

# **STEAL THESE IDEAS**

**11 Free Marketing Strategies to Try Today**

Julie Strange | Tech & Social Change | Nov 2013

# Tonight's Goals:

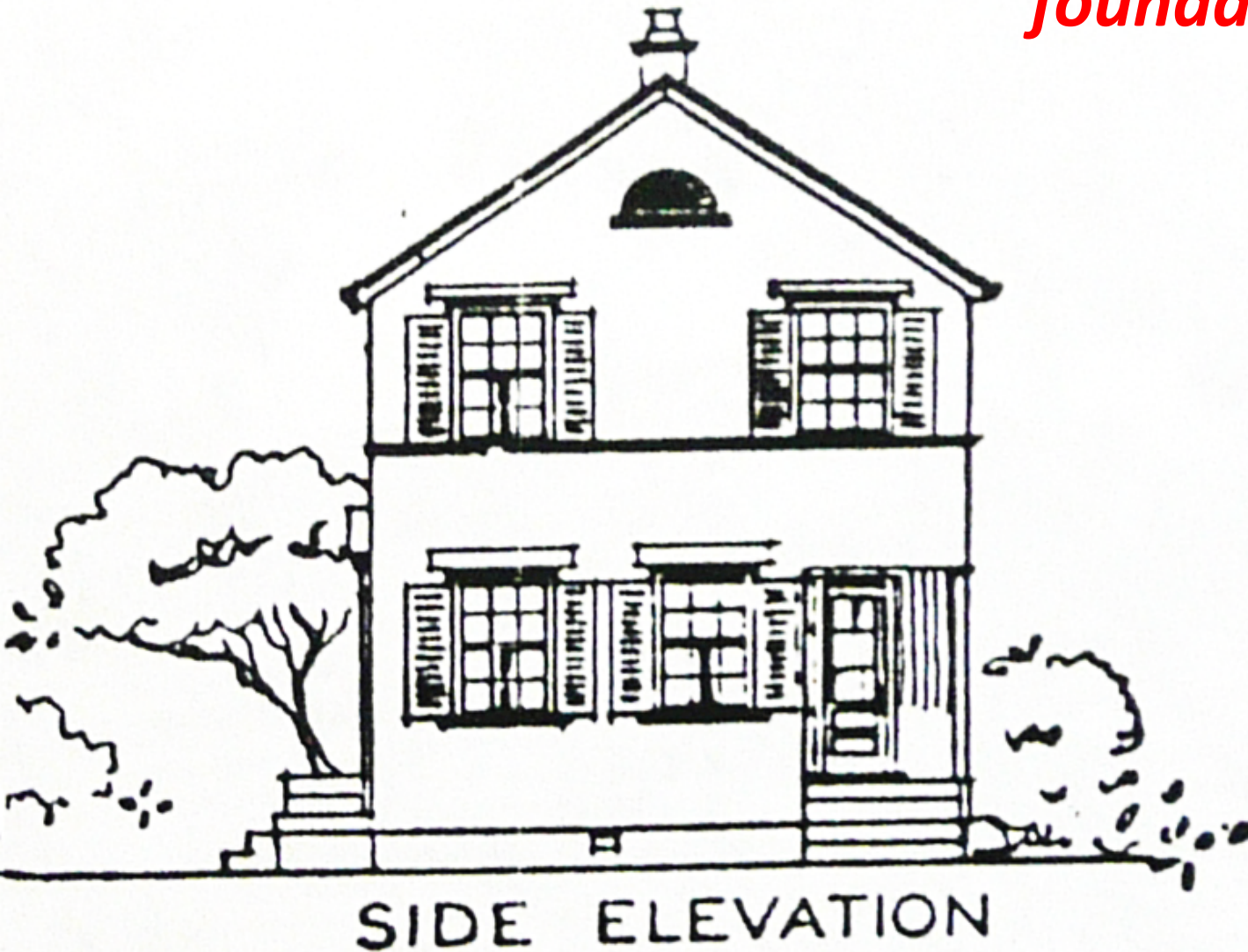
- frame marketing in a digestible, actionable way
- give you out of the box examples to spark ideas
- provide tools and techniques you can start implementing tomorrow





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...





