

Sprout Marketing

101 a short
introduction



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Crusaders or marketers?

That was the question.

We had to choose one.

What is a crusader?

someone who campaigns vigorously for a specific end goal, with only one path to completion.

What is a marketer?

Ideally, someone who promotes a solid idea or product, with the intent of large-scale adoption. More flexible in their means to achievement.

People buy into a lifestyle.
They buy into each others
success.

#Trending

So, what does it mean to create a following of crusaders?

Recently, a friend come back from a retreat. She drank the “kool-aid!” She came back with a narrative. She wanted everyone to experience what she had experienced.

She became their crusader.

Social organizations.

A friend has become a devout *Sea Shepherd* activist.

He talks about how Paul Watson generated millions of followers with the goal of preserving ocean wildlife.

People love a cause. They just need the narrative. An elevator pitch. (Fun branded apparel helps, too.)



Sprouts being grown onboard a Sea Shepherd ship, using Sproutman's Freshlife Automatic Sprouter.



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Healthy Week
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Steve Mironovskii
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SEA SHEPHERD

SPEAKER
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Spirulina's 7-Day
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Social media is powerful tool.

Example? United Airlines.

They felt today's fast paced, domino effect that social media can have when the world rallies behind a cause.

Creating a positive narrative.

Sprouts are powerful, sustainable superfoods.

We must fuel a positive narrative.

We must create a message people will love and stand-behind, so that our consumers can become our crusaders.

Steer away from the negativity and the fear. Support the positives.



Case study: Jonathan's Sprouts

A free sprout salad for Facebook interaction.



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