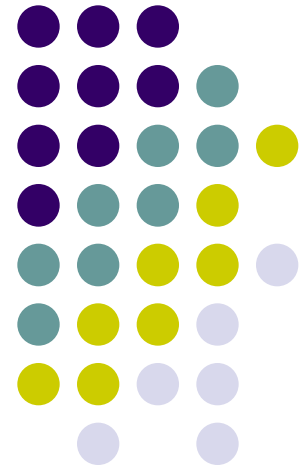


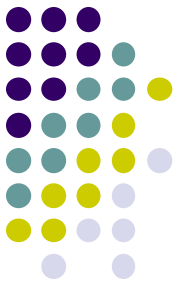
# Secrets to Know to Market Like a Pro



Susan Prince  
October 29, 2010



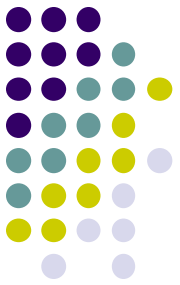
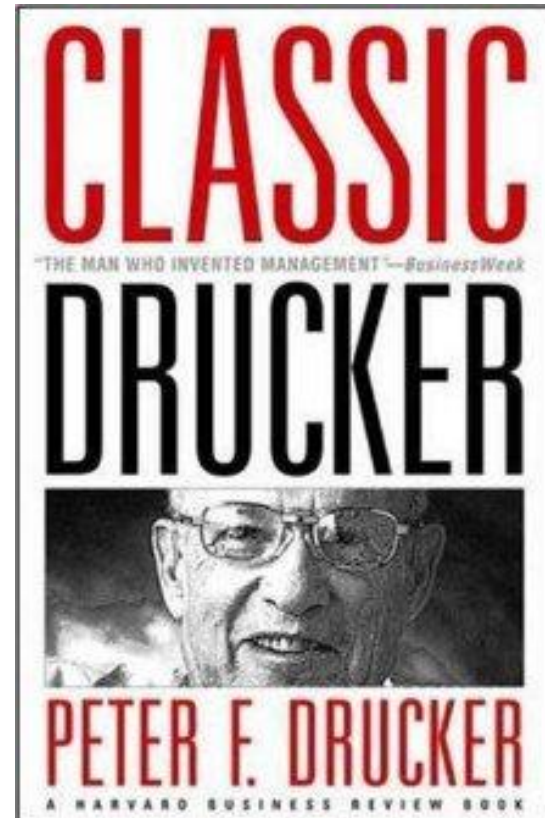
# About your speaker



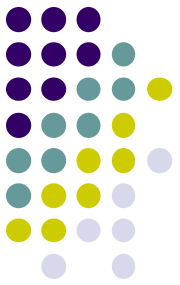
- Susan Prince
  - President and founder of Cadence Marketing
  - November 1<sup>st</sup> makes 8 years working with small to medium sized businesses
  - We provide strategic and design services
  - More than just marketing, we have the creative ideas you need to take your business to the next level.

# Before we dig in...

- Two of my favorite quotes from the foremost management guru, Peter Drucker, a writer, consultant and university professor.

