

What is Marketing?

Marketing is EVERYTHING you do to promote your business. This is from the moment you start your business until customers buy your product or service on a regular basis. The key words to remember here are *everything and regular basis*.

The promotion of a business is complex. It includes every interaction with a client, a referral source, and an employee. It includes the advertising, public relations, the sales process, the client intake, telephone inquiries, problem solving, and the growth plan. **Marketing will be the ability to convey the importance of your company and its services to the community.**

It's effective to see marketing as a circle that starts with your idea for generating revenue that completes itself when you have repeated business and referrals.

Always remember that a business is like a baby. It needs to be fed, nurtured, taught, and cared for every day or it will die.

What is the purpose of marketing?

- To increase business
- To increase profit.

2 Key Points to Remember

1. Marketing plans don't work!! You work the marketing plan.
2. Results must be measured.
 - How many clients came on because of this effort?
 - Over what period of time?
 - How did sales increase?
 - Is this more or less than we anticipated from this marketing effort?

Another Key Point

Every member of the company is involved in getting the message out to the community, whether you realize it or not.

7 Steps to a Viable Marketing Plan

1. Clearly define our product.
2. Determine our best customer.
3. What is unique about how we do business? Why should people buy from us?
4. What is our message?
5. How do we get our message to our best customer?

6. What are our marketing goals?
7. Develop a calendar and budget.

Step 1: Clearly define Your Product.

Do people buy what they need or buy what they want?

They buy what they want! They use justifications to convince themselves they need the things they want.

Why does a family choose one agency over another? Because they want that agency!

1. What are our products?
2. When are our services needed?
3. What purpose do our services serve?

Step 2: Determine our Best Customer

Knowing our customer is the first step to more sales, easier sales, and larger sales.

1. Know WHO our customers are
2. Know WHAT our customers want
3. Know what MOTIVATES our customers to buy

To really get to know our customers, answer the following questions:

1. How does our potential customer normally buy similar products?
2. How have our clients come to us?
3. How do they decide to use our services?
4. Who are the primary buyer and the primary influencer in the purchasing process?
5. What kind of habits do our customers have? (For instance, where do they get their information)
6. What are our customers' primary motivations for buying?

What do they read?

What do they attend?

How do they make decisions?

Step 3: What is unique about the way we do business?

Pick a niche or declare a unique selling proposition.

If we say that our target client is EVERYBODY then NOBODY will be our customer.

The marketplace is jam packed with competition, advertising, and products.

We must set ourselves apart from the competition.

What are some examples of where we can set ourselves apart?
Where are we specialists or experts?

The importance here is to differentiate

What is unique about the way we do business?

Step 4: What is our message?

Develop our marketing message.

Our message should not only tell prospects what we offer, but convinces them that we are the best or the only agency that can provide this to them.

Answer in less than 15 words, "What do you do?"

Step 5: Ways to get our message to our best customers

Go through each of these to determine 3 things: Am I already doing this?
Should I be doing this? Why or why not?

- Newspaper ads

- Contests

- Seminars

- Television ads

- Radio ads

- Trade Shows

- Yellow Pages

- Articles

- Newsletter

- Blog

- Networking

- Infomercials

- Billboards

- Telemarketing

- Magazine ads

- Special Events

- Sales Letters

- Flyers

- Emails

- Ezine ads

- Postcards

- Media releases

- Brochures

- Word of mouth

- Website

- Business cards

- Public Speaking

- Serve on association / board

- 800 number

- Targeted purchased lists

- Audio and video recordings

- Club / Association membership

- Effective use of voice mail

- On – hold messaging

- Research studies

- Waiting room resources

- Customer reactivation letter

- Free consultations

- Logo

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- Promo / media kit

- Stationary

- Testimonials

- Master mind group

- Follow up

- Sales training

- Join and participate in business/networking groups

- Host a radio show

- Panel or advisory board

- Write a book

- Competitive advantage

- Satisfied customers

- Unique selling proposition

- Marketing plan

- Outrageously good service

- Positive attitude and enthusiasm

- Free workshops

- Free information

- Continuing ed credits

- Free gift

- Links with other websites

- 1 page promo sheet

Next, choose the top 10 that we are not currently using but should be, the 10 that we are most willing / likely to do, and that we believe would have the greatest impact within our budget and time constraints.

Use this space to write down others or replace some if we decide that the above 10 are not the ones we will use.

Step 6: What are our marketing goals?

Goals should include: financial elements and non-financial elements.

- Amount of income
- Networking events to attend
- Collateral Material
- Speaking engagements
- Etc.

What are our top goals for and ongoing marketing campaign?

Step 7: Develop a calendar and a budget

This is where we plan the specific attack and begin to take action.

Take a calendar (a large one). Put it on the wall and use different color stickers or pins to indicate what is going to be done by when.

Schedule these activities on the calendar.

Plan a budget based on these activities.

Keep track of the results. What is working, continue. What is not working, tweak or change?