



My name is Kim Goldsmith and the name of my business is Ochre Communications.

I have been working as a media and marketing communication consultant and trainer for the past 15 years.

Tonight I'm hoping to take you on a journey through marketing from A to B – stopping off along the way to consider a few key elements.

First, a little bit of background about what I do and where I've come from.

- Studied agriculture and journalism
- Worked in print journalism and at ABC Radio 'til 1996
- Started my business in 1996
- Worked with public, private and not-for-profit organisations during that time, mainly in the rural, natural resources, regional development, regional tourism and regional arts sector.
- Had a 7-year itch in my business and worked part-time as a Regional Arts Project/Publicity Officer and Regional Arts Development Officer for a 18 months
- From 1998 – 2007 also ran a farm with my family 60km from Dubbo
- Was involved in starting the Dubbo Farmers Market through Western Regional Cuisine
- Started a visual arts practice in 2002 and established Fresh Arts Inc. in 2003/04

Today I run my business full-time, part-time teach communications, marketing and a few other things at TAFE and I'm an exhibiting artist with two solo exhibitions scheduled for later this year. Also married with one primary-school aged daughter.

OVERVIEW

- What is marketing? Where does it fit?
- Reviews & research
- Target markets - segmentation
- Strategy – the marketing mix
- Creative marketing – promotions
- Action planning
- Marketing budgets
- Evaluating your return on investment
- Some take home messages



Here's an overview of what I'm hoping to cover tonight – however, I'd also be keen to determine what you want from this workshop.

WHAT IS MARKETING?

Formal definition:



What is marketing?

<discussion>

The formal definition of marketing is having the right product at the right price, at the right place and the right time.

It is about matching you, your business and your product or service to your customer's needs and wants – fitting like a glove.

IN REALITY

MARKETING IS EVERYTHING YOU DO!

IT IS AN INTEGRAL PART OF YOUR
BUSINESS PLANNING & STRATEGY



The way you or your staff answer your phone, the look of your business, your stationary, your car – from your emails through to the way you dress, the way you conduct yourself outside your business, including after hours – all impacts on your business.

If you are a sole trader, particularly if you are just starting out in business – it literally concerns everything you do from the first person you have a conversation with in the morning, to the last phonecall or email you make at night. And it includes your weekends.

That's the reality of business in a regional community.

Word of mouth is the most powerful marketing tool available to you and it is the type of marketing that doesn't stick to business hours.

I recently had a bad retail experience whilst trying to purchase my daughter's 10th birthday present. It dragged on for 3.5 weeks before the business agreed that I could exchange the item I'd purchased and not yet received, for another item.

During that period of time, I spoke to them twice a week either in person or over the phone and only ever received one return phonecall. Not once did they initiate contact with me. I have since told all my friends and my family about this experience and the multiplier will most likely reach 40 people, which is about the number you would expect for a negative customer service experience.

By the way, the multiplier for a good customer experience is about 8!



It's amazing how many businesses don't think about marketing until they have all the other aspects of the business sorted out.

As a marketing communication consultant, I often get called in to write a marketing plan well after everything else has been bedded down, which means I'm writing reactive strategy instead of proactive strategy.

You can see here that the marketing considerations need to be an integral part of your business plan and business strategies.

It needs to respond to the issues you identify in the business and product/services review, your SWOT analysis and then:

- Identify target market segments
- Marketing objectives
- Strategies for achieving the objectives – some of these are outlined on page 5 of your marketing book
- Action planning
- How the marketing initiatives will be funded

Page 6 of your marketing book lays this structure out clearly for you.

BUSINESS & MARKETING OBJECTIVES WORKING TOGETHER

Business objectives	Effect on marketing
1. Increased revenue of 20%	Additional customers?
2. New customers	New forms of marketing?
3. Greater customer satisfaction	Higher quality products, improved customer service?
4. Greater product range	Market research?



You can see here how the business and marketing objectives might work together. This is on page 7 of your workbook.

Keep in mind that the effect on marketing outlined here might raise additional questions:

1. Increased revenue of 20% might be gained from a existing customers – by upselling, value-adding to your current range of products/services;
2. New customers may be gained by more effectively targeting market segments rather than pursuing new forms of marketing;
3. Greater customer satisfaction might be gained by tweaking what you're currently doing and surveying customers about what it is you do well and what you don't do so well – it might be more of a people and processes issue rather than a product issue.
4. If you think your need a greater product range, you'll need to invest some time into researching the broader marketing environment and determining the needs and wants of your market segments.

