STEAL THESE

IDEAS

11 Free Marketing Strategies to Try Today

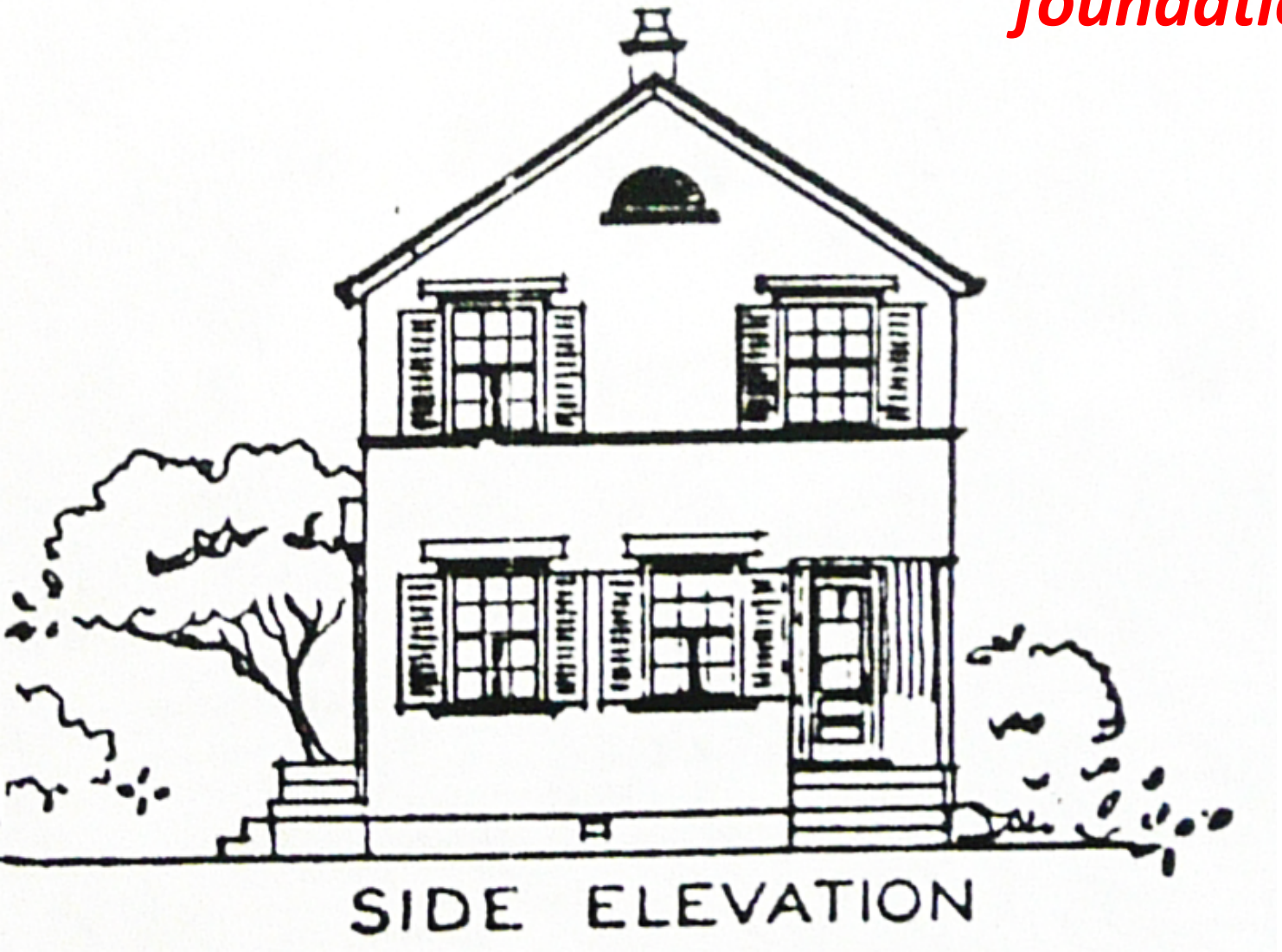
Julie Strange | Tech & Social Change | Nov 2013

Tonight's Goals:

- frame marketing in a digestible, actionable way
- give you out of the box examples to spark ideas
- provide tools and techniques you can start implementing tomorrow

