



freshIdeas



Marketing Matters

‘A beginners guide to why marketing is important and where to start.’

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Marketing Matters

What do you want to get out of this workshop?

What are your biggest concerns around marketing?

Workshop Outline

- Marketing – What Is It?
- Magic Marketing Formula: PIPE
 - Preparation
 - Inspiration
 - Perspiration
 - Evaluation
- Top Marketing Tips
- Q&A

Marketing – what is it?

What does marketing mean to you?

- “Advertising”
- “Sales”
- “Websites”
- “Expensive”
- “I don’t do need to market myself”

Marketing – what is it?

“Marketing is not an event, but a process...It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely.”

Jay Conrad Levinson

Marketing...

Put simply The Chartered Institute of Marketing (CIM) define marketing as:

“The management process responsible for identifying, anticipating and satisfying customer requirements profitably.”

Marketing is all about your customer.

Magic Marketing Formula



Preparation

+



Inspiration

+



Perspiration

+



Evaluation

=



Realisation

Preparation – why it is vital

- This is the area that most businesses ignore.
- It is arguably the most important because:
 - it will tell you who your customers are, what they want and how to give it to them
 - it will tell you what your strengths and weaknesses are
 - it will give you facts, not assumptions, on which to base your plans
 - it will save you time and money



Preparation - includes

- Competitor analysis
- Market research
- Customer survey
- STP
- Database building
- Internal marketing analysis
- SWOT

Preparation - SWOT

Strengths	Weakness
Opportunities	Threats



Inspiration – it is all around you

- Having got the facts on which to base your decisions in the preparation phase, it is now time to get creative.
- Every business needs to make themselves stand out, to do something different and find their unique position in their market place. This is where you do this and come up with creative ideas to inform your plan.



Inspiration – find the blue space



Inspiration - activity

Market – what is your market?

Service – not what your offer but how you offer it

Product – what is your ultimate product?

Price – what is your price?



Inspiration - activity

	Waitrose	Lidl	Morrisons
Market	↑	↓	→
Service	↑	↓	→
Product	↑	↓	→
Price	↑	↓	→



Inspiration - activity

TLC Business:

- M: SMEs
- S: Partnership
- P: Growth
- P: Value

Inspiration - activity

What is your MSPP? One word to sum it up.

- M: What is your market?
- S: What type of service do you offer?
- P: What are you providing?
- P: What is your price?

Are these consistent with each other?

Share with the group.



Perspiration – there's no escaping

- This is the phase most small businesses are great at already. The best planned campaign will fail without hard work.
- It is important to utilise your energy where it will be most effective. It is very easy to be busy and achieve nothing
- Stick to the plan.
- Be consistent.



Perspiration - activity

- Email marketing
- Website
- PPC
- Blog
- Telemarketing
- Advertising
- Social media
- Online forums
- Networking
- Referral network
- Newsletters
- Strategic alliances
- PR
- Direct mail
- Seminars
- Exhibitions
- Events
- Leaflets / brochures
- Podcasts
- Sponsorship



Perspiration - activity

1. Pick 2 activities that you have already tried and discuss with your partner how you found them.
2. Pick 2 activities you haven't tried before but would be interested in exploring further. Outline the relative pros and cons of each.
3. Share with the group



Evaluation – monitor & measure

- This is the other area most businesses ignore.
- If you can't measure it, how do you know if it is working?
- If you don't know if it is working, how can you know whether to continue with it? Advertising is a prime area for this to be applied.



Evaluation - activity

1. With a partner, outline ideas for how you would measure whether the different marketing activities we saw earlier were successful or not? Can you measure them?
2. Share with the group.



Evaluation - measure

- Email marketing
- Website
- PPC
- Blog
- Telemarketing
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- Social media
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Top 5 Marketing Tips

1. Email marketing – Sugar CRM, Campaign Monitor etc.
2. Social Media – Twitter, Facebook, LinkedIn
3. Google Analytics
4. Competitor analysis
5. Blogging

Q&A

Any Questions?

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