WHAT YOU MUST KNOW BEFORE YOU CAN MARKET YOUR PRODUCT/SERVICES

- **WHAT DRIVES YOUR SALES FIGURES?**
- **WHAT DRIVES YOUR COSTS?**
- **WHAT DRIVES YOUR CASH FLOW?**



How do you find out what's important to the success of your business?

The answers to these questions will differ greatly from business to business...particularly from Consumer vs B2B.

It's also valuable to have benchmarks too – for your industry and within your business. If you're just starting out, make sure you keep figures that will help you track this from year to year.

There might be other questions you need to be asking as well, that are particularly relevant or important to your business, which is something you should be doing in your financial planning.

This is part of the market research and internal review process that is so important to arriving at the right marketing strategy.

MARKETING PROCESS

- MARKET RESEARCH
- PLANNING
- FURTHER RESEARCH
- STRATEGY DEVELOPMENT/MARKETING MIX
- ACTION PLANNING
- IMPLEMENTATION
- REVIEW: MONITORING/EVALUATION/IMPROVEMENT/
ADJUSTMENT



Outlined here is the marketing process in it's basic form.

This is defined in further detail in your Marketing books between pages 8 – 22.

You'll notice research mentioned twice here. That is to give you the idea that you don't just stop researching after you've made a decision about something. You should continue to monitor and evaluate your strategies based on ongoing research.

REVIEWS

1. **Personal review** (skills/SWOT/likes/dislikes/visions/personal goals)
2. **Business performance review** (sales/financials & business systems & processes)
3. **Product/services review** (features vs. benefits)
4. **Competitors** (direct/indirect)
5. **S.W.O.T. (T.O.W.S.) Analysis** (internal/external analysis)
6. **P.E.S.T. Analysis** (external analysis only)



The reviews form part of the Market Research & Planning process.

There a range of activities for you to do in your own time in your workbooks between pages 8 – 22 that get you thinking about some of the areas of business and marketing that you'll need information about in order to determine what the most appropriate market segment and marketing strategies are for you.

The SWOT (Strengths.Weaknesses.Opportunities.Threats.) Analysis is one of the quickest and most common of the reviews conducted by business and can often be a great starting point, particularly if you haven't done something like this before.

No. 6, the PEST Analysis covers the areas of :

Political environment
Environmental issues
Social issues
Technology

Some of these or none of these might be relevant to your business.

What is relevant though is a Product/Services Review where you consider the features & benefits of your business.

Spend 10 minutes now on pages 16 and 17 of your workbook thinking about this.

FEATURES & BENEFITS

Features may be:

Hand-made

High-quality lamb-skin, lined
in thermal fabric

New season colours

Multiple sizings

Durable double-stitching

Benefits may be:

Warm

Long-wearing

Perfect fit

Fashionable

Bespoke – intangible idea of
having something unique
or unlike anything else
available



Using the glove analogy – you might make or sell hand-crafted, fine leather gloves suited to someone who desires quality, a good fit and a glove that will keep them warm and/or make them appear fashionable.

I've outlined some of the features and benefits here.

Now have a go using the features of your own business.

WHAT DO YOU KNOW ABOUT YOUR MARKET?

- **WHAT IS YOUR PRODUCT/SERVICE?**
- **WHO ELSE IS OUT THERE?**
- **IS THERE COMPETITION? IF SO, WHO ARE THEY/WHAT ARE THEY/WHERE ARE THEY? WHAT MARKET SHARE DO THEY HAVE? HOW ESTABLISHED ARE THEY?**
- **WHO IS THE MARKET?**



Competition review is another element of research that should be ongoing.

In the 15 years I've been in business, I've seen many other communication-type consultants come and go.

Whenever I am aware of someone new in the region, I usually at the very least ring them for a chat, and when I can, I will meet them face-to-face, over coffee, to find out what they have done and what they're planning to do.

I like to know who I can refer work to if a job is not appropriate for me or if I can't take on more work at the time. I often refer jobs to my so-called competitors, who I prefer to think of as associates.

I've even helped a friend in the same business as me establish his business – same region, same specialities, same sectors. But we rarely cross paths and we often collaborate.

Competition is good. It makes us think harder about what our core business is and what we offer our customers/clients. I always get my clients to fill out evaluations on my work at the end of a campaign, project or workshop, or at least once a year if I'm on a retainer. I always ask for comparative information which rates me against similar types of businesses.

