

WELCOME TO
BOOTSTRAP
MARKETING 101

PRESENTED BY JESS COSCA
DIRECTOR OF MARKETING AND HEAD OF COMPASSION

FILIGREEN
D I S T R O S F — C A

WHAT'S IN A BRIEF?

COMPANY OVERVIEW

PURPOSE

SUMMARY

PROJECT GOALS + KPI

TARGET AUDIENCE

STRATEGY

DELIVERABLES

TIMELINE + STAKEHOLDERS

RESOURCES FOR PROJECT MANAGEMENT

ASANA

TRELLO

TEAMGANTT

SMARTSHEET \$\$

MONDAY \$\$\$

SALESFORCE \$\$\$\$

TIP TIME

*FROM A CALIFORNIA
PERSPECTIVE

CONTENT CREATION

- HAVE THE TARGET AUDIENCE AND GOAL IN MIND
- KEEP IT ORGANIZED
- KNOW AND ACCEPT YOUR LIMITATIONS
- COLLABORATE!
- WHEN ALL ELSE FAILS, DON'T BE AFRAID OF TEMPLATES OR STOCK PHOTOGRAPHY

RESOURCES FOR CONTENT

OVER

COLOR STORY

CANVA

CLIPCHAMP

MAGISTO \$

RIPL \$\$

PROMO \$\$\$

ADOBE CREATIVE CLOUD \$\$\$

TIP TIME

*FROM A CALIFORNIA
PERSPECTIVE

NAVIGATING STOCK PHOTOGRAPHY

- MAKE SURE YOU'RE AWARE OF THE IMAGE'S LICENSING
- GIVE REPRESENTATION TO THE ARTIST
- FOR PRINTED GOODS, ONLY USE PURCHASED IMAGES
- MAKE SURE THE IMAGE FITS YOUR VIBE

RESOURCES FOR STOCK PHOTOGRAPHY

CREATEHERSTOCK

JOPWELL

TONL.CO \$\$

UNSPLASH

PEXELS

STOCKSY \$\$

SHUTTERSTOCK \$\$

TIP TIME

*FROM A CALIFORNIA
PERSPECTIVE

NAVIGATING SOCIAL MEDIA

- ALWAYS HAVE MORE THAN ONE INSTAGRAM ACCOUNT, MAYBE THREE (NO JOKE)
- EVERYONE INTERACTING WITH YOUR MARKETING MUST BE 21+
- NEVER TALK ABOUT SELLING A PRODUCT OR GIVING SOMETHING AWAY FOR FREE
- DON'T LIST YOUR BUSINESS ADDRESS OR PHONE NUMBER
- SAVE ALL YOUR POSTS SO YOU CAN REBUILD IF THE WORST HAPPENS

INSTAGRAM > GOOGLE DRIVE



The screenshot shows the Zapier dashboard with a zap configuration for "Save your Instagram posts as Google Drive files". At the top, there are buttons for "Google Drive" and "Instagram". The zap configuration consists of two steps: "Step 1: New Media Posted in My Account" (triggered by Instagram) and "Step 2: Upload File" (performed by Google Drive). A "TRY IT" button is visible in the top right of the configuration area. Below the configuration, there is a descriptive paragraph: "Backups don't have to be a chore. Once this Instagram-Google Drive integration is all set up, we'll capture any post you make on Instagram and automatically add your picture or video to Google Drive for safe-keeping. So snap away! We'll keep those memories safe."

The screenshot shows the Zapier dashboard with a zap configuration for "Add Google Sheets rows when new Instagram media is posted to your account". At the top, there are buttons for "Google Sheets" and "Instagram". The zap configuration consists of two steps: "Step 1: New Media Posted in My Account" (triggered by Instagram) and "Step 2: Create Spreadsheet Row" (performed by Google Sheets). A "TRY IT" button is visible in the top right of the configuration area. Below the configuration, there is a descriptive paragraph: "Looking for trends and other data from your social media accounts? Here's a simple way to set that up. This integration will take your new Instagram media posted in your account and automatically create Google Sheets rows for each one. You can then categorize the posts, add in interaction data, and more!"