SIDE ELEVATION

Start with a good *foundation*



Start with a good *foundation*

Renovate **when necessary**

Start with a good *foundation*

Renovate when necessary

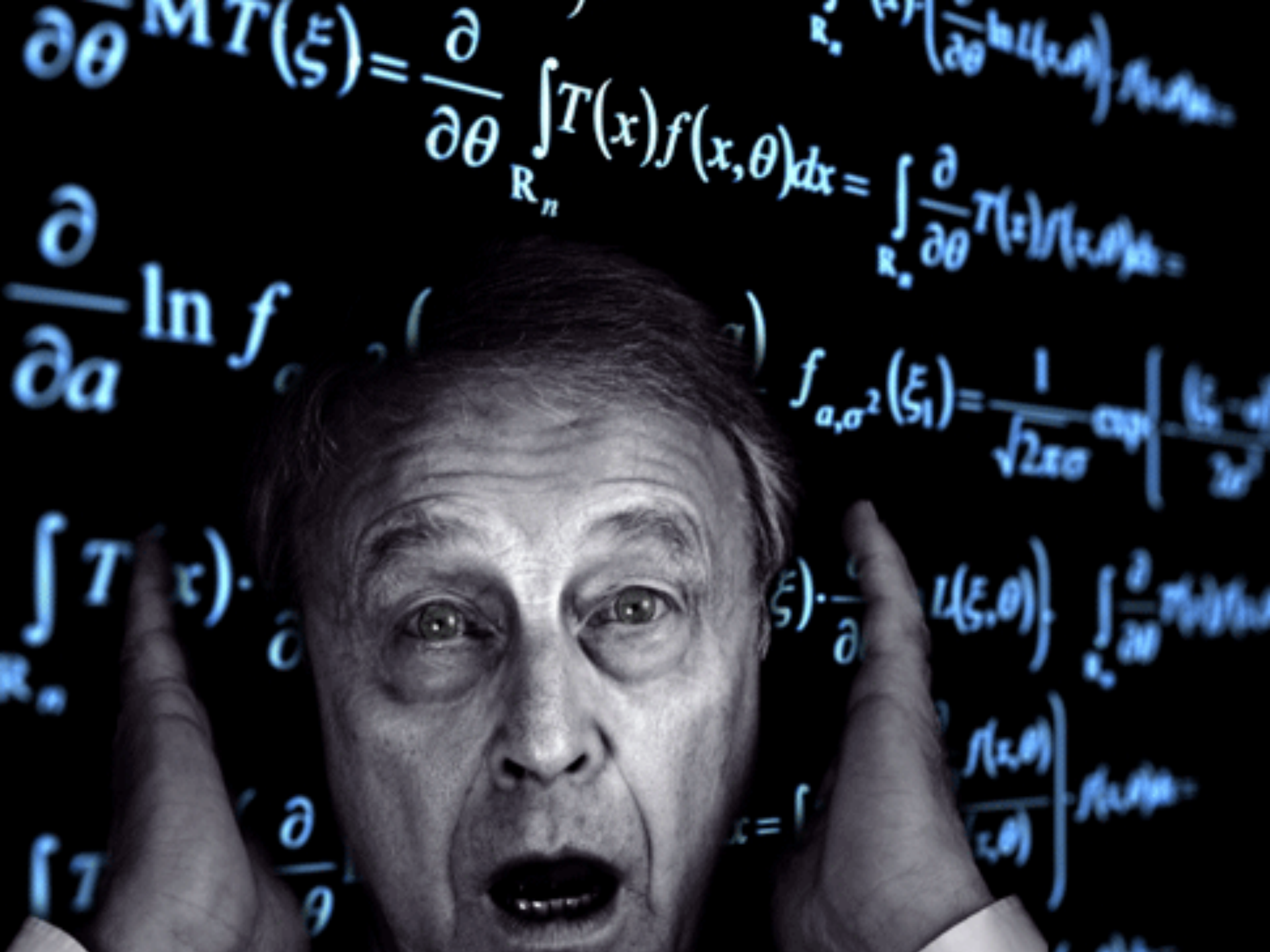
Perform constant *maintenance*

Start with a good foundation

1. Assess: Know Where You Stand

Ask the humans!!!

Sometimes the truth hurts...


$$\frac{\partial}{\partial\theta}MT(\xi)=\frac{\partial}{\partial\theta}\int_{R_n}T(x)f(x,\theta)dx=\int_{R_n}\frac{\partial}{\partial\theta}T(x)f(x,\theta)dx=$$
$$\frac{\partial}{\partial a}\ln f$$
$$f_{a,\sigma^2}(\xi_1)=\frac{1}{\sqrt{2\pi}\sigma}$$