It's an exercise that clarifies my point of difference and it also indicates to my clients that I am open, transparent and accountable to them.

SITUATIONAL ANALYSIS

- **WHAT'S HAPPENING IN THE MARKET ENVIRONMENT?**
- **WHAT IS IMPACTING ON YOUR ABILITY TO MARKET YOUR PRODUCT/SERVICE?**
- **WHAT INTERNAL FACTORS ARE IMPACTING ON YOUR BUSINESS?**
- **WHAT DOES EXISTING INFORMATION SUGGEST FOR THE FUTURE MARKETING ENVIRONMENT?**



After you have done your market research and reviews, and you are putting your marketing plan together, you might have a section in your plan titled: Situational Analysis.

This is where you make sense of all the research and brainstorming and you respond to the questions you see here, and others that might be appropriate.

MARKET SEGMENTATION

WHO IS THE MOST VIABLE, MEASURABLE GROUP OF
PEOPLE YOU CAN SELL YOUR PRODUCTS/SERVICES
TO?

WHO ARE THESE PEOPLE?

DO THEY HAVE THE SAME WANTS, NEEDS & VALUES?



IMPORTANT:

This is the one area of marketing is that generally not done well by many businesses, particularly micro and small business.

Essentially market segmentation is:

Find a viable, measurable group of people you can sell your product or services to.

Think back to the example of the glove manufacturer/retailer:

Who do you think the target market would be for hand-made, double-stitched, lined, lambskin gloves, retailing for about \$200 a pair?

- Women
- Discretionary purchasing power (disposable income after tax, essential and fixed expenditures are taken into account) – what is available to spend on non-essential or luxuries
- Age – able to afford a hand-made, quality item
- Employment
- Consumer lifecycle – what stage of life are they at
- What do they want?
- What do they value?

BASIC SEGMENTATION

- GEOGRAPHICS
- DEMOGRAPHICS
- BENEFITS SPECIFIC TO A SEGMENT
- VALUE SEGMENTATION (PSYCHOGRAPHIC)
- BUSINESS SEGMENTATION

WHAT EVER THE SEGMENTATION USED, IT MUST BE:

MEASURABLE. IDENTIFIABLE. ACCESSIBLE. SUBSTANTIAL.



These are the basic ways we segment markets. However, each of these has variables. Examples include:

Geographics

- Region
- Population density
- Climate
- Regional attitudes, preferences, parochialisms

Demographics

- Age
- Gender
- Income/socio-economic status
- Marital status
- Life stage
- Education level
- Occupation
- Beliefs

Benefits – I'll describe that more in a minute

Psychographic – including behavioural

- Values
- Lifestyle
- Influences
- Shopping habits
- Needs
- Use – frequency of purchase
- Loyalty
- Brand attitude

DEMOGRAPHICS: GENERATIONS

	Builders 1925 – 1945	Baby Boomers 1946 – 1964	Gen X 1965 – 1979	Gen Y 1980 – 1994	Gen Z 1995 – 2009	Gen Alpha 2010 -
Popular culture	Yo-yos Roller skates Mickey Mouse	Flair jeans Mini skirts Barbie/Frisbee	Roller blades Hyper colour Tom jeans	Body piercing Baseball caps Men's makeup	Mp3 players Low-rise jeans Mangy-dog haircuts (men)	Too early to tell, but they'll be an extension of
Influencers	Authority Officials	Evidential Experts	Pragmatic Practitioners	Experiential Peers	Values, traits & lifestyle of Gen Z: Empowered Task-focused	Gen Z – shaped by the
Learning environment	Formal Instructive	Formal Structured	Relaxed Interactive	Spontaneous Multi-sensory		world they grow up in.
Sales & marketing	Print & radio Persuasive	Mass/trad media Above-the-line	Direct/targeted media Below-the-line	Viral/electronic media Through friends	More options than ever More educated & provided-for	
Purchase influences	Brand emergence Telling	Brand loyalty Authorities	Brand switches Experts	No brand loyalty Friends	Mature beyond their years Sophisticated	
Financial values	Long-term saving Cash no credit	Long-term needs Cash & credit	Medium-term goals Credit savvy Life-stage debt	Short-term wants Credit dependent Lifestyle debt	Serious	

Adapted from *The Generations Defined Sociologically* & *The ABC or XYZ*.
For more information about generational demographics go to www.mcrindle.com.au



Here are some basic generational demographics, on which there is a large amount of easily obtainable information from research companies such as McCrindle Research.

