

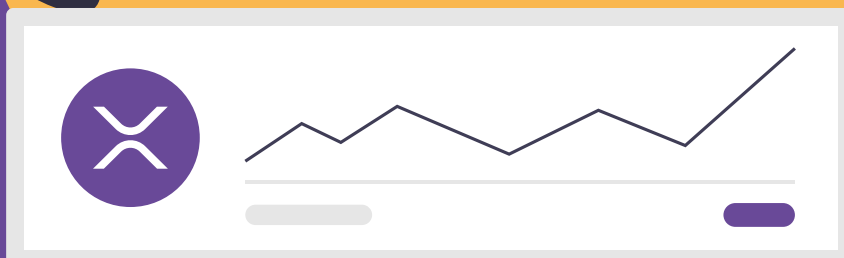
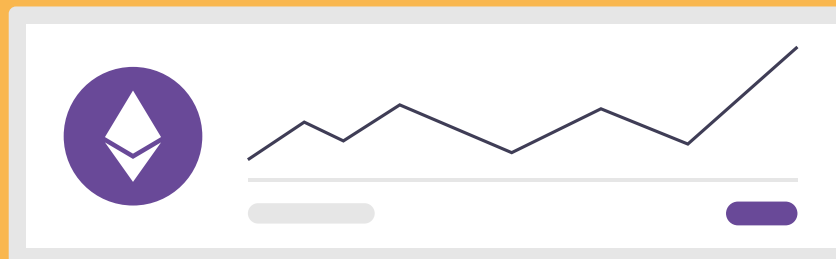
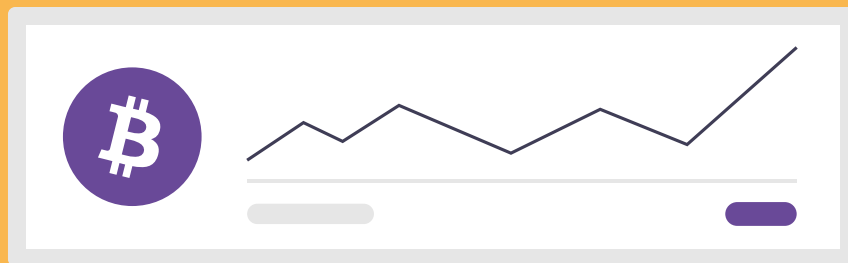


# GIG

ENTERING THE  
GIG ECONOMY

## Module 3

Market yourself  
in the gig  
economy



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The gig economy requires a different approach when it comes to marketing and branding. Which marketing strategies are there and which one should you choose? Which marketing tools can you use and who is your ideal customer and target group? Module 3 is going to help you get answers to the above questions.

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## Learning outcomes

After completing this module you:

- Know how to make a target group analysis (conduct research)
- knows different marketing strategies
- knows online marketing tools and can apply them.
- can schedule personal branding on social media



## Time

8 hours to complete the entire module (pick and choose certain items is also possible).

**Note:** break down to class hours and self-study.



## Competencies

By participating in this module, you will develop the following competences:

- Learning by doing
- Can-do attitude
- Written communication, storytelling
- Creative thinking
- Initiative



## Assignments and tools

This module includes 7 assignments.

# Marketing and Communication

## Marketing strategies

There are various marketing strategies such as, advertising, personal selling, free publicity, word of mouth, sales promotion, sponsorship and direct marketing. These strategies can be used in different ways. You as a self-employed person will probably do a lot of marketing through social media. This is where the different marketing strategies come into play.