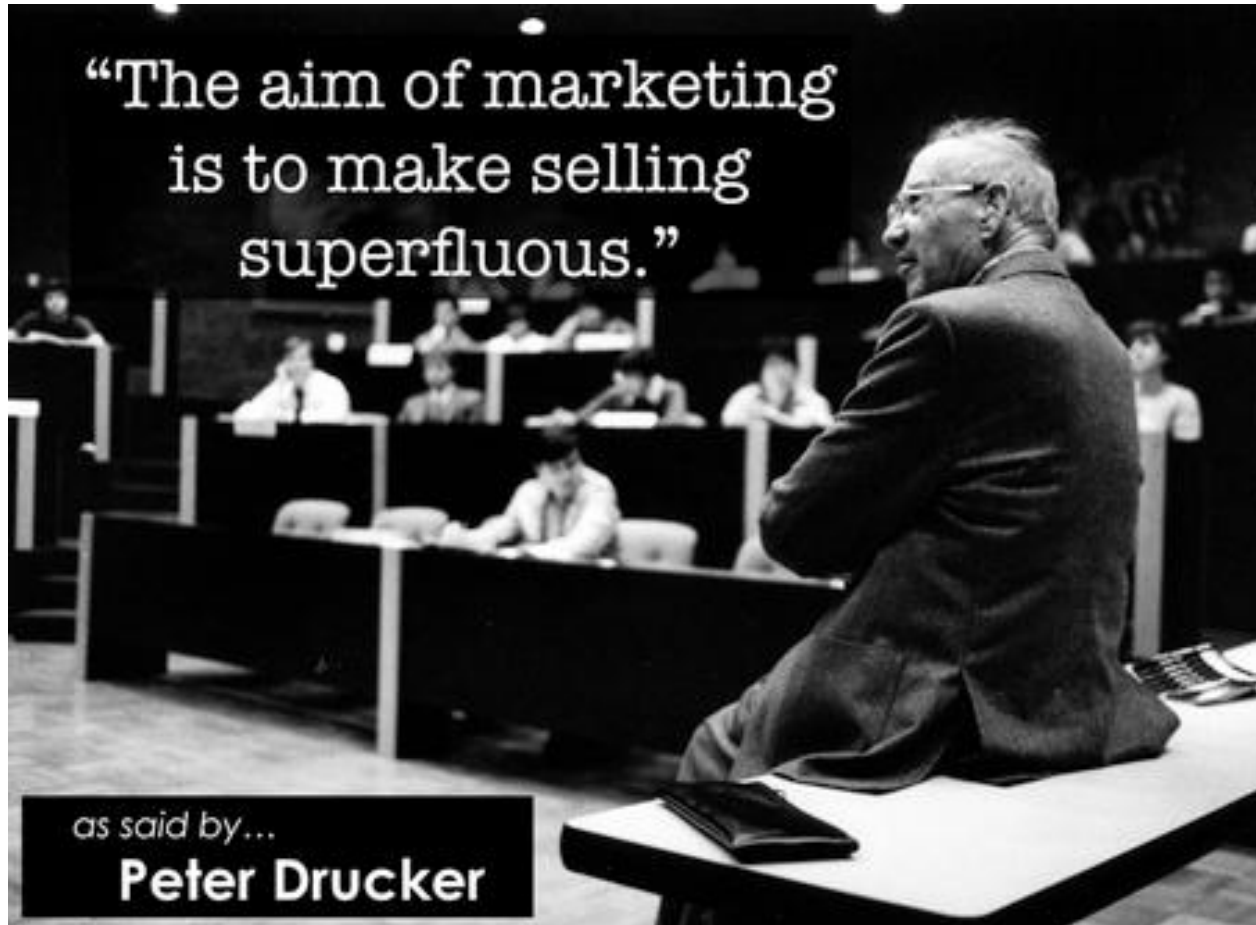
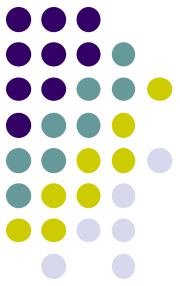


# The Big Picture



Business has only  
two functions--  
marketing and  
innovation.  
--Peter Drucker

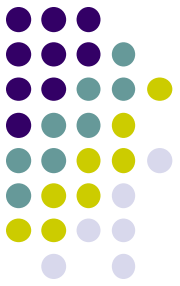
# The Big Picture





# Why is Marketing then?

- Marketing is the act of attracting customers to your business.
- Without customers, you have no business and without marketing you have no customers.
- *Marketing creates the sales opportunity.*



# Sales Opportunity

## Your Company

- What do you do?
- What problem do you solve?

## The Customer

- What do they need?
- Who has these problems?