If you have partially identified your glove-buying market as being: Female and aged 40+, you will see that age range covers the generations of the Baby Boomers and Gen X.

The spending patterns and motivations of each of these groups is different. If you decided that you wanted to expand your market and capture the older end of Generation Y, you may have to adjust your marketing strategies and actions to account for how that generation take on information.

WHO IS IMPORTANT TO MY BUSINESS?

TOTAL MARKET
The orange

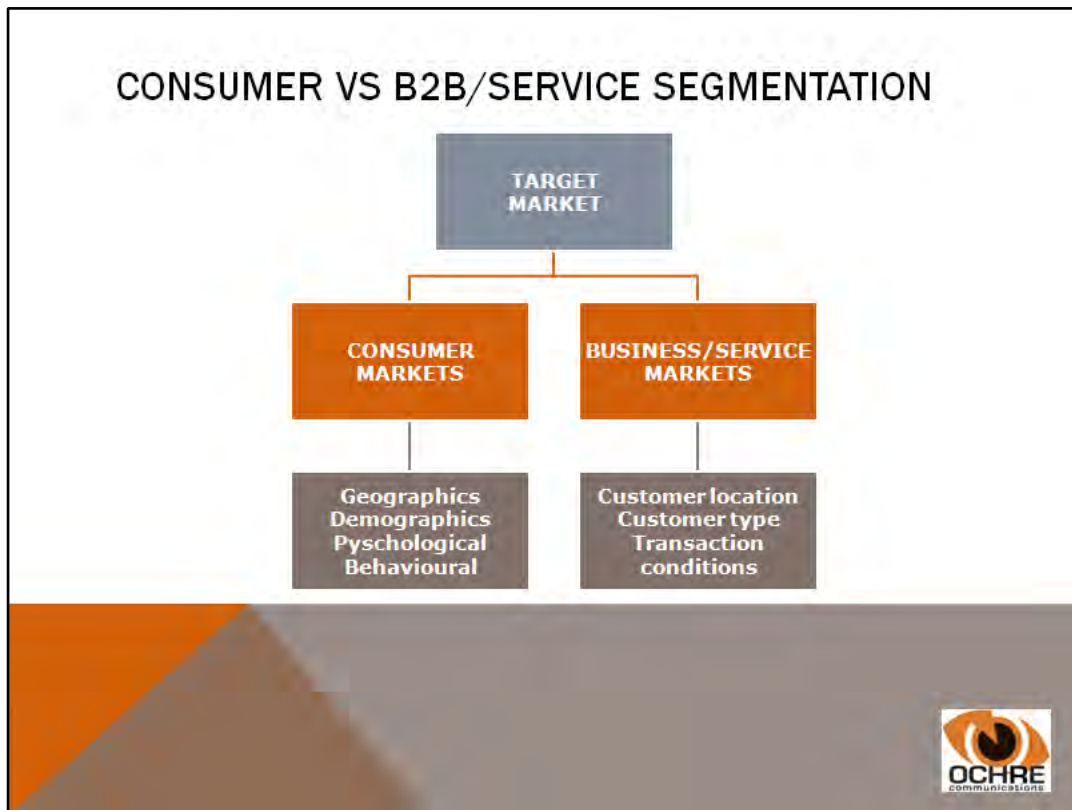


Like an orange, a product/service may provide a common benefit to the **entire target market** eg. Vitamin C. However, segments of the orange-using market benefit specifically from the various orange-based products eg. the peel (**home cooks**), the flesh (**health-conscious**), the juice (**convenience**) – each meeting the needs and wants of a particular market segment.



Sometimes a product or service may provide common benefits and more specific benefits to certain segments of that entire market.

I've used an orange to illustrate this.



Then you have other segmentations more relevant to B2B markets.