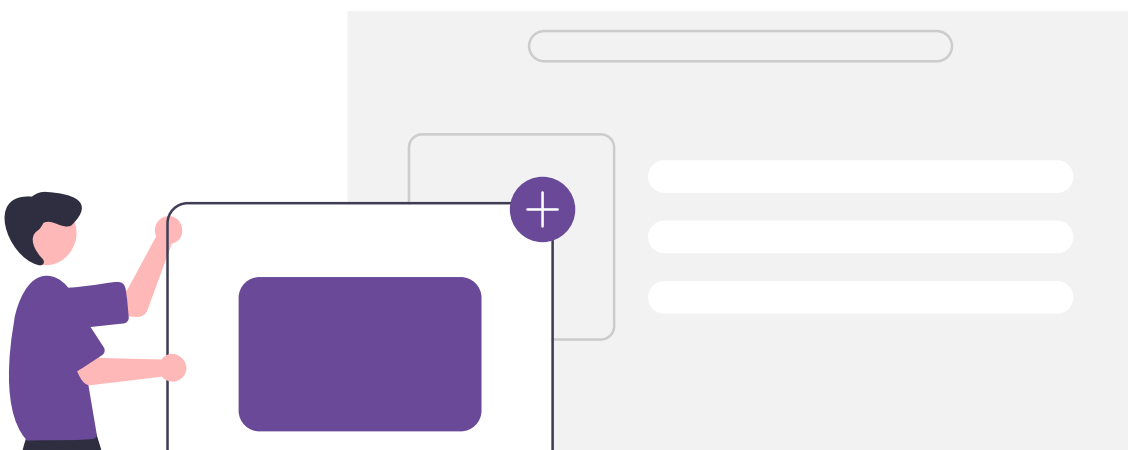
### Assignment marketing strategies

Write the meaning behind the terms below. Think carefully about what source you will use for this (internet/teacher/books etc.)

- Advertising
- Personal selling
- Word of mouth marketing
- Sales promotion
- Sponsorship
- Direct marketing

Now that you know the meaning of the different marketing strategies, which one attracts you the most and which one does not?  
*Explain your answer.*

Since a lot of marketing is done through social media, this will be covered in more detail in a later chapter. First, it is helpful to look at exactly what you need to promote and to whom you want to promote your service or product.



# Branding

As a sole proprietor, you are a brand. The brand is about the total customer experience. Think about concrete things like your website, your findability in Google, your hourly rate and of course the work you produce. But it gets more exciting when you consider that less concrete things like your way of communicating and even your personality play a big role in the image clients have of you. All these things combine to make a client - consciously or unconsciously - choose you or not.

Determining the identity of you and your company.

There are several ways in which you can distinguish yourself from other contractors who do more or less the same thing as you. You can do this to a limited extent with your pricing and of course with the quality of the product you provide. But you can really distinguish yourself with your identity.

To determine that identity, it is important to establish a number of core values. This will be the basis of your product or service, but also for example of your communication to the customer. If you implement this consistently, you will be distinctive. Online you can find all kinds of tips on how to determine your core values. You'll end up with terms like transparent, optimistic, punctual and humorous.

The video explains in less than 4 minutes what branding is. Press the button to watch the video:



## Convey your identity to your (potential) clients

Now you have defined your identity, but it will be of very little use to you if you cannot convey this to your potential clients. The trick is to make your image - how people see you and your company - match your desired identity. There are many different ways in which you can demonstrate your core values to the customer. If we take again the core values transparent, optimistic, punctual and humorous, you can influence your image by, for example:

- Looking at things from the positive side when you talk to someone during networking (optimistic)
- Making sure you're not a minute late for an appointment with a client (punctual)

- Sharing funny posts on your social media channel (humorous)
- Not suddenly showing up with hidden costs on the quotation (transparent)

These are obviously very random examples of ways in which you can convey your identity. They are all separate links that may not mean much individually, but together they create a unique image.

The possibilities are endless. If you consistently keep your core values in mind in everything you do, you will establish a strong brand. Customers and clients will recognize that. They know what you stand for and what they can expect from you. That can be a great reason to choose you and not your competitor.



## Assignment branding

Think about Coca Cola for 10 seconds.

- Write down at least 5 characteristics that now come to mind when you think of Coca Cola.

Think for 10 seconds about Pepsi cola

- Write down at least 5 characteristics that now come to mind when you think of Pepsi.