TIP TIME BUDGETING

- PROGRAM BUDGETING ONLY
- ZERO-BASED BUDGET (ZBB)
- START FROM THE BOTTOM
- ESTABLISH CONSTANTS
- BE INCLUSIVE WITH YOUR PRICING

EXAMPLE PROGRAM BUDGET

DISPENSARY TOURS

PROGRAM BUDGET - QUARTERLY

ANNUAL BUDGET	\$5,000.00
QUARTERLY BUDGET	\$1,250.00
ACTUALS	\$1,229.23
REMAINING BUDGET	\$3,770.77

DISPENSARIES PER QUARTER	20
COST PER DISPENSARY	\$61.46

DESCRIPTION	AMOUNT	QTY	TOTAL	NOTES
Parking	\$15.00	20	\$300.00	
Gift bags - contents	\$20.00	20	\$400.00	
Branded Gift Bags	\$0.71	20	\$14.23	
In Store Purchase	\$20.00	20	\$400.00	
Mileage	\$0.575	200	\$115.00	

RESOURCES FOR EXECUTING

LATER / HOOTSUITE /
PLANOLY

FACEBOOK CREATOR STUDIO

MAILCHIMP

BOOMERANG

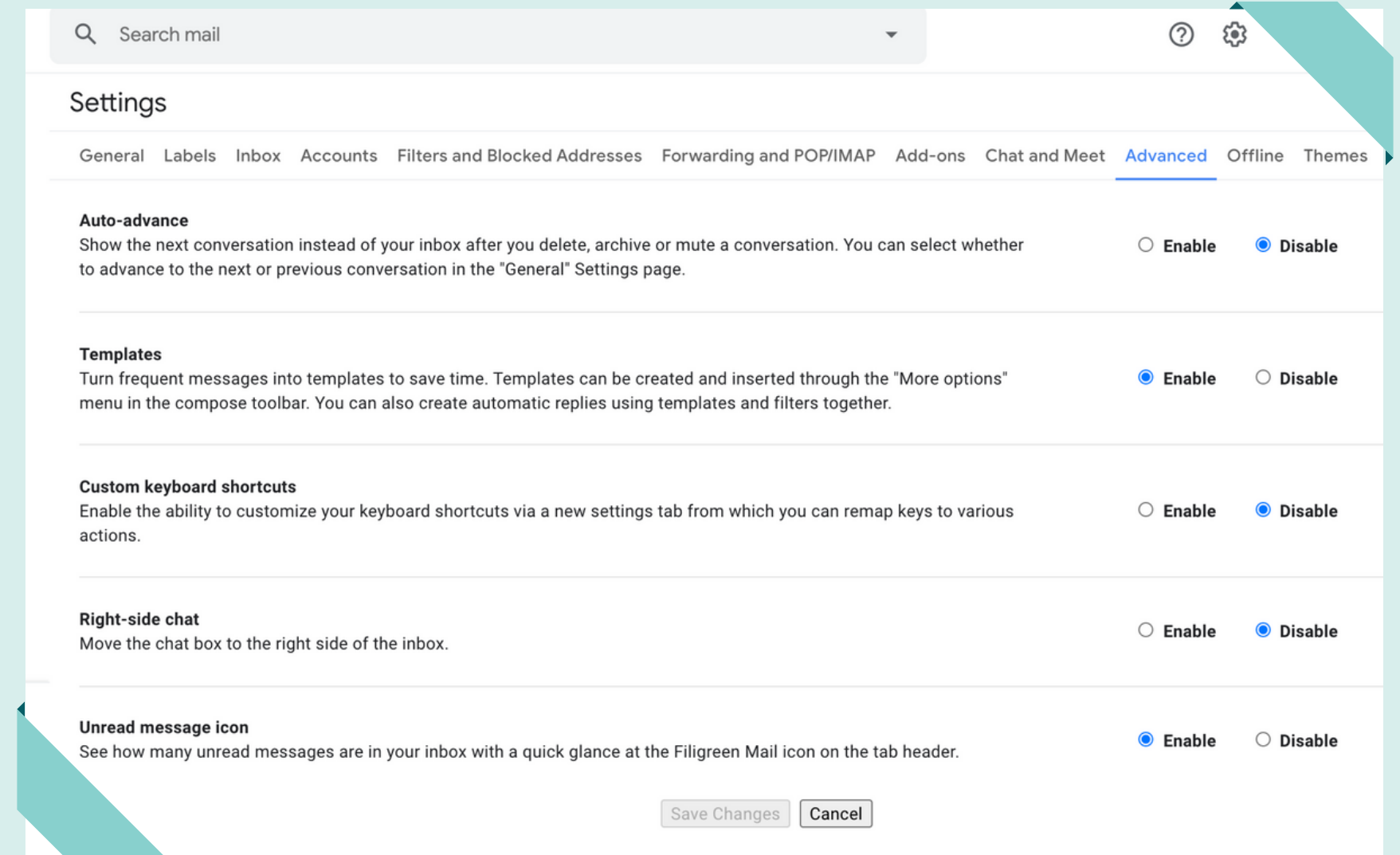
GMAIL TEMPLATES

GRAMMARLY

TYPEIT4ME (MAC OS) \$

RESOURCES FOR EXECUTING

GMAIL TEMPLATES



The screenshot shows the Gmail 'Settings' page, specifically the 'Advanced' tab. At the top, there is a search bar labeled 'Search mail' and icons for help and settings. Below the search bar, the 'Settings' title is followed by a horizontal menu with tabs: General, Labels, Inbox, Accounts, Filters and Blocked Addresses, Forwarding and POP/IMAP, Add-ons, Chat and Meet, **Advanced**, Offline, and Themes. The 'Advanced' tab is selected and underlined. The main content area lists five settings, each with a description and radio button options for 'Enable' and 'Disable':

- Auto-advance**: Show the next conversation instead of your inbox after you delete, archive or mute a conversation. You can select whether to advance to the next or previous conversation in the "General" Settings page. Enable Disable