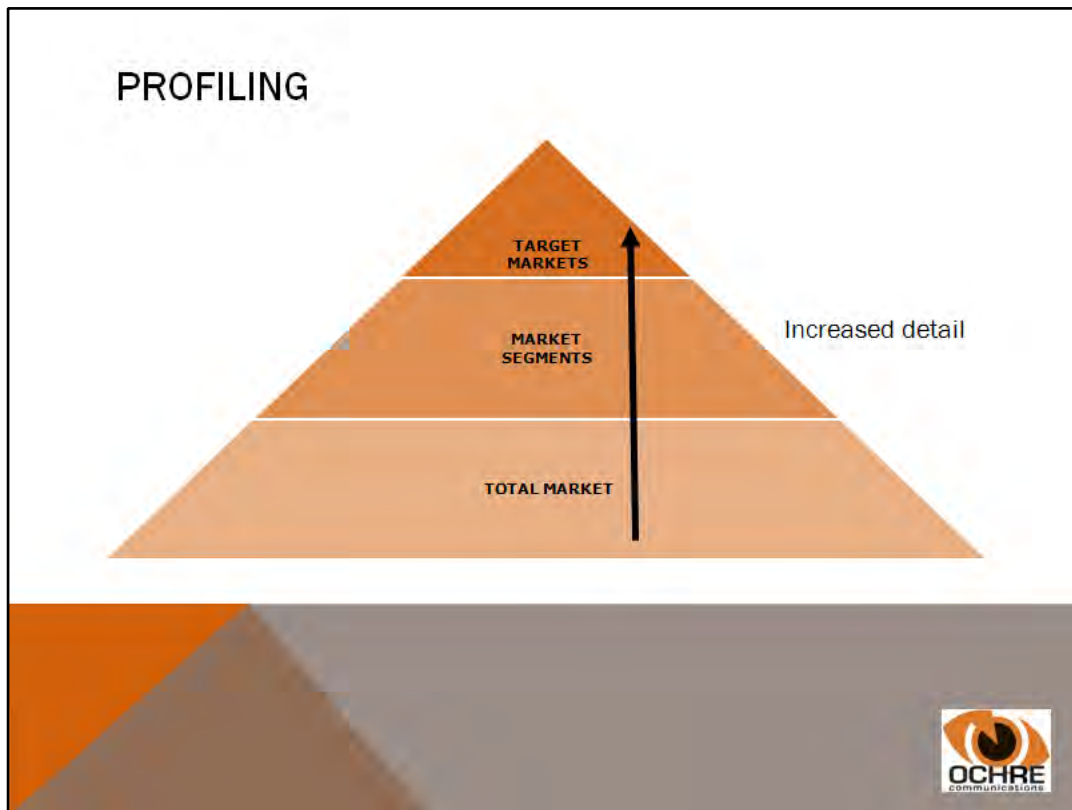
For example, this is more relevant to me.

- For me, I'm interested in only rural and regional clients
- I'm only interested in clients who work in certain sectors
- I require my work to be done from home or by remote and much of it is done online
- I'm also more interested in retainers, projects or campaigns as opposed to one-off jobs of only a few hours

For the glove maker/retailer, the following segmentation would be of greater interest:

- Demographics
- Psychological
- Behavioural



- Geographics may not be such an issue if the product were available online or by mailorder



As you drill down and define which segments you need to market to, you'll start to develop a visual as to who this market is.

The next slide gives you a couple of examples of this. It also highlights what information gaps might exist that you'll need to fill in order to develop a strong profile of your target market.

BUILDING PROFILES

Market segment	Known information	Research required
<p>1. E.g. Dubbo-based youth market (female 13 – 25 y.o.)</p> 	<ul style="list-style-type: none"> •Trend-watchers; celebrity watchers •Word of mouth via friends •Use social media (FB) •Younger customers use cash/older use credit 	<ul style="list-style-type: none"> •Work – part-time/f-time? •Study? •Media utilised outside social media, if at all? •Average spend? Key events in social calendar/social activities? •What else do they spend their money on? Where?
<p>2. E.g. Dubbo & region retirees (55 – 70 y.o.)</p> 	<ul style="list-style-type: none"> •Respond well to print advertising & radio campaigns •Pension week spends are bigger •Tend to be loyal to brands •Females tend to do the buying 	<ul style="list-style-type: none"> •Average discretionary spend/client? •Impact of financial markets on retiree savings? •Leisure activities?



KEY INDIVIDUALS

DURING THE SEGMENTATION & PROFILING PROCESS,
THINK ABOUT WHO ARE:

1. THE INFLUENCERS
2. THE DECISION-MAKERS
3. THE END-USERS



Within each market segment you have audiences...who include:

Influencers
Decision-makers
End-users



These might all be different individuals.

Take a family with Mum, Dad and two children as an example.

MARKETING STRATEGY

WHAT IS YOUR POINT OF DIFFERENCE/USP?
WHERE DO YOU WANT TO BE IN THE MARKET?
WHAT ARE YOU PROMISING?