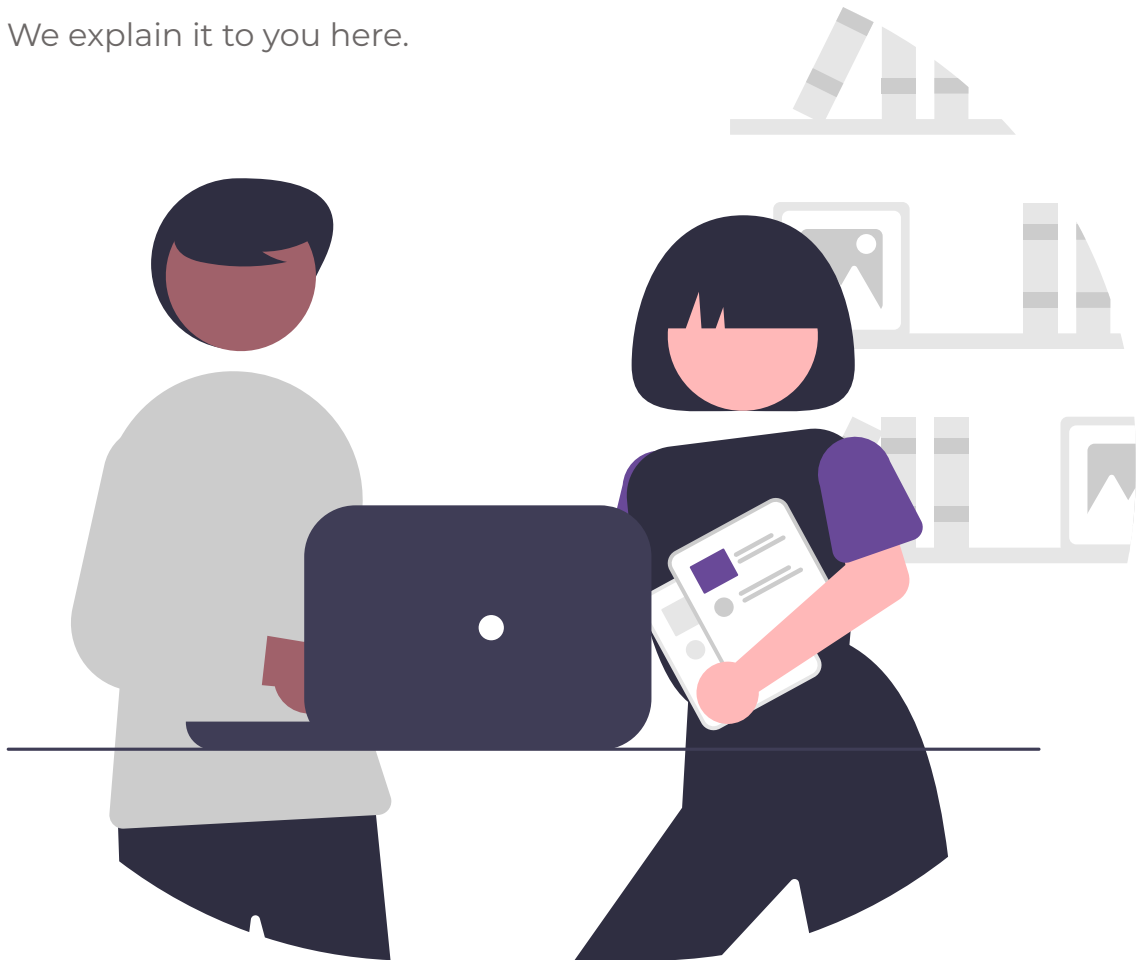
Everything that comes to mind now is part of the brand. Maybe when you thought of Coca Cola you thought of a red, cold can, a Santa Claus on a truck, that signature flavor or the myth surrounding the drink's secret recipe? All part of the Coca Cola brand. At the same time, all part of your decision whether or not to buy the soft drink.

- If you could choose between Coca Cola and Pepsi Cola, which would you choose? Substantiate your answer based on your previously given answers.
- Now make a mood board or a mind map with words or images that you want the customer to think of when he or she buys/utilizes/uses your product.