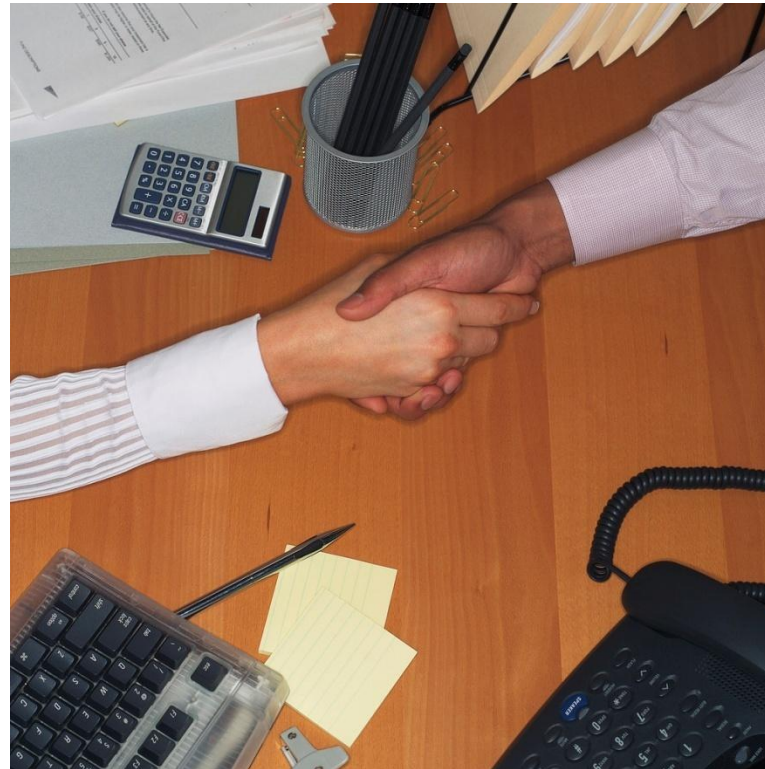
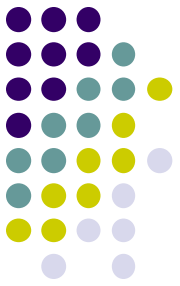


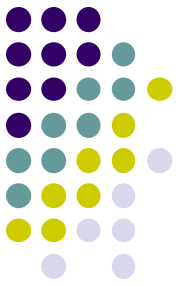
You've got solutions



Customers have problems

# Create a Win-Win Situation





# Today's Topic

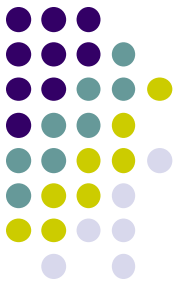
Insider Tips to marketing like a Pro  
There's no big secret...

- 4 Simple Steps:

- 1. Know thyself - what products you sell
- 2. Understand your customer's needs and problems
- 3. Determine what you want to say
- 4. Where do your customers turn for information



# Four Steps to Marketing like a Pro



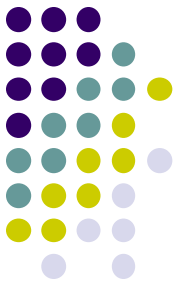
Know Thyself

Understand  
who your  
Customers are

Figure out  
what you want  
to say

Get the word  
out

# Step 1

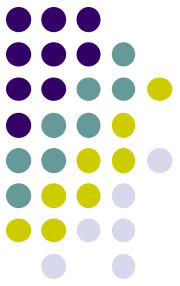


Know Thyself

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# What do you really do?