Cheap/no service Luxury/customised

A Unique Selling Proposition (USP) is not just a slogan, a mission statement, or a catch-cry...it is a call to action that tells your customer that if you they purchase your product or service, they will get a specific benefit from that. It's built on knowing what your point of difference is (your competitive advantage).

This is where identifying features & benefits is important – it gives you this information.

There are some examples of USPs on page 27 of your workbook. Note: This work more as slogans and have perhaps been crafted by advertising execs & marketers for use in promotional material.

One way of working through this process is to ask:

- What does your market want?
- What are your competitors not adequately addressing?
- Where do you want to be positioned in the marketplace?
- What can you deliver? This is part of the promise.

Remember though that you'll blow your USP out of the water if you over-promise and under-deliver!

Using the information you already have about your business – look back at your features& benefits brainstorm – think about developing a Unique Selling Proposition for your business based on this information and answering the questions (repeat).

- KEEP IT SIMPLE
- MAKE IT SOMETHING PEOPLE WILL CARE ABOUT

CREATIVE THINKING

**USE YOUR MARKET RESEARCH AND ANALYSIS TO THINK
LATERALLY.**

**THROUGH THIS PROCESS YOU WILL BE ABLE TO
DETERMINE YOUR POINT OF DIFFERENCE &
YOUR UNIQUE SELLING PROPOSITION**



Don't limit your creative thinking to just promotions.

Be creative in exploring your point of difference and writing your USP.

WHAT ARE YOUR OBJECTIVES?

- Getting more new leads (enquiries)
 - Improving leads to sales conversion ratio
 - Increasing the average value of each sale
 - Selling more consultancy hours/day/week/month
 - Improving and enhancing profit margins
 - Increasing the average number of sales per year per customer
 - Getting customers to refer more qualified leads
 - Converting more referred leads to buying customer
- WHATEVER THEY ARE, THEY MUST BE MEASURABLE!**



Once you work out WHAT it is your promising to deliver – you need to work out HOW you are going to deliver it?

You need to be able to measure the success of your marketing strategy. Like any strategy, objective or goal, they need to be S.M.A.R.T.

SPECIFIC. MEASURABLE. ACHIEVABLE. REALISTIC. TIMELY.

So, what will your objectives be?

Are you wanting to convert more leads into sales?

Are you wanting to increase the value of each sale?

Are you wanting to increase the spend by existing customers?

You need to decide what is appropriate for your business. For me, my objectives include selling more consultancy hours per month and increasing the spend per existing customer.

I like the 80:20 Rule – it's about working smarter not harder!



We've all heard about the 4 'P's – but there are actually about 7!

The basic 4 are applicable to all businesses – the remaining 3 are often more applicable to the service industry sector.

There is more information in your workbooks about this – pages 28 – 39.

PROMOTION

Promotions are an attempt to *influence* feelings, beliefs or behaviours – they include: personal selling, advertising, sales promotion, publicity & public relations.

PROMOTIONAL GOALS MUST AIM TO FULFILL YOUR
MARKETING OBJECTIVES

LIKE ANY GOAL, THEY MUST BE
S.M.A.R.T.

Specific. Measurable. Achievable. Realistic. Timely.



Promotion is one of those parts of the marketing mix that many business operators seem to have trouble with.

Some of the issues I see with promotional strategies is that measurable objectives are often not created when campaigns are planned and implemented. Then there is often little follow-up.

Who here asks where a lead came from as a matter of course?

Who looks at their web stats during a campaign period to see what some of the key movements are during that time and what events impacted on them?

Some of this comes back to uncertainty about what constitutes as promotional activity and how do you measure it?

Promotion is an attempt to influence feelings, beliefs or behaviours– it includes the 5 areas of personal selling, advertising, sales promotions, publicity & public relations.

PROMOTIONS EXAMPLE

Wholesale agent visits retail florist to discuss wedding season "specials" (PERSONAL SELLING) & discuss display (SALES PROMOTION)



Retail florist places TVC (ADVERTISING) promoting wedding season specials & competition (SALES PROMOTION) to win free flowers for wedding



Local newspaper does a wedding season feature & interviews you as a wedding flower supplier (PUBLICITY)



Bride wins free flowers & tells her friends (F2F & on FB) how wonderful you are! (PUBLIC RELATIONS)



Don't forget that things like image and branding are also part of this process.

Rules of thumb include:

Think about the values associated with the image you are projecting
Be consistent – across logos, stationery, business cards, website, signage, uniforms etc.
Personal presentation – your customers/clients can see and hear your image and the values it projects

It all has to gel to create one image/ one message.