# Social media

Social media are used more and more, also by freelancers. With a good social media strategy you increase the reach of your business and create fans of your company. In addition, it can help you to increase your sales and specialize in a niche market. How to make social media a success?

We explain it to you here.



## Termine your target group

A good social media strategy stands or falls with the alignment with your target audience. It is very important to first examine where your target group is located. This way you do not miss the boat by focusing on the social networks where your target group is not represented.

When determining the target group you focus on the specific wishes and similarities of your potential customers. You do this so you know exactly what the customers need or do not need. Based on this information you can then adapt your product or service. It is logical that you want as many people as possible to buy your product or service. Choosing a particular group can ensure that they feel more appealed and are therefore more likely to purchase.

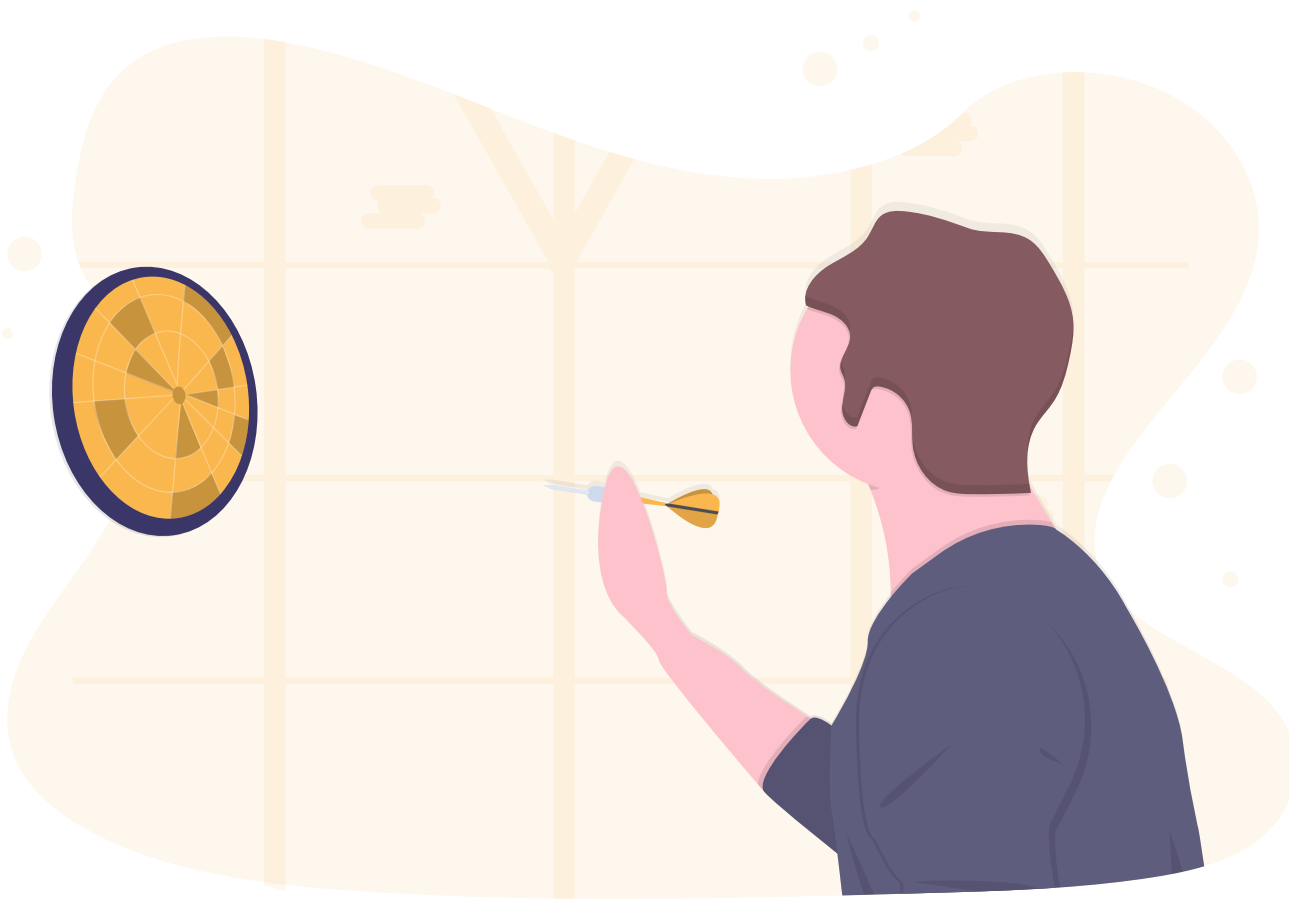
## How do you map out your target group?