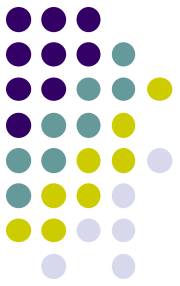
Don't assume you know the answer

More than what line of business you're in

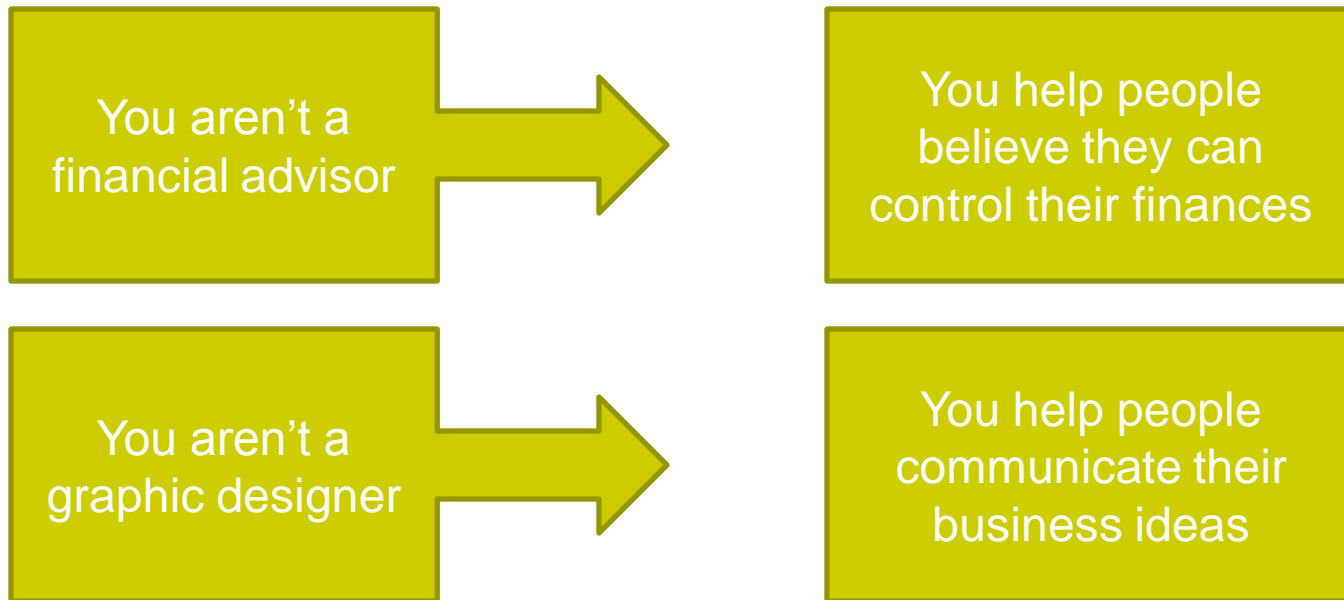
More than a list of products/services



# Focus on the Problems You Solve

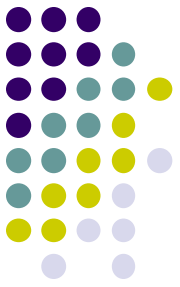


How does your product or service help people?

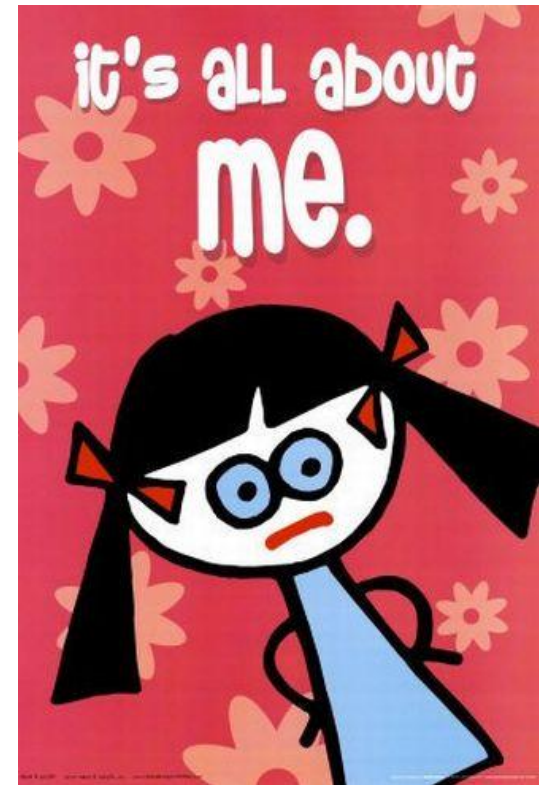


Especially important for service businesses

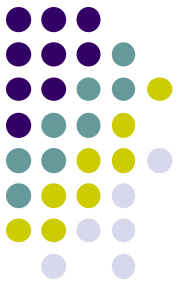
# Focus on What Your Customers are Thinking



- People have a natural tendency to think about themselves, their issues and problems
- WIIFM otherwise known as “What’s In It For ME?”
- Stop talking about what you do and start showing them how you’ll solve their problems



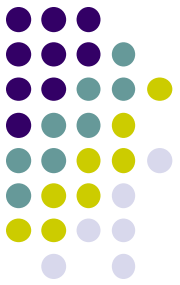
# Focus on What Sets You Apart



- Be sure to highlight how what makes your solution special
- Why are you better/different from your competition



# Four Steps to Marketing like a Pro

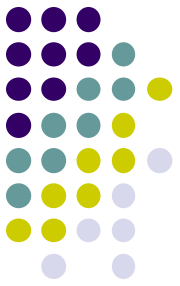


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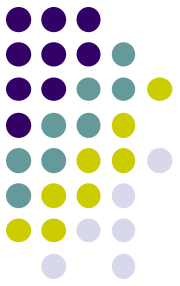
Get the word  
out