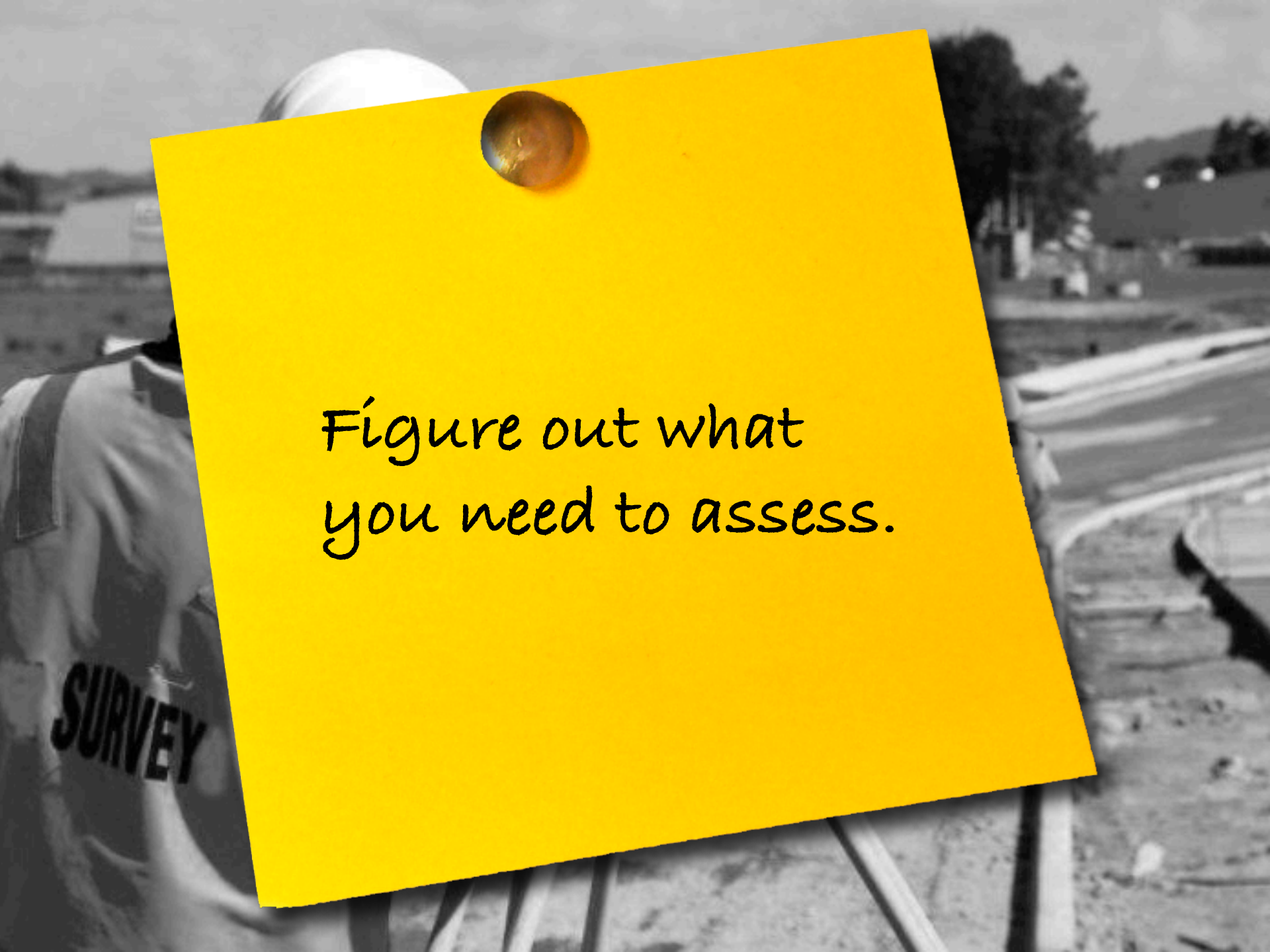
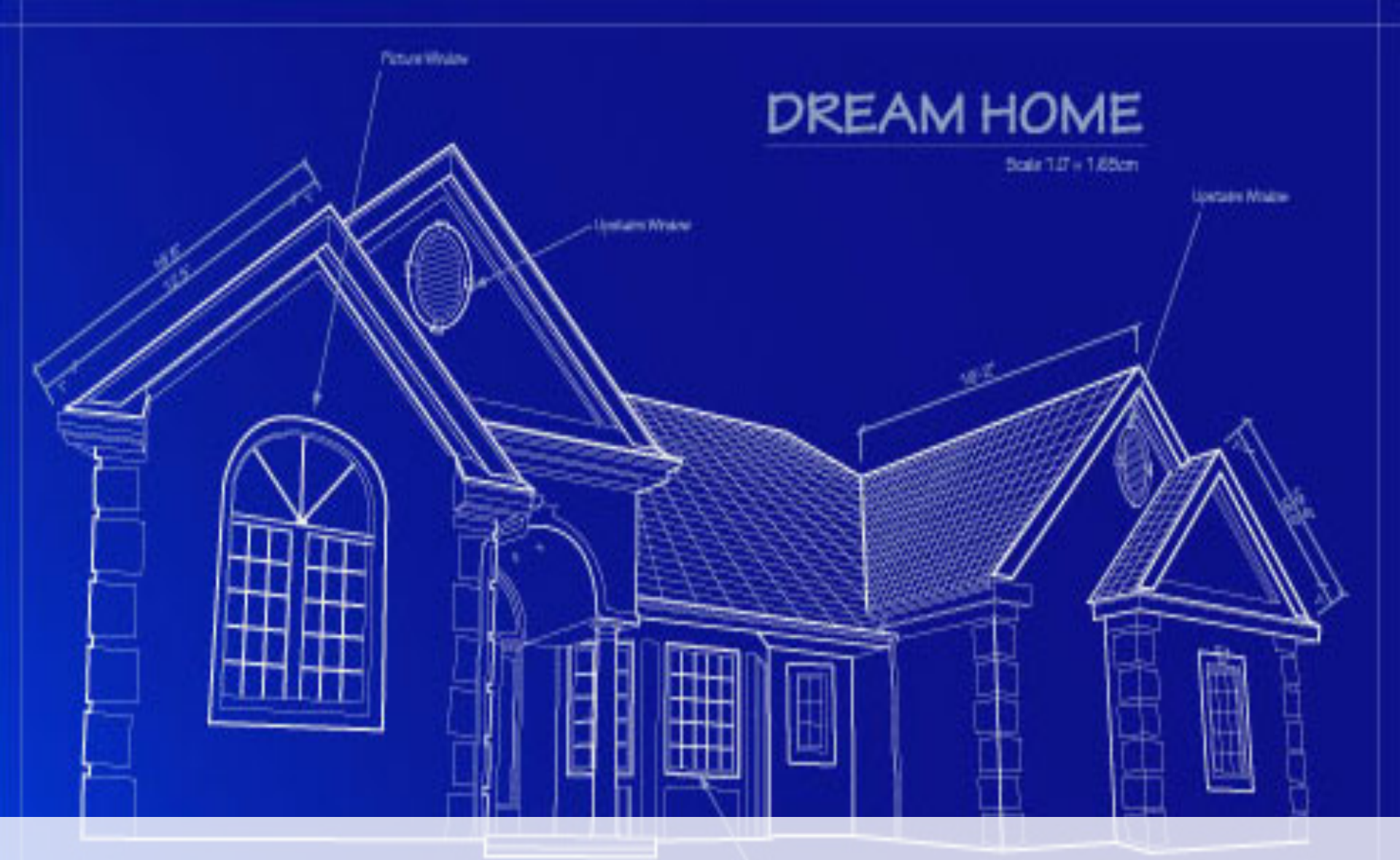


Figure out what
you need to assess.



2. Create a Blueprint

Business Is a Love Story. Don't Be a Selfish Lover.

The only way to make money is to stop thinking about how to make money, and start thinking about how to make MEANING.

Visualize where you want to end up. What do your goals look like?

3. Clear the Decks

SUMMER
JOBS
WITH
SAVE THE
ENVIRONMENT
1-800-75-EARTH
Metropolitan State College of Denver
Language and Culture Institute
is planning
MSCD
Perú
Attention:
Engineers & Scientists
ZHANG SAN FENG
Festival
2003 YAMAHA YZ 125
$1,999.00
More
money for
your
muscle.
FedEx
$11.00 / hour
Summer
INTERNATIONAL STUDIES ABROAD
THE WORLD AWAITS...
Grad School
Giveaway
KAPLAN
DELL
$10-$24
per hour!
It's a reality with
The Students Group!
FARMERS
SAVE MONEY ON INSURANCE
TYLER JARMAN
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России
или
Русский/ая -
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APPLICATION DEADLINES WILL BE ANNOUNCED
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UEBIRD THEATER
MEN AND CHILDREN
MILA THOMPSON
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410-557-7378
www.jarvisappliance.com

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up to... 12 Months Interest Free Financing!*

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Up To... 12 Months Interest Free Financing