You can determine your target group based on several factors, such as: age, gender, place of residence, educational level and/or profession. When determining your target group, you can focus on one or more factors. You don't always have to use a standard factor. Often startup entrepreneurs think they need to "hang" an age on the target audience, that's not true. If you can make your target group specific, without using an age, that's fine too. What keeps your customers interested? The idea is that you are able to map out what concerns your target group. You can do that by thinking about questions such as:

- What does my customer's purchasing and/or consumption behavior look like?
- How do my customers spend their free time?
- What problems do my customers encounter (on a daily basis)?

These questions fall under different factors such as: demographic factors, geographical factors and psychographic factors. These factors can help you map out your target group even more.

The video explains how you find your target audience. Press the button to watch the video:





# Persona's

To create an even clearer picture of your target audience, it is a possibility to compose a persona. A persona is a profile of a certain person and in this case your ideal client. It contains information such as: name, age, hobbies, interests, buying behaviour, problems and desires.

By using a persona you can easily fall back on your target group when making certain choices and/or decisions.

Watch the video for more information on creating personas. Press the button to watch the video:



## Assignment Target Group

- Gather data about your target audience.

If necessary, do this using psychographic, geographic and demographic factors. Make effective use of sources to arrive at the right information.

- Write a target group analysis.

What will you do with the data you collected in the previous assignment? What do you know now, and what will you focus on?

- Create a persona based on your target group analysis.
- Look for examples of personas on the Internet.
- Make your own persona using your target group analysis.



# Different kinds of Social Media platforms

Also, always check first which content you want to post on which specific medium. We have made an overview of which content is suitable for which social media.

## Medium

## Content

	<p><b>Facebook</b> Interesting news items about your company, blogs and company updates, offers, answer public customer questions, personal customer questions always redirect to a personal message.</p>
	<p><b>WhatsApp</b> Answer the text and/or questions.</p>
	<p><b>Instagram</b> The photo is always the focus, accompanying text with matching hashtags (#). The bio often includes a shortened URL to the product or service referenced in the post.</p>
	<p><b>Pinterest</b> Inspiration platform, choose photos that inspire. No hashtags (#) are used. A descriptive text with the photo is recommended.</p>



### Twitter

Short posts, is not often used by small businesses. If you are a self-employed person with expertise in specific areas, it can be useful to profile yourself as an expert here.



### YouTube

Videos about your business, your work or products, possibly vlogs. Think about whether you want to allow comments under your video. Make sure a video is always professional and presentable.



### LinkedIn

Company page with content about you (if you provide services) or about your company (if you provide products) You can mention what your company does. If you are good at writing, you can post interesting articles and updates that show you are an expert in your field, You can also engage in discussions with other experts and potential customers. And link to your domain.