# Who is Your Target Market?

- The people who have the problems you solve
- Can be more than one group, but saying “everyone” is not an acceptable answer.
- You must have at least one specific target market





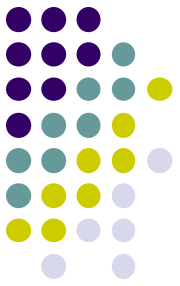
# Define your Target Market

Be specific – each target market needs to be:

Measurable

Sizeable

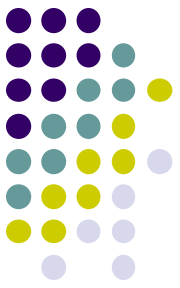
Reachable



# Target Market – Segments

- Can you group them by age? Sex? Location? Industry?
  - These are demographic segments

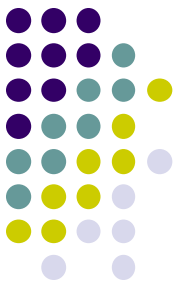




# Target Market - Segments

- Can you group them by how they feel about themselves? Or the image they want to project?  
Cool? Successful? Sexy? Safe?
  - These are psychographic segments

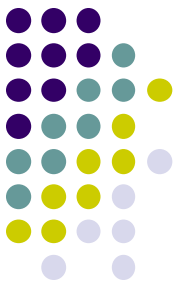




# Target Market - Segments

- Perfect example is the car market. All cars get you from point A to point B – but cool guys want fun, sexy cars while moms want safety and convenience.

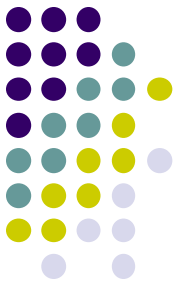




# Target Market – Segments

- Or it's the right decision given their situation?
- A good example of this type of segmenting would be how grocery stores are organized.
- Many stores have the deli and prepared foods near the entrance so busy people can run in and get what they need.

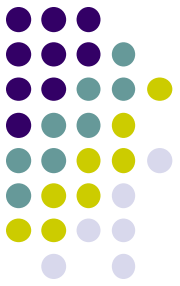




# Understand each Segment

- What are their problems?
- Do they know they have a problem?
- How do they make their decisions?
- What's important to them? What's the primary motivation for buying this product/service?
- Where do they go for information?

# Four Steps to Marketing like a Pro

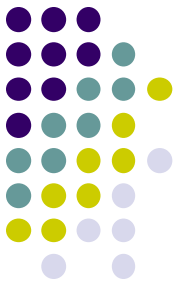


Know Thyself

Understand  
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Customers are

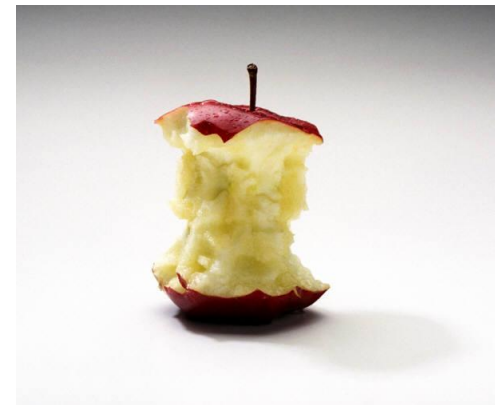
Figure out  
what you want  
to say

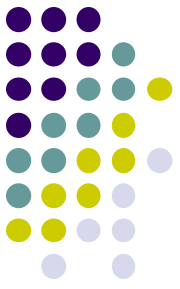
Get the word  
out



# Tell Your Story

- What makes you special?
- The Core Marketing Message:
  - Communicates the value your customers get when they work with you.
  - What kinds of customers do you help?
  - How do you help them?

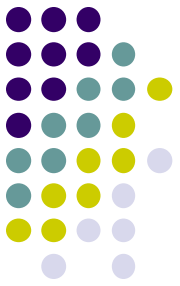




# Putting it together

- So you might say:
  - “I work with small business owners who want to grow their business but who are having trouble getting the most out of their marketing efforts.”
  - Fill in the blanks:
  - “I help (target) \_\_\_\_\_ who (problem) \_\_\_\_\_.”
  - Add an example of how you helped a customer and why you were better than your competition.