COMMUNICATION CHANNELS

- FACE-TO-FACE – CUSTOMER SERVICE, SEMINARS, WORKSHOPS, SPECIAL EVENTS, ETC.
- TRADITIONAL – PRINT, BROADCAST, NEWSLETTERS, PRINTED PROMOTIONS
- ONLINE – SOCIAL MEDIA, E-NEWSLETTERS, BLOGS, WEBSITES
- FEEDBACK – SURVEYS, FOCUS GROUPS ETC.



There are a range of communication channels available to us in business – that are applicable to promotions.

You need to find out what is appropriate for your target market. If you don't already know – ASK!

CREATIVE MARKETING



YOU ARE ONLY LIMITED BY YOUR IMAGINATION!



VIRAL MARKETING = WORD OF MOUTH

**REALLY CREATIVE MARKETING WILL GO VIRAL AND DO
THE WORK FOR YOU!**

**GOOGLE THE OLD SPICE “THE MAN YOU COULD SMELL
LIKE” CAMPAIGN & CARLTON DRAUGHT’S “BIG AG” AS
EXAMPLES OF VERY SUCCESSFUL VIRAL CAMPAIGNS.**

Old Spice’s ‘The Man You Could Smell Like’ marketing campaign launched online in February 2010 and featured American NRL player Isaiah Mustafa semi-naked and speaking directly to the camera.

The original advertisement was followed by a series of video responses with Mustafa, still in character, personally answering over 180 comments left on social networking sites such as Twitter and Facebook.

The original advertisement attracted 20 million views on Youtube and the response videos gained a similar cult following, receiving six million views within 24 hours of going live.

To put that in perspective, popular virals such as Obama’s victory speech and former president George Bush dodging a reporter’s shoe received just over four million hits in the same amount of time.

VIRAL MARKETING CONT.

SUCCESSFUL VIRAL MARKETING REQUIRES:

- SOMETHING THAT IS CONSIDERED USEFUL OR VALUABLE (E.G. A GIVEAWAY)
- EASY TO TRANSFER
- CAPABLE OF TRANSFERRING EASILY FROM SMALL TO LARGE-SCALE
- EXPLOITS COMMON MOTIVATIONS AND BEHAVIOURS
- UTILISES EXISTING NETWORKS
- TAKES ADVANTAGE OF OTHER'S RESOURCES
- ENTERTAINMENT FIRST AND ADVERTISING SECOND

Hotmail is one of the original examples of viral marketing – ticking probably all but the last of the boxes here.

Viral videos mostly tick the last box. However, they only work because of the fact they are easy to transfer (via YouTube and email or social media links), capable of transferring from small to large-scale, exploit a common behaviour (sharing of information with friends), utilising existing networks and taking advantage of other's resources (networks and time).

VIRAL MARKETING COMPONENTS

Major components of viral marketing campaigns:

1. The video (cost – your time or up to \$1.5m+)
2. Email marketing campaign (attach video)
3. Social networking campaign (Facebook, MySpace, Twitter, Youtube)

The Old Spice ad budget would have been in the upper bracket of the range here.

The Carlton Draft 'Big Ad' campaign of about 5 years ago was also a big budget production.

Produced by George Patterson Partners, the company made a decision to stream the ad on the internet, two weeks prior to being broadcast on television.

Within 24 hours after release, the "Big Ad" had been downloaded 162,000 times. Within two weeks, it had been seen by over one million viewers in 132 countries. Consider the Old Spice viral video was viewed 20 million times in it's original format.

However, five years later the recall of the Big Ad is still very high.

VIRAL VIDEO ON THE CHEAP

YOU CAN CREATE YOUR OWN VIDEOS WITH A VERY SMALL BUDGET IF YOU HAVE SOME CREATIVE FRIENDS YOU CAN CALL ON!

See the Fresh Arts Feast video on Youtube.
http://www.youtube.com/watch?v=ch14Lz_IWuY

Here's a cheap viral video example, created to promote an art exhibition last year.

It was done for the cost of about 3 hours of my time one Sunday and a couple of chocolate cakes. It wasn't a raving success, except amongst my daughter's 9 and 10 year old class mates – who account for a large proportion of the total 118 views on Youtube!

And don't forget other cheap viral opportunities such as tags on your email signatures, blogs and other online opportunities that make it very easy to spread the word.

However, it has to have a purpose and be planned!

