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[m3agency.com](http://m3agency.com)

what is the difference between

# ADVERTISING, MARKETING & PUBLIC RELATIONS?

## ADVERTISING

WHEN YOU **PAY** SOMEONE OR SOMETHING  
TO PROMOTE YOUR BUSINESS, SERVICES  
OR PRODUCTS

## MARKETING

WHEN YOU **INFLUENCE OR TELL SOMEONE** WHO  
NEEDS YOUR PRODUCT OR SERVICE TO LIKE,  
TRUST AND TRY YOUR BUSINESS.

PUBLIC RELATIONS

EARNED MEDIA (**FREE**) – WHEN SOMEONE  
**ENDORSES** YOU PERSON TO PERSON OR  
**TELLS OTHERS** ABOUT YOU

SO...

# WHAT IS SOCIAL MEDIA?


## SOCIAL MEDIA

- Display culture and personality of your business
- Engage and attract followers (Increase reach)
- Your voice to the public
- Advertising through social media channels is completely different than having a social media presence
- Primary ad channels (Facebook, YouTube, Instagram, SnapChat, Twitter, LinkedIn)
- Sold on a pay per click or impression basis (varies)
- Very low cost per thousand as compared with other forms of digital media



## SOCIAL MEDIA

- Ability to use display and video
- Geographic, demographic and lifestyle targeting
- Ability to integrate with business data base!  
(This is very high ROI!!!!)
- Great advertising tool for both small business with limited budget and compliments a large business with significant budget



The advertisement features a large white speech bubble on a dark grey background with diagonal stripes. At the top of the bubble is the M3 Agency logo, a stylized 'M' with a '3' above it inside a circle. Below the logo, the text reads 'JOB OPENINGS' in bold orange letters, followed by 'Due to tremendous growth, we are seeking to fill the following positions:'. A bulleted list follows: '• GRAPHIC DESIGNER', '• SOCIAL MEDIA SPECIALIST', '• DIGITAL SPECIALIST', and '• ENTRY LEVEL SALES ASSOCIATE'. Below the list, it says 'If you find great joy in your work and are driven to work in a fast paced environment - please submit your resume via email to: carol@m3agency.com'. In the bottom right corner of the speech bubble, there is a cartoon illustration of a man in a suit and cap shouting with his hand to his mouth.

**M<sup>3</sup>**

### JOB OPENINGS

Due to tremendous growth, we are seeking to fill the following positions:

- GRAPHIC DESIGNER
- SOCIAL MEDIA SPECIALIST
- DIGITAL SPECIALIST
- ENTRY LEVEL SALES ASSOCIATE

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so many choices and more digital opportunities arriving daily

# WHERE SHOULD A NON-PROFIT ADVERTISE, MARKET & PROMOTE





by the way.....

What is the most **POWERFUL** form of advertising/marketing/promotion?

**HINT:** It's Free

(Word of mouth)



# MARKETING TO ALL GENERATIONS

## BABY BOOMERS (1946-1964)

- Strong work ethic (chasers of the American Dream)
- Competitive (especially in workplace)
- Team-oriented (thrive in team environments)
- Resourceful (parents survived the Great Depression)
- Disciplined (raised in structured households)
- Self-Assured (not afraid to voice opinions)

## GENERATION X (1965-1980)

- Independent thinkers (latch-key kids, self-reliant)
- Values work/life balance (Work hard/play hard mentality)
- Technologically adept (Grew up with computers/tech)
- Adaptable (Flexible with change)
- Unimpressed by authority (Skeptical of those in power)
- Pragmatic (Very practical and sensible)

## MILLENNIALS (1981-1995)

- Highly tech-savvy (Prefer communication through tech)
- Family-centric (Prioritize family over work)
- Team-oriented (Value inclusivity, collaboration)
- Multi-taskers (Can juggle many responsibilities at once)
- Crave instant gratification (Need to feel valued, important)
- Transparent (Open and honest at both home and in workplace)

## GENERATION Z (1996-2010)

- Cynical (More realistic, not idealistic)
- Entrepreneurial (Large percent want to start their own business)
- Technology-reliant (Eat, sleep, and breathe technology)
- Take multi-tasking to new level (Using multiple screens/devices at once)
- Accepting of differences (Very open-minded)
- Value Privacy (Keep their online communications/social media private)



## SOCIAL MEDIA DEMOGRAPHICS



- Still most-used website and social media platform by everyone – *except teens*



- Most-used social media apps by teens (Generation Z) and young adults



- Most popular with women, most are between the ages of 25-54



- Widely used by all ages and generations, second-most visited site in existence



- Two Thirds of users are under 30 years old; most are between ages 16-24



- Roughly 80% of its users are affluent millennials; slightly more women vs. men in U.S.



- Most popular among college graduates and those in high-income households

# SOCIAL MEDIA DEMOGRAPHICS



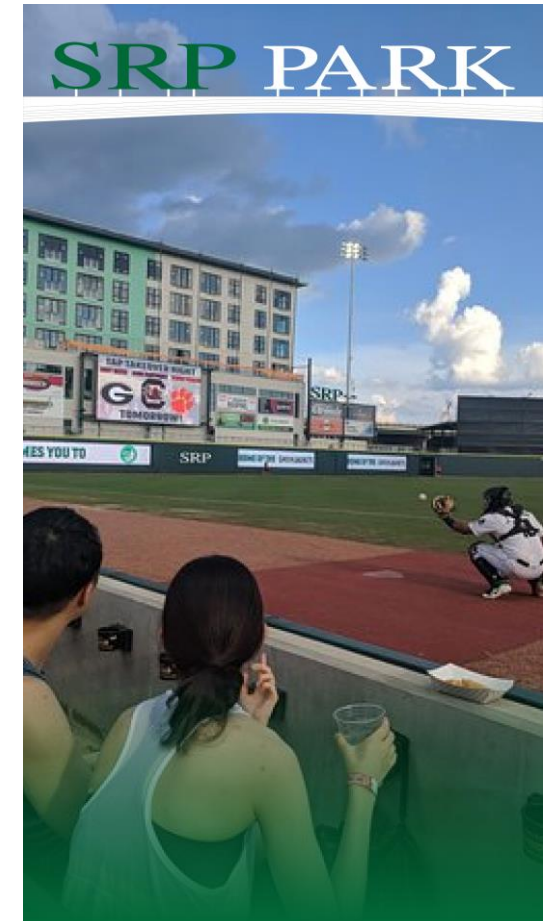
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Augusta Candle Co.

Buy One Candle, Get One Free!



Promoted by  
Augusta Candle Co.

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YOUR MESSAGING NEEDS TO MATCH  
YOUR TARGETED GENERATION.

Your Non-Profit is looking for  
donations to build a new facility...



Your Non-Profit is looking to  
hire summer help for your camps...



Your Non-Profit is looking to  
raise awareness for a cause...



Your Non-Profit is looking for  
part-time help during school hours because  
you cannot afford a full-time salary...





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