### Review Sites

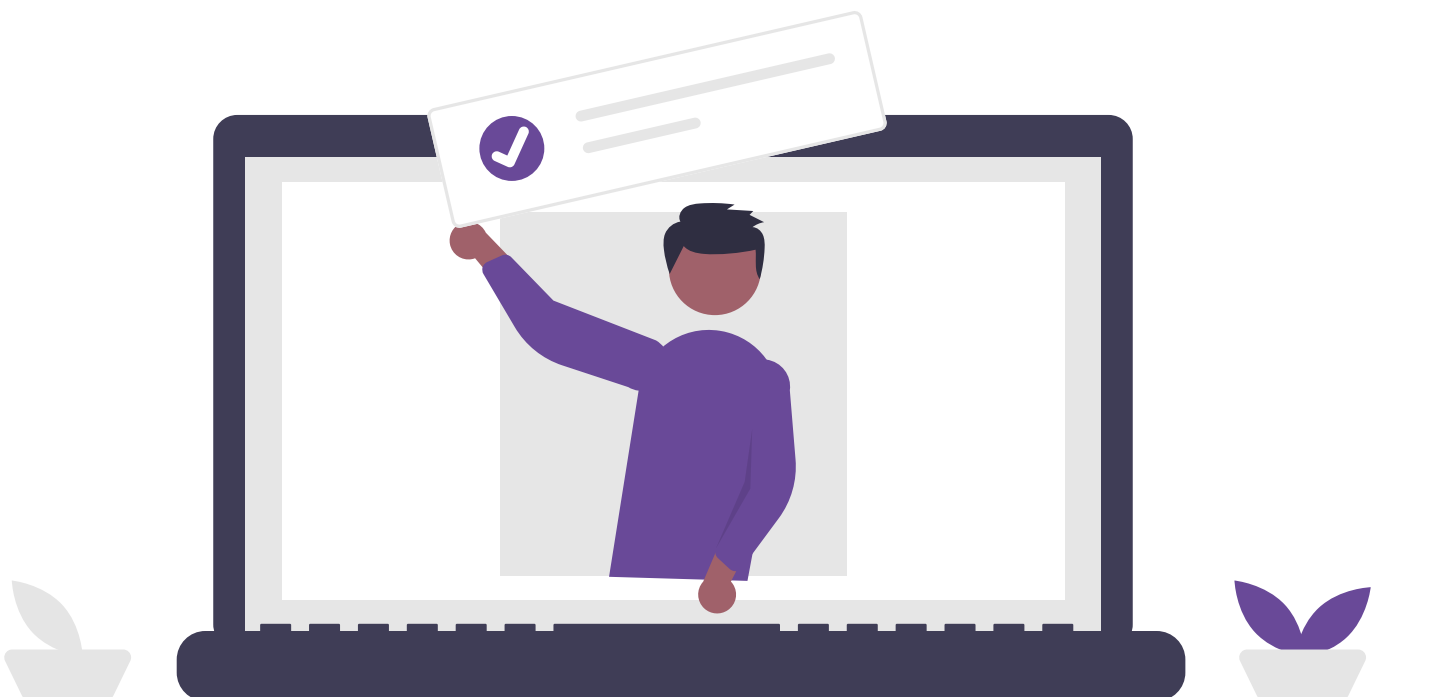
Customers leave feedback here, solicited or unsolicited, about their order. By actively responding to these comments, you can turn any negative reviews into a positive message.



## Assignment which social media

Now that you have an idea of which social media platforms and who your target audience is, you can start researching which platform you should be promoting yourself on.

- Research which social media platforms are most used in your country.
- Research which social media platform is used the most by your target group.
- What content should you now collect when you look at the social media platform. (Think of a video, podcast, photo with text etc)
- Also research how active you need to be on your chosen social media platform to attract customers or make yourself visible to your target audience.
- Create at least three content products for your social media page. (If you are using multiple pages, choose at least one platform)



# Creating and deploying content

## Do: use photos and videos

It sounds cliché and it is: a picture says more than 1,000 words. And a video says more than 1000 photos. It is well known that users on social media linger longer with an appealing photo or video.

## Tips

Tailor a photo or video to the target audience, and possibly provide it with an appealing filter and an accompanying text with hashtags and a call-to-action. This is an attractive text with a link to, for example, your webshop or your company's website.

## Short URL

You can make the URL of the link behind this shorter by using sites such as bit.ly. This leaves more space for your text.