[illegible]

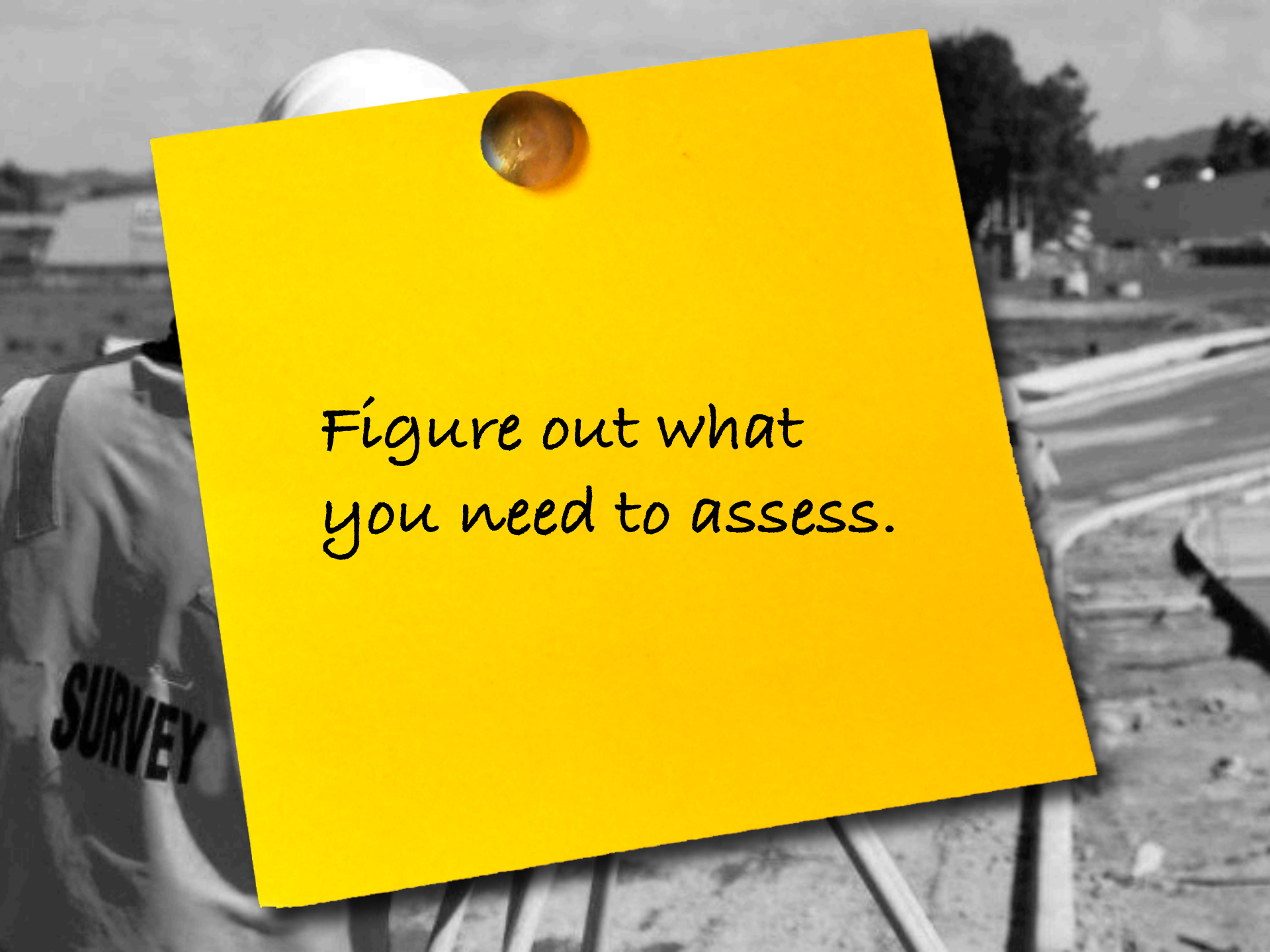



Figure out what  
you need to assess.





