

# M6 MARKETING AND SALES

## ECO-SE E-TRAINING

ONLINE NON-FORMAL EDUCATION TRAINING FOR YOUTH WORKERS



Co-funded by  
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The final module focuses on effective marketing and sales strategies. Youth workers will learn techniques for understanding customer needs, developing marketing campaigns, using digital marketing tools, and building strong sales techniques to drive business growth. As a result, they will have the basic knowledge and materials to introduce young people to effective marketing and sales planning.

<b>Name of the workshop</b>	<b>Marketing and Sales</b>
<b>Objective of the workshop</b>	<ul style="list-style-type: none"> <li>▪ To improve participants' knowledge of the basics of marketing, with a focus on understanding customer needs</li> <li>▪ To increase understanding of elements of marketing mix</li> <li>▪ To introduce to the participants effective sales and marketing efforts targeting both consumers and businesses</li> <li>▪ To improve skills for eco-entrepreneurship through digital learning on the example of marketing decision-making in eco-social enterprise</li> </ul>
<p><b>Main activities of the workshop:</b>  <b>Please explain the context and objectives of the activities you are planning and in which way they meet the objectives of the project.</b></p>	<p>At the beginning of the session, the trainer introduces the participants to the session and the importance of marketing in entrepreneurship. Timeframe: up to 5 minutes.</p> <p>Participants will listen to an introductory presentation on marketing. The presentation is focused on the basic elements of the marketing mix and especially on examining the needs of buyers/clients. All elements are presented in a ppt format that is easily accessible to the trainer and is attached to the training documents.</p> <p>The presentation was prepared to introduce the topic in a simple and comprehensible way to participants with different backgrounds. Respecting the available time frame for the part of the training dedicated to Marketing and sales, the content of the presentation covers the essential basics of marketing such as:</p> <ul style="list-style-type: none"> <li>▪ Market research and its importance</li> <li>▪ Steps and methods in market research</li> <li>▪ Clarification of each element of the marketing mix</li> </ul>

- An example of a market research questionnaire

Timeframe: 15-20 minutes.

The trainer will finish the presentation in this part, concluding with slide number 20.

Then the participants will be assigned a team task - in smaller groups. Participants should visit the website <https://seljak.me/>

Their task is to jointly consider and list the main characteristics according to the elements of the marketing mix:

- Product (some of the possible questions for discussion: Name a few characteristics of the service - support when selling through the website? What value does it deliver for customers?)
- Price (here they are not discussing the prices of individual products presented on the site, but the price of advertising on the site)
- Promotion (some of the possible questions for discussion: Do you think that this way of presentation is suitable to reach customers? Would you add anything? etc)
- Place (Can online sales in this way contribute to increasing sales revenue for sellers? etc).

Each team – group works on just one element. In total, 4 groups will cover all the elements.

Timeframe: 20 minutes for discussion in groups.

The proposal is to start an open discussion with the participants after this, focusing on the Product and the Price, while the parts related to Promotion and Distribution will be discussed after the second presentation and the online game played from the Interactive Web Platform. Timeframe: 10 minutes.

The second part of the presentation (from slide number 21 till the end) is about sales and digital marketing channels that can help sales. The trainer should explain to the participants the most

	<p>important facts related to sales, related to the research of customer needs, which is the basis of marketing.</p> <p>An important part refers to the steps in sales, which can be helpful to participants when planning further work on the market.</p> <p>When it comes to digital channels, in addition to a short presentation, the participants will be presented with an example from the experience of Facebook advertising through the BC4ESE project. Timeframe for presentation: up to 10 minutes.</p> <p>Participants will be invited to play the Starting a Business game from the Interactive web platform "Eco-SE-E-lab." Timeframe: 10-15 minutes.</p> <p>This game fits perfectly into this workshop because:</p> <ul style="list-style-type: none"> <li>- simultaneously treats issues of sales and marketing and sustainability;</li> <li>- represents an example of making marketing decisions related to environmental awareness;</li> <li>- due to its connection with the Interactive Web Platform and digital learning.</li> </ul> <p>Final 10-15 minutes are dedicated to moderated discussion with participants, and some the questions could be asked:</p> <ol style="list-style-type: none"> <li>1. Do you have experience in marketing?</li> <li>2. In your opinion, what are the key challenges to market their business effectively today?</li> <li>3. What is a advantage of a company pursuing environmental sustainability?</li> <li>4. How should companies address sustainability?</li> <li>5. How will marketing affect the sustainability?</li> </ol>
<p><b>Methods used</b></p>	<ul style="list-style-type: none"> <li>• Presentation – ppt</li> <li>• Group /team work</li> <li>• Discussion</li> <li>• Digital online game</li> </ul>
<p><b>Needed materials and setting requirements</b></p>	<p>Presentation – prepared by CDP "Globus"</p> <p>Internet access</p> <p>Paper</p> <p>Pencils</p> <p>Flipchart (optional)</p>

	Access to link and platform: <a href="https://seljak.me/">https://seljak.me/</a> <a href="https://ecosocent.eu/o3-interactive-web-platform-eco-se-e-lab/">https://ecosocent.eu/o3-interactive-web-platform-eco-se-e-lab/</a>
<b>Competences gained by this workshop</b>	<ul style="list-style-type: none"><li>▪ Improvement of market research skills</li><li>▪ Improvement of knowledge on specificities of marketing mix</li><li>▪ Understanding key features of digital marketing and channels</li><li>▪ Advancement of digital and eco-entrepreneurial skills by using online game presented on the Interactive web platform "Eco-SE-E-lab"</li><li>▪ Improvement of entrepreneurial skills: information gathering, critical thinking, analyzing, brainstorming</li></ul>
<a href="#">Download module and materials</a>	



## ADDITIONAL RESOURCES FROM THE BC4ESE PROJECT

### **O1: E-book “Eco-social entrepreneurship analysis: needs, obstacles and good practices”**

The e-book "Eco-social entrepreneurship analysis: needs, obstacles and good practices" aims to provide a comprehensive examination of the eco-social economy in Europe and the Western Balkans. The ultimate goal of this document is to inspire and support young people to start and develop eco-social enterprises by ensuring that they have access to the necessary resources and support at every stage of their entrepreneurial journey.

Link: <https://ecosocent.eu/eco-social-entrepreneurship-analysis-needs-obstacles-and-good-practices/>

### **O2: Educational production e-book “Gamified eco-entrepreneurship education”**

The e-book "Gamified eco-entrepreneurship education" explores the use of digital gamification and role model education methods in teaching entrepreneurship to young people across Europe and the Western Balkans. The publication aims to develop engaging, gamified digital educational resources that promote social and eco-entrepreneurship, ultimately encouraging more young people to start and grow eco-social enterprises.

Link: <https://ecosocent.eu/gamified-eco-entrepreneurship-education/>

### **O3: Interactive web platform “Eco-SE-E-lab”**

"Eco-SE-E-lab is an innovative and interactive online platform designed to empower young people in the field of eco-social entrepreneurship. The platform offers 18 gamified educational modules, each carefully designed to immerse users in the field of eco-social entrepreneurship through a mix of interactive games, virtual challenges and digital activities.

Link: <https://ecosocent.eu/o3-interactive-web-platform-eco-se-e-lab/>



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