Save Up To $1500 In Special Rebates

1/2 Price Dryer Special

Check Our Website For More Great Savings

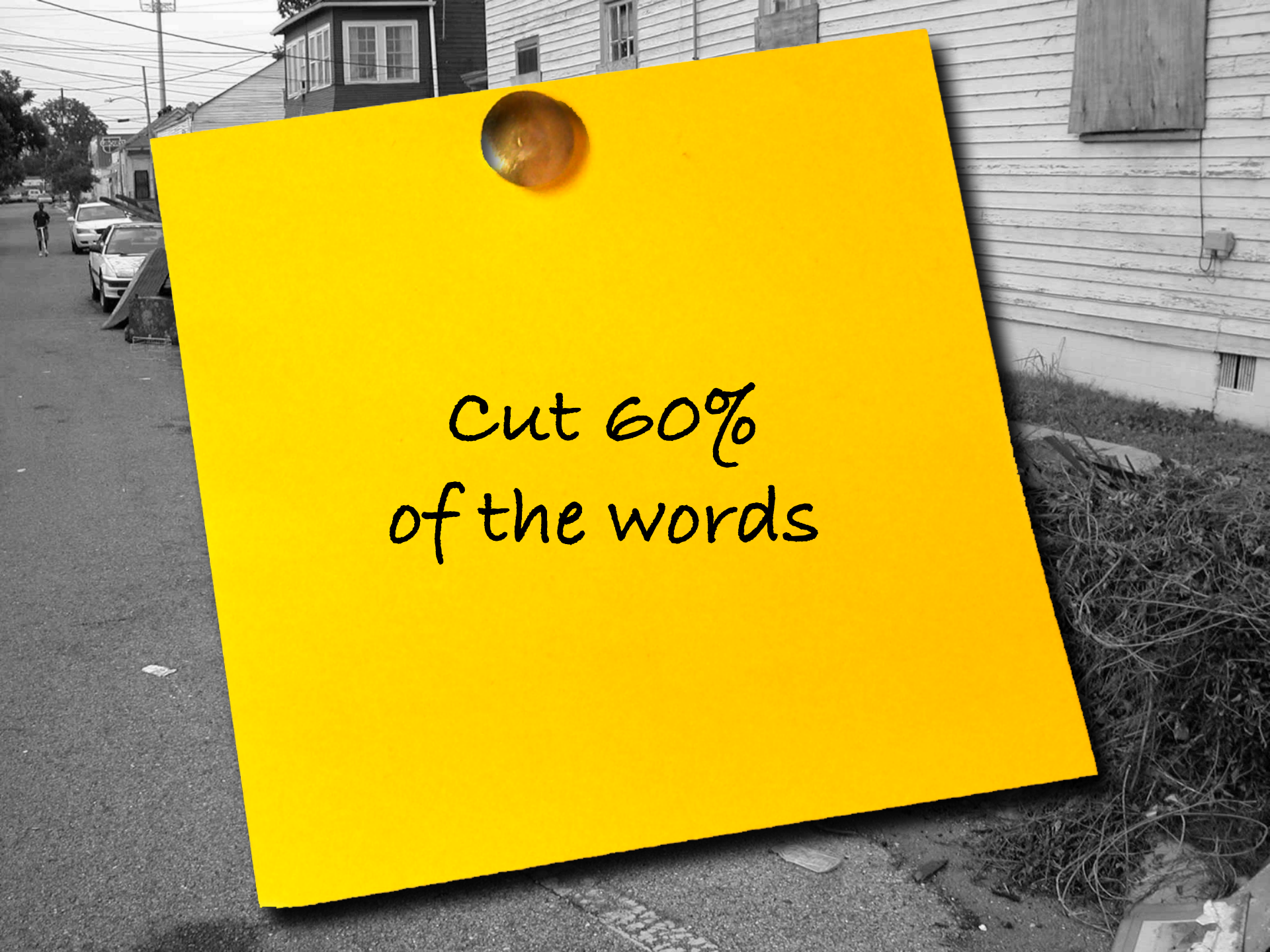
BREAKING NEWS

sponsored by www.wtkr.com

Odenton fire causes $300,000 damage across three houses

August 26, 2013 9:17 AM EDT

right person.
right place.
right time.


Cut 60%
of the words

4. Create Your Message

SAVE A TREE
PLEASE LIMIT YOUR PRINTING TO ONLY WHAT YOU NEED.
ASK FOR HELP AT THE REFERENCE DESK IF YOU NEED ASSISTANCE. THANKS!!!

PRINT WISELY
ASK FOR HELP @ REFERENCE DESK IF YOU NEED ASSISTANCE

epl.ca EDMONTON PUBLIC LIBRARY

Spread the words.

Spread the words.
What do you want to be today?
EDMONTON PUBLIC LIBRARY epl.ca
Spread the words.
Chicks dig big brains.
EDMONTON PUBLIC LIBRARY epl.ca
Spread the words.
I'm an Information Ninja.
EDMONTON PUBLIC LIBRARY epl.ca
Spread the words.
Use at the first sign of boredom.
EDMONTON PUBLIC LIBRARY epl.ca
Spread the words.
This card makes you smart.
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Beyoncé's latest. Beethoven's greatest.
Spread the words.
epl.ca

Market stats. City maps.
Spread the words.
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eatmydust™

"Cleaning up the planet one building at a time"

Wanna Spoon?

If you love me
I'd Rather be Spooning
SpoonMe
Live, Laugh, Spoon
and eating this will help you
and spoon

Examine the things you like from others' and figure out the elements of their success. Replicate.
M A K E R
M I X I N G B O W L S

5. Reduce Pain

Use your stuff like a
customer and pay attention
to the little ways you can
make a big difference.