# 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.

A bright yellow rectangular sticky note is pinned to a dark background. It has a single circular hole punch at the top center. The note is slightly tilted and has a soft shadow beneath it. In the background, there is a faint white line drawing of a house with various labels and dimensions. Labels include 'Picture Window', 'Kitchen Window', and 'Landscape Window'. Dimensions include '1.27 x 1.65cm' and '38-2\"/>

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





### **3. Clear the Decks**



**FARMERS**  
SAVE MONEY ON INSURANCE  
INSURANCE & FINANCE  
3000 VICTORIA PARKWAY  
VANCOUVER, BC V6N 1A1  
TEL: 604-271-1234

**PERU**  
An Epic Tour of  
NAMA  
LAKE ETRACIA  
INCA MACHU PICCHU  
PAC COLOMBIA COLOMBIA

**TYLES ARMAN**  
303-821-8279

**Metropolitan State College of Denver**  
Language and Culture Institute  
is planning

**MSCD**

**Peru**  
An Epic Tour of  
NAMA  
LAKE ETRACIA  
INCA MACHU PICCHU  
PAC COLOMBIA COLOMBIA

May 14-24, 2007

**Attention:  
Engineers & Scientists**

**2003 YAMAHA YZ 125**  
\$1,999.00

**ZHANG SAN FENG Festival**  
"Sculpture April 14th"

**More money for your muscle.**  
PT Package Monthly  
\$18.00 / hour

**Summer**  
1 877 276 4306

**2003 YAMAHA YZ 125**  
\$1,999.00

**ZHANG SAN FENG Festival**  
"Sculpture April 14th"

**LOW COST DENTAL PLAN**  
\$10-\$24 per hour!

**Grad School Giveaway**  
Enter for a chance to win the funds you need to get ready for grad school!

**Grad School Giveaway**  
Enter for a chance to win the funds you need to get ready for grad school!

**TO**  
273-0482

**SUMMER JOBS**

**WITH COMPASSION TO SAVE THE ENVIRONMENT**

**1-800-75-EARTH**

**\$10-\$24 per hour!**

**It's a reality with The Students Group!**

The Students Group is looking for 3 college students to fill our summer 6-week position. That provides an average income of \$10 to \$24 per hour. The Students Group specializes in providing each participating local college students in a relaxed environment supervised by fellow college students. We are currently an advertising organization that conducts sales presentations for local area businesses. We have around 12 to 25 hours to meet available each week. The hours are flexible and cater to each college student's schedule. On average, students earn from \$225 to \$500 per week.

**TYLES ARMAN**  
303-821-8279

**LOW COST DENTAL PLAN**  
\$10-\$24 per hour!

**Grad School Giveaway**  
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**SUMMER JOBS**

**WITH COMPASSION TO SAVE THE ENVIRONMENT**

**1-800-75-EARTH**

**NOW HIRING!**

1,100 BRANCHES, 20,000 PEOPLE ALL CONNECTED.

**JOIN THE TEAM**  
APPLY TODAY!

Local positions are posted now at  
[www.fedexkinkos.com/careers](http://www.fedexkinkos.com/careers)

**FedEx Kinko's**

**LOW COST DENTAL PLAN**  
\$10-\$24 per hour!

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273-0482

**SUMMER JOBS**

**WITH COMPASSION TO SAVE THE ENVIRONMENT**

**1-800-75-EARTH**



**LABOR DAY SALE**

**4 days only!**

**JARVIS APPLIANCE**  
Sales Hours  
Friday 9:00 AM - 6:00 PM  
Saturday 9:00 AM - 5:00 PM  
Sunday 11:00 AM - 4:00 PM  
Monday 9:00 AM - 5:00 PM

**Electrolux**  
**FRIGIDAIRE**  
**General Electric**  
**KitchenAid**  
**LG**  
**MAYTAG**  
**SAMSUNG**  
**Whirlpool**

3802 Norrisville Road  
Jarrettsville, MD, 21084  
410-557-7378  
www.jarvisappliance.com

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Burrito Bar in  
Nottingham... → \$15 Day now

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**JARVIS APPLIANCE**

**LABOR DAY SALE**

**AUG 30TH to SEP 2ND**

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

Save **\$1500** In Special Rebates!\*

**4 Days Only! 1/2 PRICE DRYER SPECIAL**

**JARVIS APPLIANCE**

**Sales Hours**

Friday: 9:00 AM to 6:00 PM	Saturday: 9:00 AM to 5:00 PM
Sunday: 11:00 AM to 4:00 PM	Monday: 9:00 AM to 5:00 PM

**Check Our Website For More Great Savings**

**Electrolux** **General Electric** **LG** **SAMSUNG**  
**FRIGIDAIRE** **KitchenAid** **MAYTAG** **Whirlpool**

3802 Norrisville Road, Jarrettsville, MD, 21084 410-557-7378  
www.jarvisappliance.com

**AUG 30TH to SEP 2ND**

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



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Ocean fire causes \$300,000 damage across three houses  
August 26, 2013 9:17 AM EDT

Grand Prix faces an

Maryland's IT News Site  
**99¢**

**SPECIAL OFFER!**





$t$  person.  
 $y$   
 $\infty$  place.  
 $i$  time.

