

Marketing Seminar 2011

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What is Marketing

- Anything to do with GETTING and KEEPING customers
- The whole customer experience
- Practices, processes and behaviors



Why Do Marketing

- Increase your customer numbers
- Increase how much they spend with you
- Increase your profit margins
- Increase repeat business
- Increase referral activity
- Increase retention



Why Bother with a Marketing Plan

- 30% more revenue if you have a marketing plan
- Clear objectives and timings
- Identify the Key Issues
- Understand your target market
- Drives activities to achieve these objectives
- Revise activities that block your progress



Marketing Plan

- Objectives
- Background
- Internal and External Factor
- Strengths, Weaknesses, Opportunities and Threats
 - Team, service, product, promotion, pricing, distribution
- Key issues to be addressed by this plan




External Influences

- Competitors
- Target Market
 - Market size, current penetration, better profit
- Suppliers
- Strategic alliances/Networking/Endorsing
- Professional bodies
- Social, Technology, Education, Environment, Political, Economical



Internal review

- New business growth, Repeat business
 - Product offering - Upgrade/cross sell
 - Lost customers
 - Average revenue /profit from different segments/pricing
 - Processes/complaints
 - Data held
 - Communication/promotional methods
 - Staff
 - Customer research
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Marketing Plan

- Objectives
- Background
- Internal and External Factor
- SWOT
 - Team, service, product, promotion, pricing, distribution, process
- Key issues to be addressed by this plan
- Strategies
- Actions



Marketing Essentials

- Write a plan for all activities and campaigns
- Write a review & analyse the activities and campaigns
 - Keeps you focused on the objective
 - Think through the methodology from end to end
 - Maximise it more
 - You track the learning's
- If using a creative agency they are only as good as the brief




Marketing Essentials

http://www.youtube.com/watch?v=Wac3aGn5twc&feature=player_embedded



Marketing Essentials













Product and Service

- Product service journey
 - Upgrade/cross sell
 - What are the features benefits of your service
 - What are the problems you solve
 - Trial offers/guarantees – reduce the risk
 - Good database
 - Promise what you delivery
 - Under promise and WOW your customers
 - Monitor complaints
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Marketing Essentials

Types of Promotion


Integration is key

-  Brochures/packageing
-  Newsletter
-  Adverts – press, radio, TV
-  Sponsorship
-  Merchandise – pens, calendars, wall planner
-  Create free publicity
-  Client seminars, evening, training
-  Online marketing – web, email,
-  Social media – Facebook/twitter
-  Direct marketing/mail drop/Telesales
-  Incentive programs/competitions
-  General customer correspondence



Marketing Essentials

Promotion

- Be consistent
 - Clear communication plan
 - Choose a creative agency carefully
 - Check list for adverts, sponsorship
 - Maximize Free PR and cheap online marketing
 - Range of client testimonial
 - A range of photographs
 - Quirky Funny/Risky RARELY WORKS
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Marketing Essentials

Online Marketing - Website

- Planned/track/measure
- Its cost effective
- People will visit your site before contacting you
- Change content at least weekly
- SEO, Links, pages
- Get it critiqued




Marketing Essentials


Online Email

- Planned/track/measure/cost effective
- Collect email addresses, ask your existing customers
- Don't sell sell sell
- Build relationship, become a trusted expert
- Give Information
- Subject line needs to be engaging
- Be ready to respond
- Template Emails work better

Foundations to have

- A marketing plan
 - Each activity planned and analysed
 - Consistent messages and branding
 - Range of marketing collateral – brochures and banners
 - Have a range of photographs
 - Have strong client testimonials
 - Have check lists for advertising and sponsorship
 - Have a range of promotional items
 - Have a communication plan
 - Have a website
 - Have Emails
 - Have Facebook
 - Have a budget that is tracked
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Specific Activity for CooperAitken

- Considered advertising, long term rather than press
 - Sponsorships – long term, merchandise
 - Events for clients, non clients, professional peers
 - Process – work scheduling/upfront pricing/product development
 - Practices put in to monitor complaints
 - Practices to up date our database
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Specific Activity for CooperAitken


- Client communication – Email /Newsletters/calendar and wallplanners - long shelf life
- Website – updated regularly planned for it to be easy and simple
- Facebook posts with prize draw
- PR articles – Piako Post extended to Chronicle and South Waikato and Dairyman
- Mail drop



Like Us on FaceBook



Take Home


- Marketing – Getting and Keeping customers
 - Commit to a Plan – have a budget have a contingency
 - Understand your business – internal and external
 - Be different to your competitors
 - Look for strategic alliances/network effectively find endorser
 - Use the above to help you/fund promotional activities
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Take Home

Product

- Be clear and consistent with your message
 - Range of upgrade/cross sell
 - Think of something small to add
 - Guarantees and trials
- Price must reflect the offer and be honest
 - Be a customer yourself – improve processes
 - Monitor complaints
 - Database is key – collect information

Take Home


- The right creative agency and printer can save you money
 - Communicate at least 4 times a year
 - Existing customers are champions already
 - Integrate activity – 1 thing won't work
 - Maximise free Email – database, build relationship
 - Maximise online marketing including social media
 - Maximise free PR – include a photo
 - Advertising generally not a good use of marketing \$\$
 - Quirky does not work
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Pack

- Marketing Campaign Plan
- Website Considerations
- Website Plan
- Sponsorship Criteria
- Advert/Brand Checklist
- General Advertising rules and techniques



Next Steps

- Complete a marketing plan
 - Clear goals, useful SWOT, key issues
 - Address the key issues
 - Understand your market and competitors
 - Create a difference
 - Identify your messages
 - Update/use your database – step 1 collect email
 - Get your foundations in order
 - Integrated communication plan
 - Review processes, staff training
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Need Help?

- There is no short cut
 - There is no marketing magic wand
 - But what there could be is:
 - A series of small workshops – 2.5 days workshop
 - ½ day - business and personal objectives starting the mkting process. Homework – to collect the facts
 - 1 day to decipher the facts – Key issues/ discuss strategies
 - Homework - Draft of your plan
 - 1 day - action plan
 - Would you be interested in becoming part of a work group??
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