Renovate when necessary

6. Be Brave

ENOCH PRATT free LIBRARY
POWER CARD
FEARLESS
Baltimore, Maryland

Moon
hen The
at Max's

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SEVERAL WAYS TO PAY

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ENOCH PRATT free LIBRARY

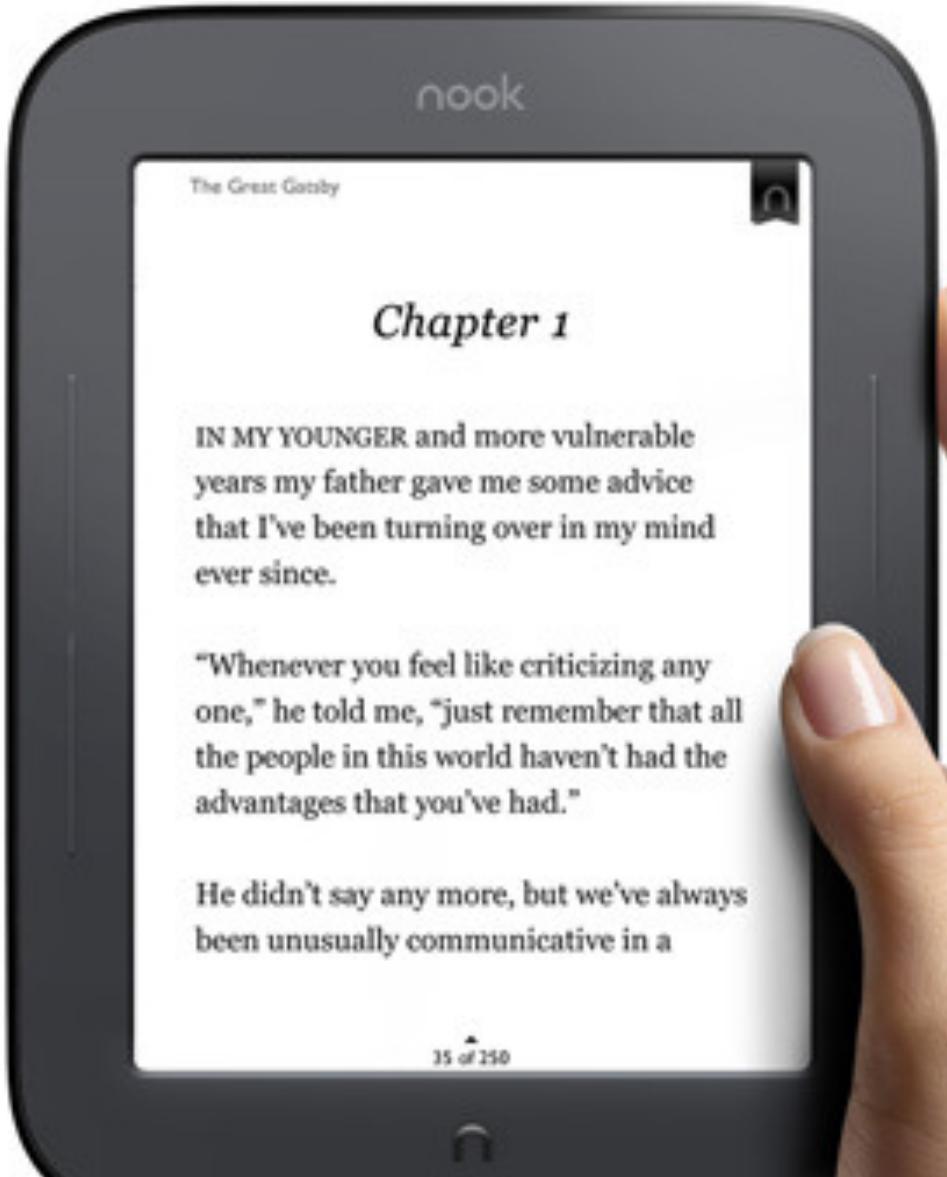
Anne Arundel County Public Library

Opening the door to discovery and diversion

askus now!

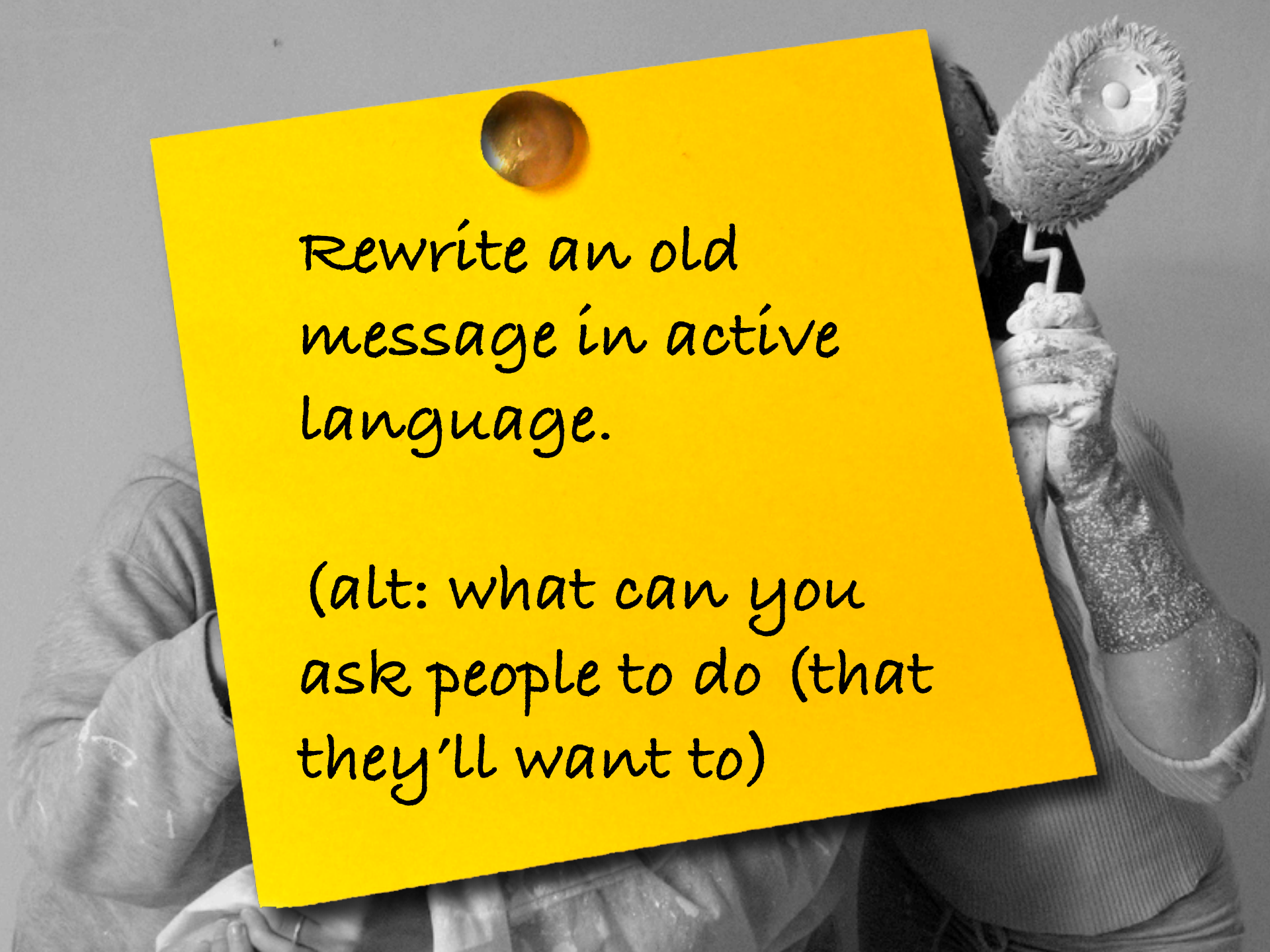
info experts 24/7

www.askusnow.info



Brainstorm for 5 mins
with your neighbor(s).
No idea is too crazy!