Cut 60%  
of the words

# 4. Create Your Message



T, O, A, S, T, E, R,



I, C, E, C, R, E, A, M, M, A, K, E, R,



C, R, O, C, K, P, O, T,



B, L, E, N, D, E, R,



H, A, N, D, M, I, X, E, R,



M, I, X, I, N, G, B, O, W, L, S,







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.**

EDMONTON PUBLIC LIBRARY  epl.ca



Beyoncé's latest. Beethoven's greatest.

Spread the words.

EDMONTON PUBLIC LIBRARY



epl.ca

Market stats. City maps.



Spread the words.

EDMONTON PUBLIC LIBRARY



epl.ca




**eatmydust<sup>tm</sup>**  
"Cleaning up the planet one building at a time"



# Wanna Spoon?






Examine the things you  
like from others' and  
figure out the elements of  
their success. Replicate.



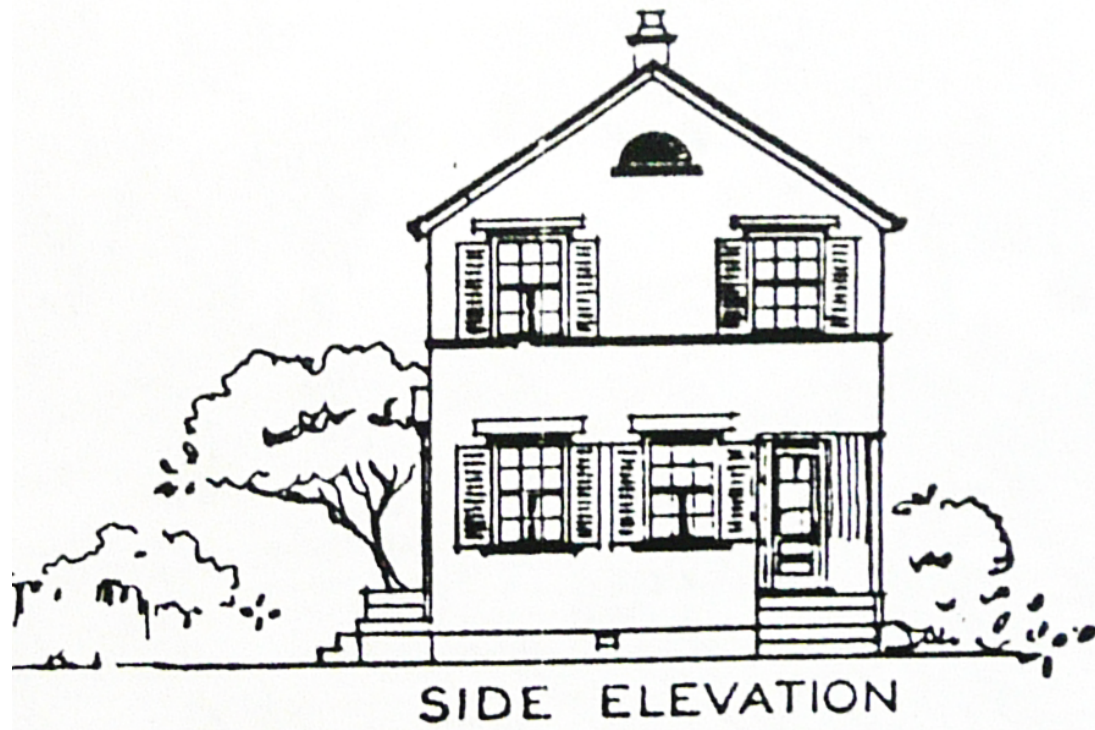


## 5. Reduce Pain



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





**FEARLESS**  
Baltimore, Maryland





Moon ... adeline  
men The Giving  
at Max's Break



# ORDER YOUR GROCERIES AT YOUR LIBRARY.

SEVERAL  
WAYS  
TO PAY

EASY ORDERING.  
FREE DELIVERY.  
CONVENIENT PICK UP.



For more information, call the  
Baltimore Health Department at  
410-545-7544.

