new people.



## Organisations and Resources

### **GENERAL MARKETING**

**Business Entry Point:** Market Research and Statistics

[www.business.gov.au/Business+Entry+Point/Business+Topics/Market+research+statistics/](http://www.business.gov.au/Business+Entry+Point/Business+Topics/Market+research+statistics/)

**Australian Bureau of Statistics:** general statistical information.

[www.abs.gov.au](http://www.abs.gov.au)

### **ARTS MARKETING**

**ArtsMarketing.Org:** Advice and resources on achieving both short- and long-term marketing goals

[www.artsmarketing.org/](http://www.artsmarketing.org/)

**Arts Marketing Association:** member driven arts marketing organisation from the UK.

[www.a-m-a.org.uk/index.asp?](http://www.a-m-a.org.uk/index.asp?)

**Australia Council:** Arts Marketing: the Pocket Guide by De Sharron Dickman.

[www.ozco.gov.au/arts\\_resources/publications/arts\\_marketing\\_the\\_pocket\\_guide/](http://www.ozco.gov.au/arts_resources/publications/arts_marketing_the_pocket_guide/)

**Fuel 4 Arts:** Global arts marketing tools, community resources and ideas.

[www.fuel4arts.com](http://www.fuel4arts.com)

### **DIRECTORIES**

**CitySearch Directory and Web:** Free business listing in both book and website.

[www.citysearch.com.au](http://www.citysearch.com.au) or telephone 1800 556 065

**White Pages:** free listing for business phones, including mobile numbers.

[www.whitepages.com.au](http://www.whitepages.com.au) or telephone 1800 810 211

**Yellow Pages:** free business listing available.

[www.yellowpages.com.au](http://www.yellowpages.com.au) or telephone 13 23 78

### **FINDING WORK AND MONEY**

**Arts Hub:** Resources and job links for Australia's creative workers.

[www.artshub.com.au/](http://www.artshub.com.au/)

**Australia Council for the Arts:** Grant Finder – finds arts grants you might be eligible for.

[www.ozco.gov.au/grantFinder.aspx?artformID=1](http://www.ozco.gov.au/grantFinder.aspx?artformID=1)

**Business Entry Point:** Business Grants and Assistance, Australia wide.

[www.business.gov.au/Business+Entry+Point/Business+Topics/Grants+assistance/](http://www.business.gov.au/Business+Entry+Point/Business+Topics/Grants+assistance/)

**Freelancer:** Freelance jobs Australia wide.

[www.freelancer.com.au/](http://www.freelancer.com.au/)

**The Freelance Factory:** Web directory for freelance creative talent.

[www.thefreelancefactory.com.au/](http://www.thefreelancefactory.com.au/)

**Screen Hub:** Website for Australian screen professionals, includes jobs, news, production and events .

[www.screenhub.com.au/](http://www.screenhub.com.au/)

### **OTHER HELPFUL SITES**

**Creative Thinking:** Marketing for creative SMEs.

[www.creative-thinking.com.au/body.cfm?pageID=2](http://www.creative-thinking.com.au/body.cfm?pageID=2)

**Netseek:** The Internet Marketing Resource

[www.netseek.com.au/](http://www.netseek.com.au/)

**AdNews:** Australia's top-selling marketing, media and advertising magazine.

[www.adnews.com.au](http://www.adnews.com.au)

**Arts Australia:** Provides marketing services to cultural, entertainment and arts organisations.

[www.artsoz.com.au/](http://www.artsoz.com.au/)

**Freelance Success:** Online resources for creative freelancers everywhere, including marketing.

[www.freelancesuccess.com.au](http://www.freelancesuccess.com.au)

**B & T: Marketing and Media** site. Huge site including eMarketing, creative, advertising and more.

[www.bandt.com.au/](http://www.bandt.com.au/)

**Australian Direct Marketing Association:** Standards of practice.

[www.adma.com.au/asp/index.asp](http://www.adma.com.au/asp/index.asp)

**Newspaper Advertising Bureau:** Regulatory body for the newspaper industry, has downloads and reports available online.

[www.newspaperbureau.com.au](http://www.newspaperbureau.com.au)

## Reading List

- Arts Marketing**, edited by Finola Kerrigan, Peter Fraser and Mustafa Özbilgin. Elsevier Butterworth-Heinemann, 2004.
- Essential Selling Skills: A Beginner's Guide to Successful Selling**, by Aidan O'Toole. Aidan O'Toole and Associates, 2000.
- Freelancing for Australians for Dummies**, by Monica Davidson and Susan M. Drake. John Wiley Publishing, 2008.
- Hug Your Customers, Love the Results: How to Personalize Sales and Achieve Astounding Success**, by Jack Mitchell. Penguin Books, 2003.
- Ideas Generation: Tool for being Constantly Fresh, Creative and Original**, by Rosemary Herceg and Tim Flattery. New Holland Publishers, 2000.
- Kickstart Marketing: The No-Nonsense System for Boosting Your Small Business**, by Linda Hailey. Allen and Unwin, 2001.
- Marketing and Selling your Film Around the World: A Guide for Independent Filmmakers**, by John Durie, Annika Pham and Neil Watson. Silman-James Press, 2000.
- Marketing Without Money: How 20 Top Australian Entrepreneurs Crack Markets with their Minds**, by John C Lyons and Edward de Bono. Pennon Publishing, 2003.
- Marketing Your Service**, by Jean Withers and Carol Vipperman. Self-Counsel Press, 2003. Includes CD-Rom of forms and samples.
- Marketing Your Services: For People who HATE to Sell**, by Rick Crandall Ph.D. McGraw Hill, 2003.
- No Logo**, by Naomi Klein. Flamingo/Harper Collins, 2000.
- Permission Marketing: Turning Strangers into Friends and Friends into Customers**, by Seth Godin. Simon and Schuster, 2002.
- Publish For Profit: How to Write, Market and Promote Your Own Book**, by Cyndi Kaplan. Cyndi Kaplan Communications, 1997.
- Purple Cow: Transform your Business by Being Remarkable**, by Seth Godin. Penguin Books, 2002.
- Secrets of Word of Mouth Marketing, The: How To Trigger Exponential Sales Through Runaway Word Of Mouth**, by Geroge Silverman. Amacom, 2001.
- Self Promotion Online: Marketing Your Creative Services Using Web Sites, E-Mail and Digital Portfolios**, by Ilise Benun. North Light Books, 2001.
- Self-Promotion for the Creative Person : Get the Word Out About Who You Are and What You Do**, by Lee Silber. Three Rivers Press, 2001.
- Selling the Sizzle: The Magic and Logic of Entertainment Marketing**, by Barry Avrich. Maxworks Publishing Inc, 2002.
- Wombat Selling: How to Sell by Word of Mouth**, by Michael Hewitt-Gleeson. Hardie Grant Books, 2006.

**The complete Freelance Success MARKETING guide is only available to students.  
If you would like to enrol, please call the office on 02 9559 1901 or call 0408 211 318.**