7. Give people something to do


Rewrite an old message in active language.
(alt: what can you ask people to do (that they'll want to)

Why^3

BurgerKing
@BurgerKing

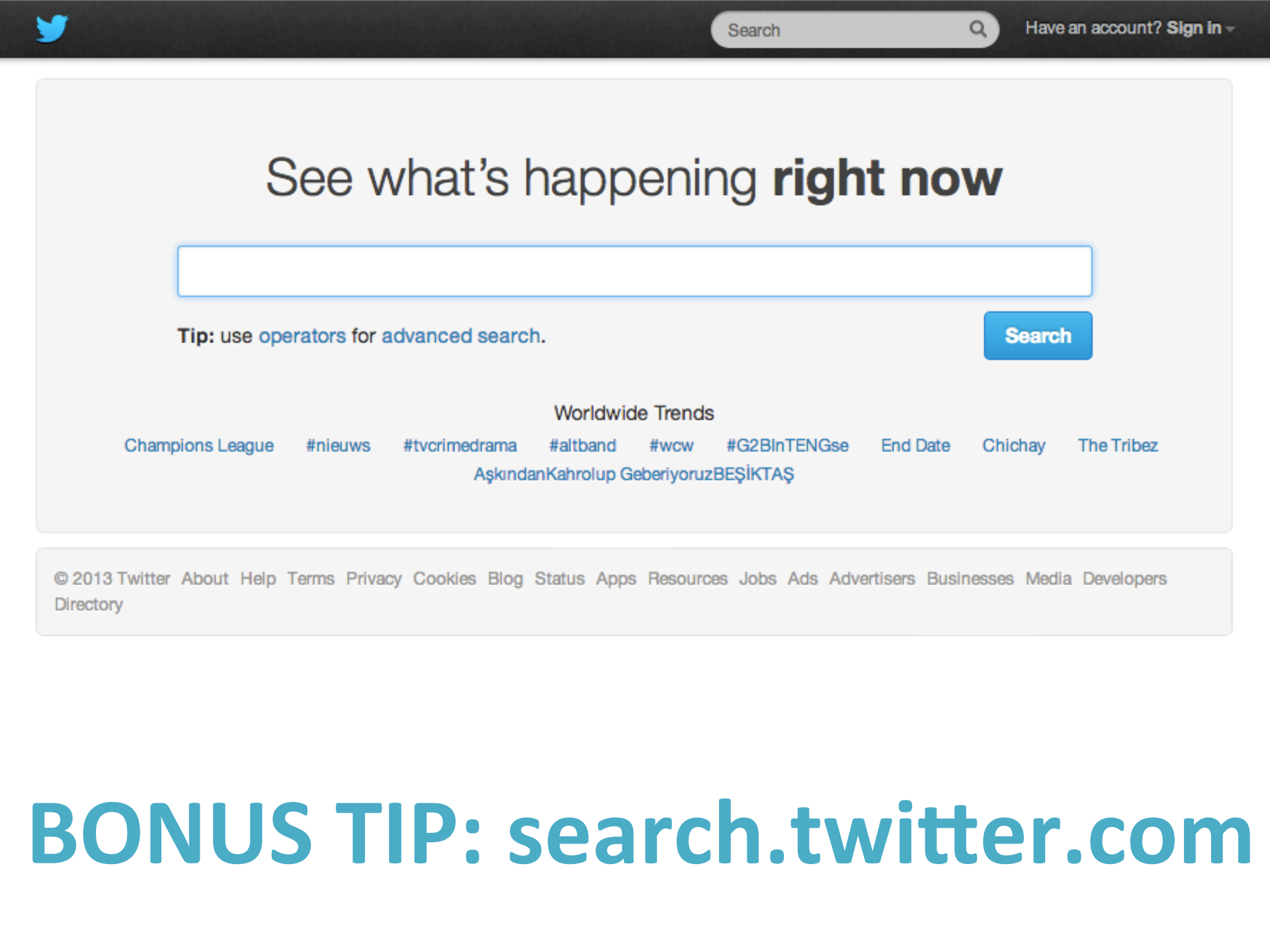
.@Jeep Glad everything is back to normal.

2/19/13, 4:56 PM

Jeep
@Jeep

.@BurgerKing Thanks BK. Let us know if you want to grab a burger and swap stories - we'll drive.

HAPPIEST PLACE
ON EARTH
JUST GOT GRUMPIER



BONUS TIP: search.twitter.com

Advanced **Search**

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in Any Language

People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

Advanced **Search**

Words

All of these words

This exact phrase

Any of these words

None of these words

These hasht

Other

Positive :) Negative :(Question ? Include retweets

Select:

Search

Mentioning these accounts

Places

Near this place

BONUS TIP: ifttt.com

Dashboard

strangegingerale | Tasks | Recipes | Channels

Tasks

9 enabled

9 total

Create a task | Your tasks

Recipes

0 recipes

0 total uses

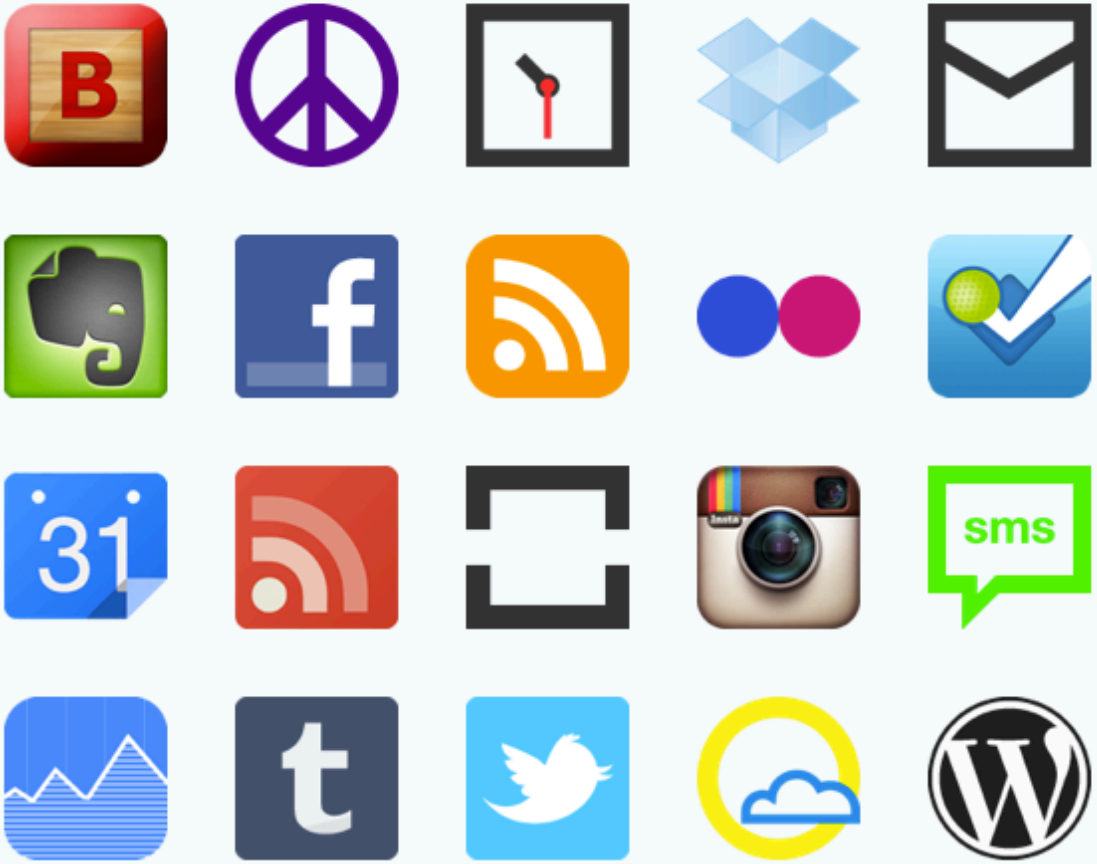
Your recipes

Invites

Tell your friends about *ifttt*

Channels

20 Channels with 1898 possible task combinations.



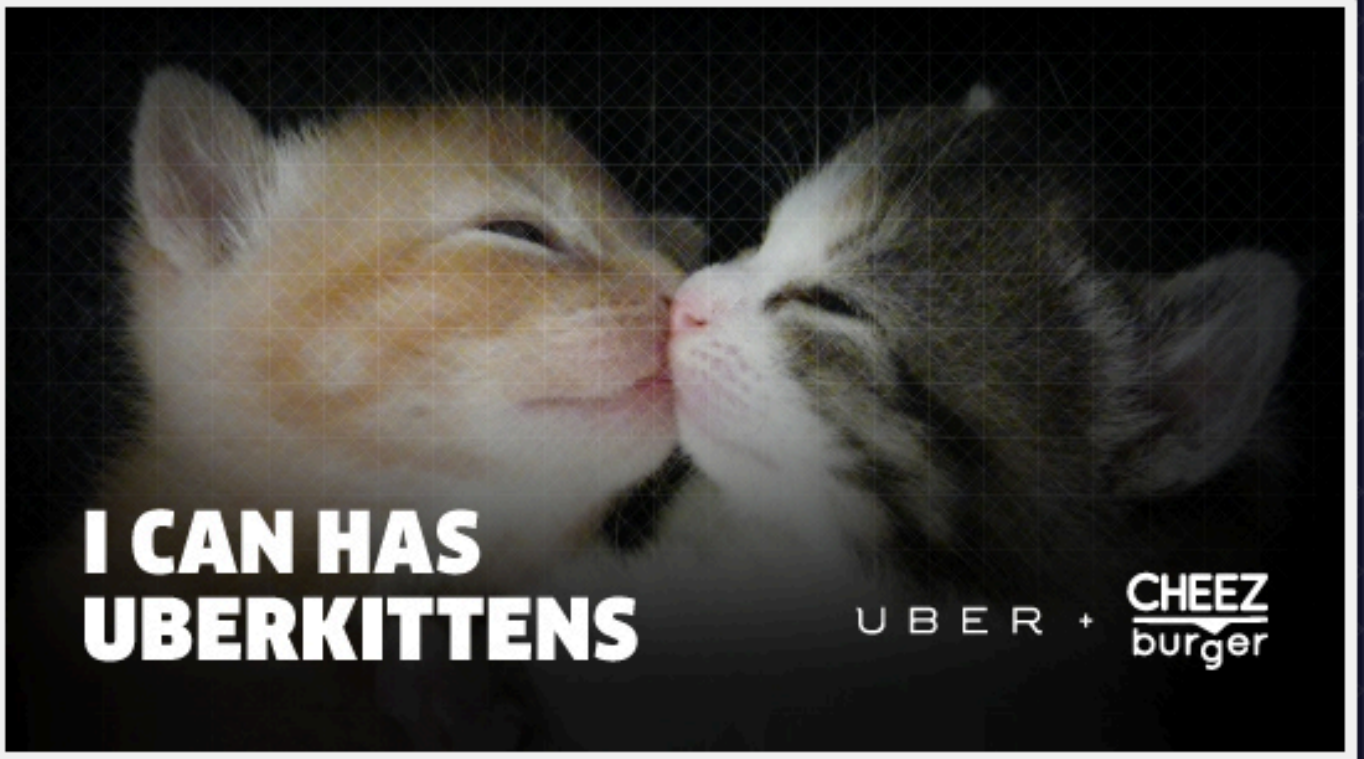
8. Steal Ideas

Immerse yourself in something outside your comfort zone.
Pay attention while you're there.

9. Give back to the Community

UBER

EVERYONE'S PRIVATE DRIVER™



Hey John!

Today is the most adorable of all days... it's National Cat Day! To celebrate we've partnered with the most popular meme site, Cheezburger to bring you kittens. Literally.

TODAY, UBER IS DELIVERING KITTENS ON-DEMAND IN SEATTLE, NEW YORK AND SAN FRANCISCO!

Get ready to push a button and then go "Awwwww!"

HOW IT WORKS

1. Download the Uber app for iPhone or Android
2. Between 11am – 4pm today, request the "KITTENS!" option
3. If the furry friends are available, you and your buds will be enjoying 15 minutes of snuggles and cupcakes made by the famous Ace of Cakes, Duff Goldman and his team at Charm City Bakery.

THE BEST PART!