**SANTONI'S**  
*Supermarket*



  
ZHO-CH PRATT  
FREE LIBRARY





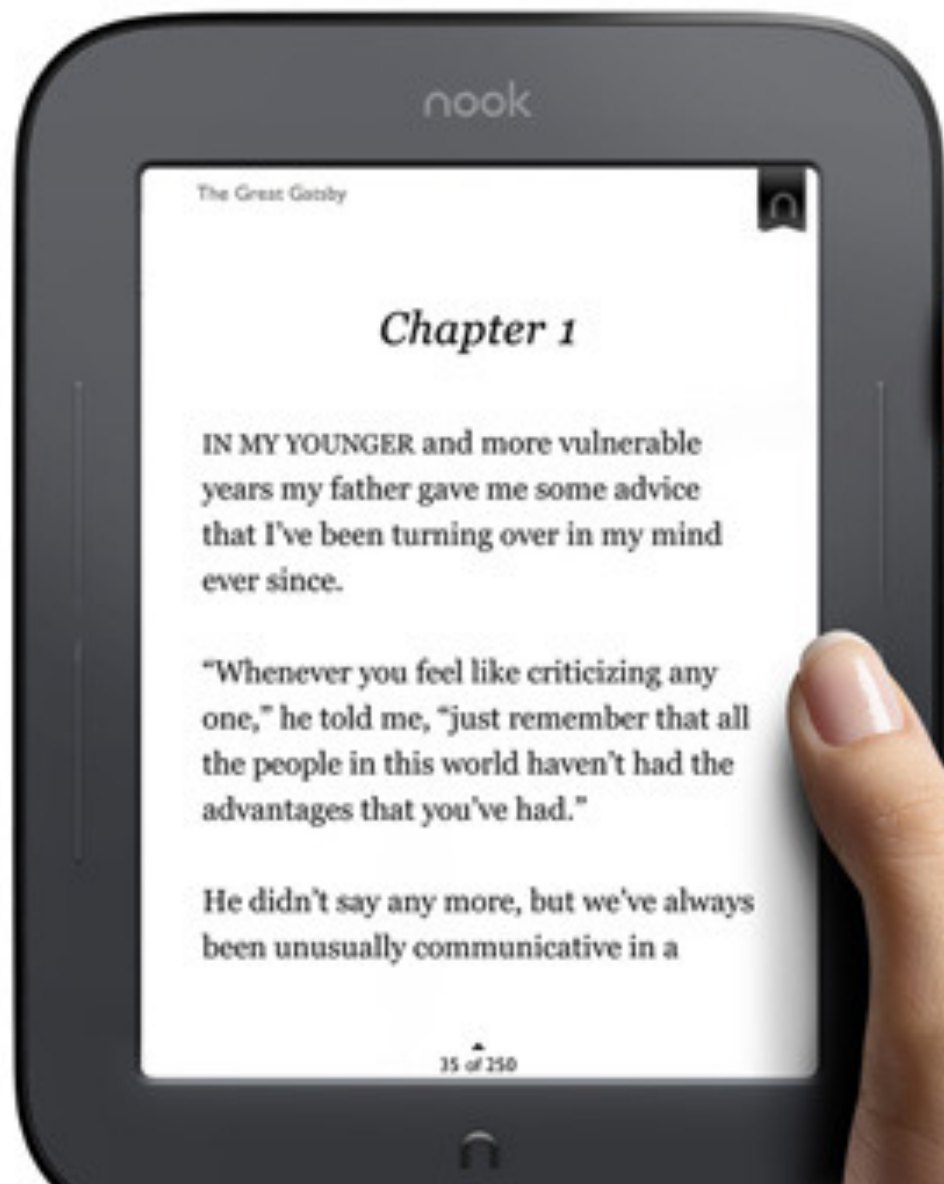
# Anne Arundel County Public Library

*Opening the door to discovery and diversion*

askus  
now!

info experts 24/7

[www.askusnow.info](http://www.askusnow.info)







Brainstorm for 5 mins  
with your neighbor(s).