## Optimized format

Also make sure that the size of the image is optimized for the social media where you are posting it: for example, square for Instagram. And make sure the quality is good, without being able to count the pixels.

**Don't:** Let your company page lose touch

Have you ever been on a company page that wasn't updated? It probably looked sloppy. One of the most common mistakes made by self-employed people on social media is not maintaining the company page, or maintaining it poorly.

## Preventing social hibernation

For example, clients may have asked a question via social media that you never responded to. Oops! Or the posts on your company page are outdated.

Such a page can be detrimental to your business. Not only do you give your (potential) customers the idea that your business doesn't matter that much anymore, it can also deter them from placing an order or contacting you. And then it's also bad for the findability of your website. All this you should not want. So avoid social hibernation!

## So, what should you do?

Determine how often and on what days you make time for your social media channels. You could choose to do this 3 times a week for half an hour. Or 10 minutes every day.

Build this consistently into your rhythm or calendar and make real time for it every time. That way you keep everything up to date!

### Do: be consistent

Your presence on social media has a big impact on how your company positions itself and performs as a brand. It is important that you always use the same style in your images, logos, house style, language and company name. This is how you create a strong brand.

### Strength of your brand

By keeping this in tune and consistent, your brand becomes more powerful. People are more likely to recognize and trust it. This in turn helps you to do business faster and to convince (potential) customers better.

Want to get even more out of your self-employed business?

Then read our free checklist for giggers, full of useful tips! Press **HERE** to see the checklist.

### Do: connect with friend (and foe)

Another cliché, but nothing could be further from the truth: sharing is caring. As soon as you share a message on social media, you should also take into account that people will respond to your message. In that case, always engage in a conversation. Good contact with your (potential) customers is worth its weight in gold.

### Good customer contact

Respond to a customer who is satisfied. Answer the question of a dissatisfied customer. Or help new customers on their way if they need a little more information. But make sure you're in touch with your customers on social media too!

You can choose to thank someone for their nice post or answer a question. This "reward" helps customers associate a positive experience with your business.

### Personal approach

And be personal right away, for example by mentioning someone's name in the greeting: "Hello Peter".

### Don't: Ignore or sneer

Also react to negative messages. Maybe you are shocked by the reaction of a customer and you do not know what to do. Not all customers are nice. In any case, try to mirror your customer. By naming his or her problem, an angry customer feels more likely to be taken seriously.  
Dealing with an angry customer

A good example of how to do this is in the following steps:

1. acknowledge that you understand the customer's situation
2. indicate that you want to solve it
3. indicate how you will resolve it

**For example:**

“Hello Peter, I understand that you don’t like [...]. I would like to solve this for you. I’m going to do that in this way: [...]. Did I help you that much?”  
Cursing customer?

If a customer starts swearing, don’t swear back. Indicate how you solved the problem. You may also indicate that you cannot help a customer properly if he swears. This way you keep the credit to yourself. Other customers see this too, and they will see you as a pleasant party to work with.



## Assignment Content

Now that you have an idea of what you should and should not do when you are active on social media, it is time to create content.

- Also research how active you need to be on your chosen social media platform(s) to attract customers and/or make yourself visible to your target audience.
- Create at least three content products for your social media page. (if you use multiple pages, choose at least one platform)

Think of a goal for yourself. For example:

- How many followers do you want after a certain period of time?
- How much content do you want to post per day/week/month?
- What do you want to get out of your social media page(s)?

Write this down and see if you meet your goals. Are you not achieving your goals? Think about what you can do differently or what caused this. Enlist the help of a professional, search the internet or involve your network. Create a new goal and repeat the process until you have achieved your goal(s).

- Then create a content calendar to keep your content up to date!

# Online marketing tools

Now that you know which social media platforms you want to promote yourself on and what content you need to create to do so, you may need online marketing tools that can support you in doing so.

## **Assignment Tools**

In this chapter you will get an idea which tools could help you as an entrepreneur.