It's only **$20** to:

- Snuggle with Kittens for 15 minutes
- Enjoy cupcakes from the famous Ace of Cakes (while supplies last)
- Receive an Uberiffic Cat Pack

What's more?

ALL of that money will be donated to your city's local shelter.

Want to donate more? Just let us know when you are done with your kitten snuggles.

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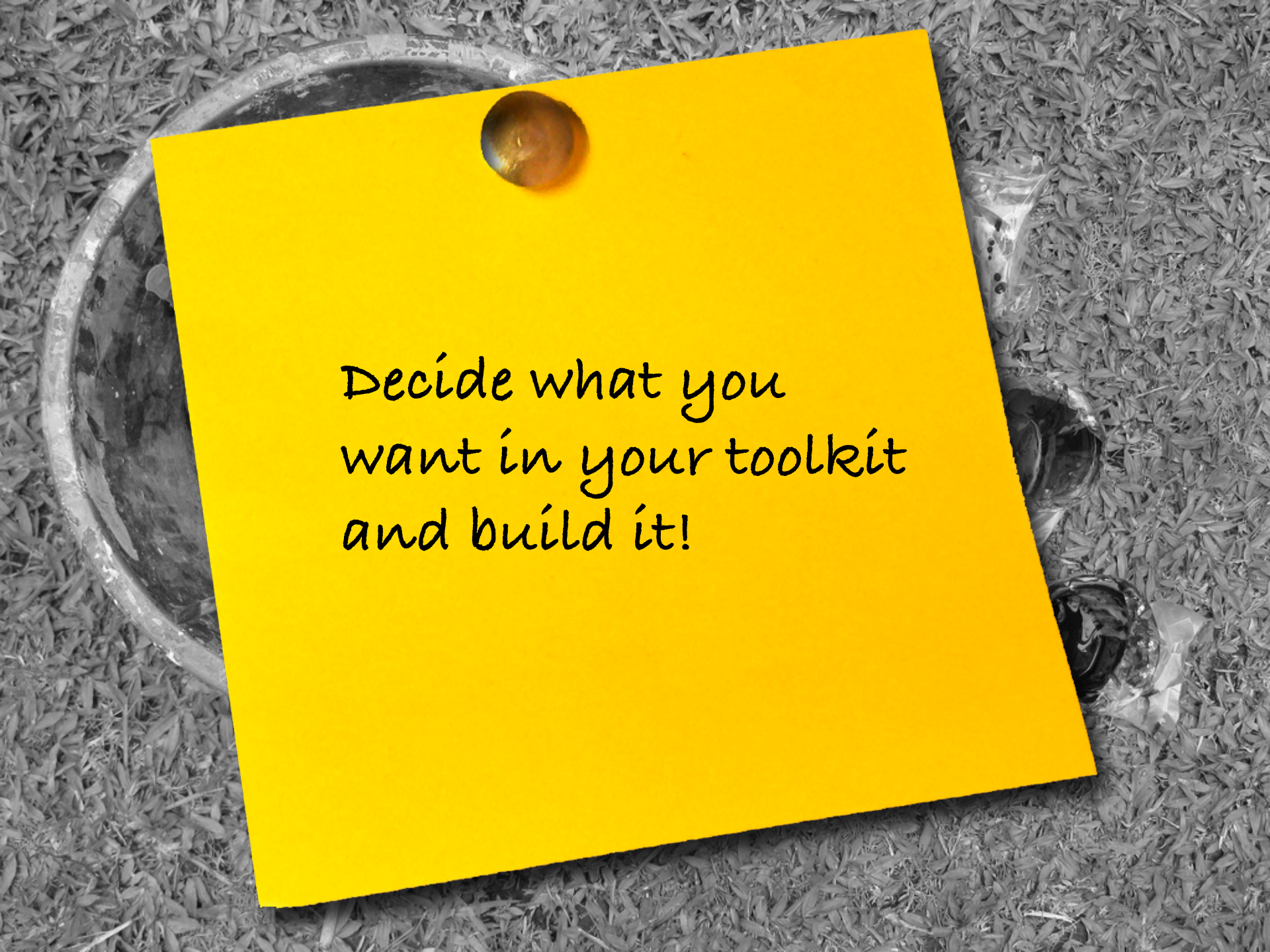
What can you give back?
What is your treat?

Perform constant maintenance

10. Assess the Results

Debrief after everything.
Learn.

11. Build a toolkit


Decide what you
want in your toolkit
and build it!

THANK YOU!

stealtheseideasmarketing.tumblr.com

Julie Strange
@thatjuliegirl4
julie.strange@gmail.com
www.juliestrange.com

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Princeton Stuffed Animal Sleepover: http://www.flickr.com/photos/princetonpubliclibrary/4887853605/in/set-72157624716712838/

Wheel: http://www.flickr.com/photos/__my__photos/5025541044/

Bored Donkeys: http://www.flickr.com/photos/mysticwisdom/2905853760/

Surveyors: http://www.ohiolandsurveys.com/images/surveying_crew_on_construction_site.jpg

Earthquake House: http://www.frumforum.com/wp-content/uploads/2011/10/eqarthquake.jpg

Crazy math guy: http://thissideoftypical.blogspot.com/2011_02_01_archive.html

Goals: http://psychologyface.com/wp-content/uploads/2011/06/goal.jpg

Scrabble shelves: http://www.bhg.com/kitchen/storage/organization/ways-to-store-more-in-your-kitchen/#page=12

Awesome light bulb guy: http://pantsinacan.com/wp-content/uploads/2008/03/momentofclarity.jpg

Edmonton Public Library: http://www.epl.ca/

King County Public Library: http://www.kcls.org/

Assessing results house: http://deargolden.blogspot.com/2011/07/come-in-again-this-time-my-house-was.html

Butler: http://www.pastorjonas.com/wp-content/uploads/2010/02/faithful-servant.jpg

Conversation: http://www.flickr.com/photos/khalidalbaih/5653817859/

Texas Tech: http://www.flickr.com/photos/kimberlykv/5060849839/

Bulletin board: http://www.flickr.com/photos/denverjeffrey/458846298

Comet to stomach: http://www.flickr.com/photos/crazyunclejoe-mopho/5916026894

Simplicity note: http://www.flickr.com/photos/gi/361143108/

Edmonton public library: http://www.behance.net/gallery/Edmonton-Public-Library-Rebrand/491984