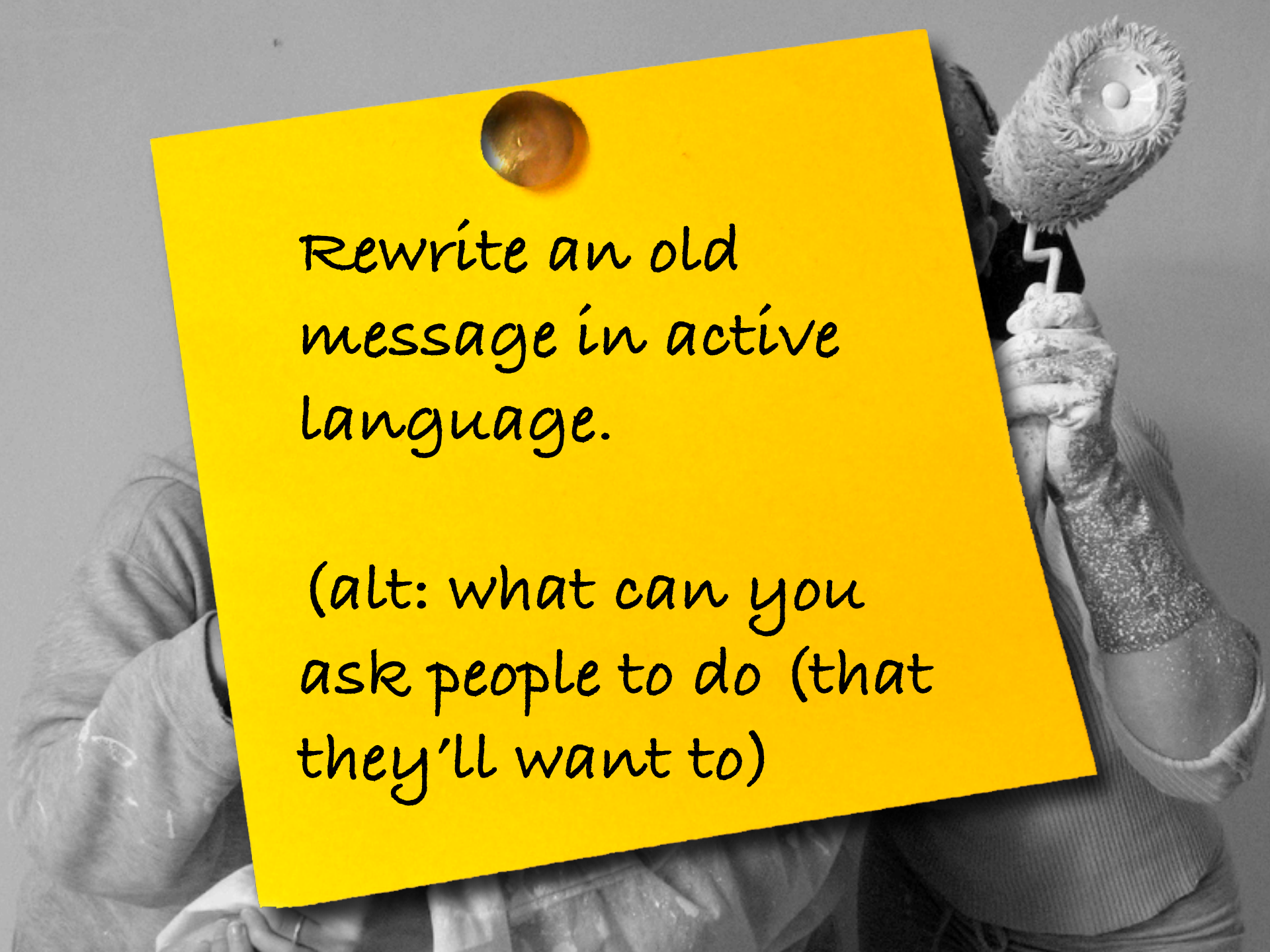
No idea is too crazy!





**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<sup>3</sup>





**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**



[Have an account? Sign In](#)

# See what's happening **right now**

**Tip:** use [operators](#) for [advanced search](#).

[Search](#)

## Worldwide Trends

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# BONUS TIP: [search.twitter.com](https://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 hashtags

☐ Positive :) ☐ Negative :( ☐ Question ? ☐ Include retweets

## Other

Select:



Mentioning these accounts

## Places

Near this place

A waiter in a white tuxedo shirt, black bow tie, and black vest is holding a large, round, silver tray. The waiter's hands are visible, and a ring is on the left ring finger. The background is a plain, light-colored wall.

**BONUS TIP: [ifttt.com](https://ifttt.com)**



# **Dashboard**

strangeingereale

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**



U B E R

EVERYONE'S PRIVATE DRIVER™



**I CAN HAS  
UBERKITTENS**

U B E R + **CHEEZ**  
burger

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.