GUERRILLA MARKETING



Want more ideas like this? [Google Guerilla Marketing Images!](#)



Guerilla marketing is another example of getting creative with your promotional activity – check out more of this sort of stuff online.

STRATEGIES FOR REPEAT BUSINESS

- **DON'T OVER-PROMISE & UNDER-DELIVER**
- **CREATE FEEDBACK CHANNELS WITH YOUR CUSTOMERS & CLIENTS**
- **BE HONEST**
- **REWARD LOYALTY – CREATE INCENTIVES FOR REFERRALS**
- **ACTIVELY SEEK REFERRALS**
- **RECOGNISE THE POWER OF WORD OF MOUTH MARKETING – TAP INTO SOCIAL MEDIA CHANNELS**



Which ever way you decide to go with your marketing – one of the key objectives should be repeat business.

Here are a few golden rules for ensuring repeat business.

It's about making what you've already got, work better.

ACTION PLANNING

Marketing objective:

Goal 1:

Actions	Targets	Resources (HR & \$)	Review



Once you have the strategies and objectives nussed out – it’s time to start action planning.

Here’s a very brief outline of what you should be including in those action plans.

Your action plans should include not only the actions required to implement your strategy, but target dates and key measurements, allocated human and financial resources and you should always set review dates before you start.

On the human resources – for small business, this is often the hardest resource to allocate!

MARKETING BUDGET CONSIDERATIONS

- You need to work out what is right for you based on what stage your business is at and what percentage of new vs return business you get & where your clients/customers are at.
- 6% - 11% of turnover or more....?
- It needs to be driven by your business goals & your marketing objectives.
- \$500 - \$100,000+ ?
- What's realistic & achievable for your business?
- Can you operate with fixed, flexible or zero marketing budgets?



None of it will happen without dollars.

Some of the considerations you need to make when setting marketing budgets are:

- You need to work out what is right for you based on what stage your business is at and what percentage of new vs return business you get & where your clients/customers are at.
- It needs to be driven by your business goals & your marketing objectives.
- What's realistic & achievable for your business?
- Can you operate with fixed, flexible or zero marketing budgets?

BE REALISTIC!

**SEEK PROFESSIONAL ADVICE ABOUT HOW TO
IMPLEMENT SOME OF YOUR STRATEGIES SO THAT
YOU DON'T WASTE YOUR MONEY**



Don't invest in equipment/infrastructure that is more cost-effective to outsource – eg. web hosting.

Be realistic about your time (human resources), your strengths & weaknesses, and your budgets and seek professional help when and where it is appropriate.

REVIEWING THE R.O.I.

**KNOW WHAT KEY PERFORMANCE INDICATORS (KPIs)
YOU NEED TO BE MONITORING & REVIEWING**

e.g.

Sales figures

Repeat business

Lead conversions

Brand awareness

Web analytics/open rates



I said earlier that you need to be able to measure your objectives.

You need to have SMART goals throughout – this includes having things that can be measured.

You'll find the answers to some of these KPIs in your:

- Financials
- Databases
- Sales figures
- Awareness surveys
- Analytics and online reports

TAKE HOME MESSAGES

- **LEARN AS MUCH AS YOU CAN ABOUT YOUR BUSINESS & YOUR CLIENTS/CUSTOMERS – NETWORK & CREATE NETWORKS TO KEEP YOU INFORMED**
- **THINK ABOUT WHAT YOUR CLIENT/CUSTOMER’S NEEDS & WANTS ARE FIRST**
- **NEVER EVER OVER-PROMISE & UNDER-DELIVER**
- **AIM FOR REPEAT BUSINESS – REMEMBER PARETO WAS A COOL ITALIAN DUDE!**
- **REMEMBER WORD OF MOUTH IS THE MOST POWERFUL MARKETING TOOL YOU HAVE – WHETHER IN PERSON OR VIA ONLINE TECHNOLOGY**
- **BE CREATIVE – TAKE A RISK FROM TIME TO TIME!**
- **INCLUDE YOUR CLIENTS/CUSTOMERS IN YOUR MARKETING PLANNING – THEY KNOW BETTER THAN YOU WHAT WILL WORK! (Focus groups)**
- **MAKE SURE YOUR MARKETING GOALS ARE S.M.A.R.T. ONES**
- **HAVE FUN!**



Finally, a few take home messages for the night:

This presentation was brought to you by:

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GOOD LUCK WITH YOUR MARKETING!



Good luck and remember to have fun!