Write down which subjects you find difficult in the field of entrepreneurship. This may be that you find it difficult to keep your social media up-to-date or that you are not good at accounting.

- Describe the ideal tool that could help you as an entrepreneur.

Below are some resources that can support you as an entrepreneur.

 <p><b>mailchimp</b></p>	<p>Mailchimp Looking for a handy tool to do your email marketing with?</p> <p>MailChimp works easily and is also affordable! Press <b>HERE</b> for the website.</p>
	<p>Canva</p> <p>Do you find it difficult to design content beautifully and do you need ready-made templates that you can also personalize. Canva can help you with this and with the free version you can already do a lot! Press <b>HERE</b> for the website.</p>
	<p>Grum</p> <p>Thanks to Grum you can keep your Instagram page up-to-date! With Grum, your Instagram posts are automatically uploaded. This will save you time and unnecessary stress! Press <b>HERE</b> for the website.</p>





### Moz

Moz is a handy SEO tool! Moz analyzes performance of existing keywords and works on link-building. Optimize your business in the search engine with Moz!

Press [HERE](#) for the website.



### InVideo

Professional videos are very important for your business! With InVideo it's easy to create professional videos for your social media. Another big advantage? It's also affordable!

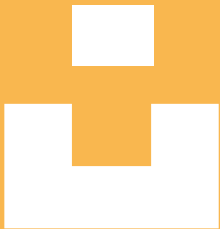
Press [HERE](#) for the website.



### Font Awesome

Looking for icons for your website or app? Create the most unique icons with Font Awesome! There is a free trial version you can try first!

Press [HERE](#) for the website.



### Unsplash

Looking for useful images? Then take a look at Unsplash! Here you will find a large selection of photos without copyright issues.

Press [HERE](#) for the website.

Other useful online tools that can help you with your business!



### Notion

Notion makes doing business a lot easier. With Notion, you can take notes, manage tasks, keep track of your calendar and organise projects, among other things!

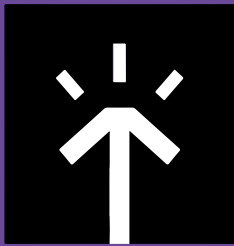
Press [HERE](#) for the website.



### Fiverr

A kind of online marketplace where freelancers (Giggers) and companies offer their services. Of course you can also hire a freelancer here if you need one for a bigger job!

Press **HERE** for the website.



### Timely

Do you want to keep track of your working hours? Then use Timely. Timely is an app that keeps track of the hours you work. In addition, you can easily adjust them.

Press **HERE** for the website.



### Money Bird

Do you find bookkeeping difficult? Then use Money Bird. This handy system helps you to make your bookkeeping simple and clear. Also you send your invoices and quotes with a few simple clicks.

Press **HERE** for the website.



### My Parcel

Do you often send parcels to customers? Then make use of My Parcel. With this tool, you can prepare your orders in no time. Ideal for e-commerce companies and starters!

Press **HERE** for the website.



### Mollie

Reliable, easy and very user-friendly: those are the advantages of making payments via Mollie. You pay a one-time fee of €100 for this.

Press **HERE** for the website.



## Assignment Tools

In this chapter you have seen that there are many different tools that can help you as an entrepreneur.

Look back at your answers from the previous assignment. Is your ideal tool among them?

Research which of the above tools you would like to use in your business. Substantiate your answer.

Research which of the above tools you would not like to use in your business? Substantiate your answer.

Search the internet for at least three other tools that could help you as an entrepreneur.

- Create a content message using the tool Canva. What is your experience with this tool? Would you recommend this tool to another entrepreneur, explain your answer.



- Sources  
<https://bieb.knab.nl/ondernemen/social-media-strategie-voor-zzper-absolute-dos-en-donts>

# PARTNERS

The GIG consortium consists of 8 complementary partners from IE, NL, ES and ITA which operate in the field of vocational education & training or in education & regional employment policy making and execution, which all possess a regional and international cooperative orientation.



## THE PROJECT PARTNERS

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Concello de Vedra – ES

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