- Templates**: Turn frequent messages into templates to save time. Templates can be created and inserted through the "More options" menu in the compose toolbar. You can also create automatic replies using templates and filters together. Enable Disable
- Custom keyboard shortcuts**: Enable the ability to customize your keyboard shortcuts via a new settings tab from which you can remap keys to various actions. Enable Disable
- Right-side chat**: Move the chat box to the right side of the inbox. Enable Disable
- Unread message icon**: See how many unread messages are in your inbox with a quick glance at the Filigreen Mail icon on the tab header. Enable Disable

At the bottom right of the settings area, there are two buttons: 'Save Changes' and 'Cancel'.

LOCAL RESOURCES

SCREENPRINTING:
BABYLON BURNING

FLYERS/STICKERS/BROCHURES:
PSPRINT

COPYWRITING:
KAISHA-DYAN TAYLOR MCMILLAN
ALEXA JESSE

COLLABS:
MONICA LO (@SOUSWEED)
LIZI TRAUTMAN (@THEFUTUREISFLOWER)

TIP TIME ANALITICS

- CREATE A CONSTANT
- DIG DEEP
- CALCULATE, CALCULATE, CALCULATE
- ESTABLISH A SCHEDULE

RESOURCES FOR ANALYZING

NATIVE ANALYTICS

HOOTSUITE / LATER /
PLANOLY

METRICOOOL

EXCEL / GOOGLE SHEETS

GOOGLE ANALYTICS

SALESFORCE

PLAN FOR YOUR FUTURE SELF

- THINK AHEAD, EXPECT THE UNEXPECTED
- LET THIS BE THE MOST PROACTIVE AREA OF YOUR CAMPAIGN

USE WHAT YOU'VE GOT

- BUDGET FROM THE BOTTOM UP
- STAY LOCAL WHEREVER POSSIBLE

GATHER YOUR ARSENAL OF TOOLS

- WORK SMARTER, NOT HARDER
- BE HONEST WITH YOURSELF

*“BY FAILING TO PREPARE,
YOU ARE PREPARING TO FAIL.”*

— BENJAMIN FRANKLIN

THANK YOU
FOR JOINING!