

THE
TOP 5

THINGS COMPANIES DO TO MARKET & GROW THEIR BUSINESS

Most marketing is common sense —

just not **common practice**

My Experience

27 years as owner of MPX

10 years owning a local golf course

Have served on **3 non-profit** boards

Industry research, reading and peer groups

Today's Marketing Challenges

Small companies **lack the money or resources** that large companies have

Small business owners and their employees **wear many different hats**

Learning curve of new marketing tools

Competition has **expanded**

Message Delivery Has Changed

Cable Television

Radio

Newspapers / magazines

Do not call lists

Voicemail / Email

Internet / Social Media (Web 2.0)

Clutter

What is Marketing?

SALES — trickery and techniques to get people to part with their money

MARKETING — creating demand for your product or service

TOP 5 MARKETING TIPS

1. MARKETING PLAN

2. **UNIQUE SELLING PROPOSITION**

3. EFFICIENT DATA

4. **TESTING**

5. INTEGRATING TECHNOLOGY

MARKETING PLAN

- 29% of small businesses (1-50 employees) have a Marketing plan
 - Of the top 25% of small businesses in their respective industries, 71% have a marketing plan
- Creating a marketing plan
 - Goals
 - Action items
 - Time frame
 - Who is responsible for each item

MARKETING PLAN

(CONTINUED)

- Tactics versus Strategy
 - Tactics
 - Website
 - Brochure
 - Direct Mail Campaign
 - Hiring a salesperson

MARKETING PLAN

(CONTINUED)

- Strategy
 - Long term goals
 - Strategy of a sales call
 - Long term relationship
 - Trust
 - Brand awareness
 - Referrals
 - Perceived as Expert
 - Considered as a valuable resource
 - Client can clearly communicate what you do and how they benefit from your company

MARKETING PLAN

(CONTINUED)

- Tying strategy to your tactics
 - Newsletter
 - Website

MARKETING PLAN

(CONTINUED)

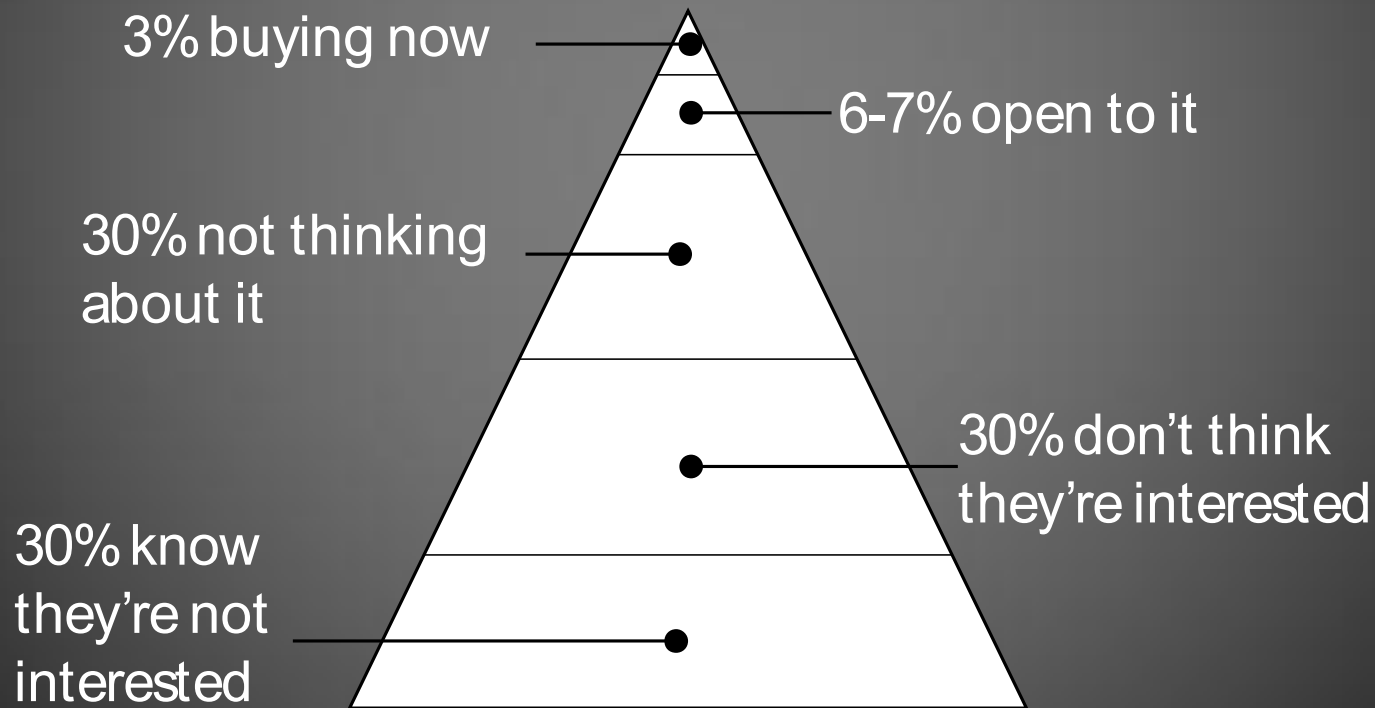
- Who is Strategic
 - Apple
 - Shoe store example

UNIQUE SELLING PROPOSITION

Companies need to have a story that helps create demand for their product

- Telling people what you do, rarely works (cold calling)
- Only 3% of our audience is in the position to buy
- 6% are thinking about it
- The balance either are not interested or are impenetrable
- Problem versus solutions

THE PYRAMID OF BUYERS



UNIQUE SELLING PROPOSITION

(CONTINUED)

- Most people won't listen unless they have a pain
- Use Education to help clients and prospects find pain
- Market Research
 - Empire
 - Associations
 - Many reports for sale online
- ALS / Courier / Hearing company

EFFICIENT DATA

Majority of companies do not focus enough effort on creating a great database

- Your list accounts for 65-70% of the success of your campaign
- The offer Accounts for 20-25%
- The design accounts for 10-15%

EFFICIENT DATA

(CONTINUED)

Research your clients

- Demographics – over 4000 propensities that are used to determine responses
 - Income
 - Number of cars
 - Marital status
 - Age
 - Proximity
- Windsong National Member Campaign
- O'Donovan's Campaign

TESTING

- Windsong Campaign
- Smaller lists – 10,000 or 1,000
 - Invest difference into personalization to increase response rate
 - Variable content – Pet store
 - Multiple offers – O'Donovan's
- Verify by phone
- Test the vehicle
- Sales calls
 - Time of day
 - Voice message
 - Education items

INTEGRATING TECHNOLOGY

- Contact people how they want to be contacted
 - Most teenagers don't use email
- Allow people to respond the way they want
- Universities changing approach using print
- Companies combining print with mobile and other technologies have higher rates of success.