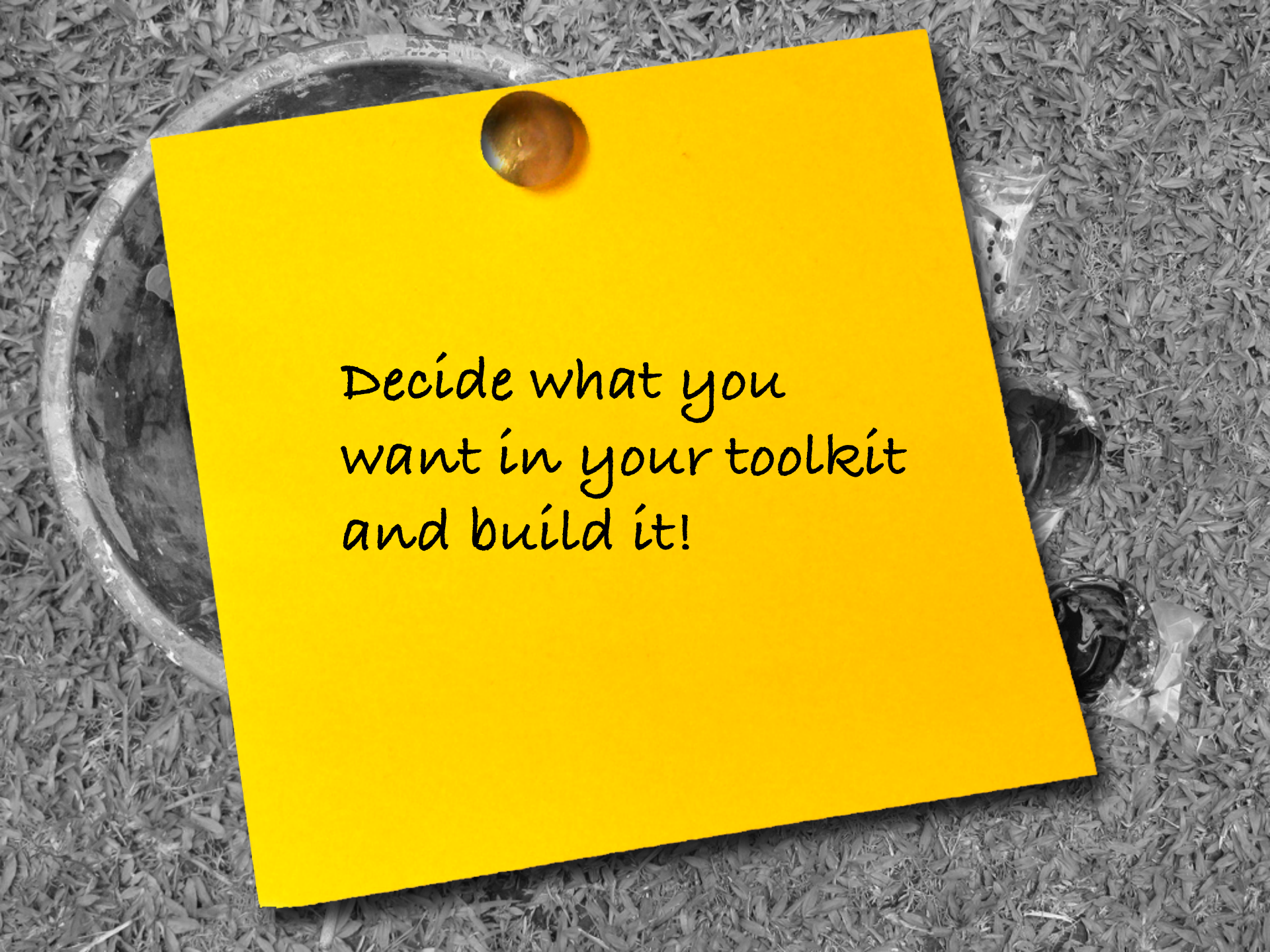
Learn.





# 11. Build a toolkit



A yellow sticky note with a hole punch is placed on a metal lid, which is resting on a bed of green grass. The note contains the text: 

Decide what you  
want in your toolkit  
and build it!



# THANK YOU!

stealtheseideasmarketing.tumblr.com

Julie Strange

@thatjuliegirl4

[julie.strange@gmail.com](mailto:julie.strange@gmail.com)

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



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Wheel: [http://www.flickr.com/photos/\\_my\\_photos/5025541044/](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](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](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/>

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

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