# Four Steps to Marketing like a Pro



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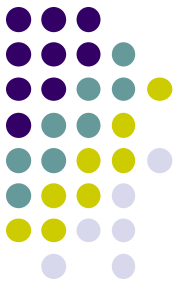


# Before you start

- Set some goals
  - Concrete and measurable (either in dollars or number of units sold)
  - Will it be a stretch to reach? It should be.
  - You need a timeframe to reach these goals
- Create a Budget
  - Plan to spend a percentage of sales on marketing
  - Don't be afraid to invest in marketing, but continually evaluate and adjust



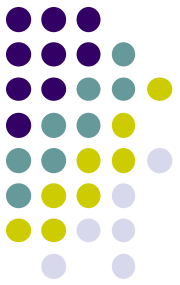
# How to reach your customers



- There is no magic formula – you have to know your customers and where they go for information
- How do they make decisions
- What's important to them



- Referrals/Loyalty programs
- Internet
- Social Media
- Publicity (PR)
- Promotional Events
- Tradeshows
- Database marketing
  - Direct Mail
  - Email
- Other options:
  - Networking opportunities
  - Public speaking
  - Writing/publishing
- Advertising

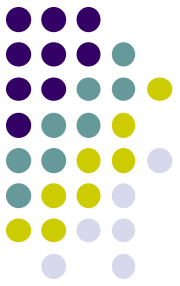


# Time vs. Money

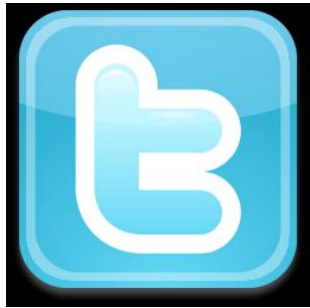
Think about where you want to spend your time and money

	Cost/Contact	Time
Social Media	Free	High
Referrals	Low	Low
Web Presence	Medium	Medium
Database Marketing	Medium	Medium
Tradeshows	High	High
PR	Low	Medium
Promotional Events	Medium	Medium
Advertising	High	Low

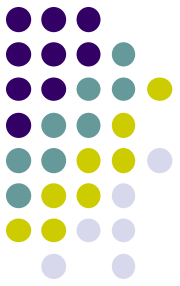
# Social Media



Twitter, LinkedIn, Facebook, Myspace, Blogs

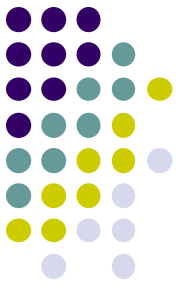


# Social Media – Open Dialog



What used to be a one way communication from companies to customers is now an open dialog between customers, companies and whoever else wants to comment

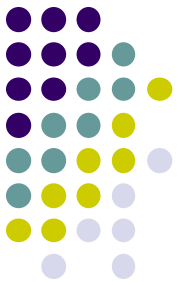




# Social Media

- How can you use social media
  - Find new customers
  - Stay connected with your customers
  - Hear about problems with your customers
  - Promote events
  - Competitive research



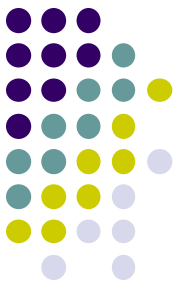


# Referrals

- People talk to people
- Invest in delivering a great service or product
- Resolve any issues quickly and fairly
- Do a good job and business will follow

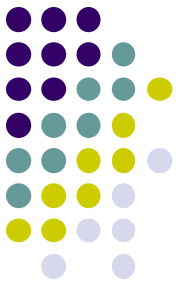


# Referrals



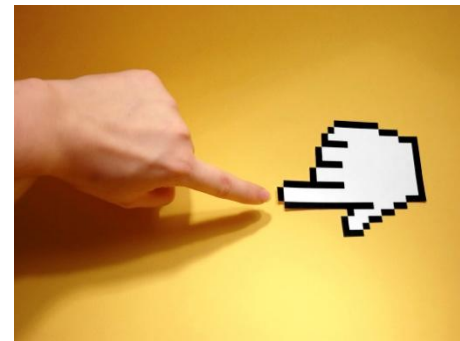
- Think about how to encourage your current customers to refer new clients
  - Thank your customers and ask for referrals
    - Send a thank you note or gift when appropriate
  - Create a referral program
    - Offer referral discounts, free add-ons, etc.
  - Loyalty programs – encourage repeat business
    - Points, targeted coupons, etc.
  - Referral partner– partnerships with other companies to refer business to each other.

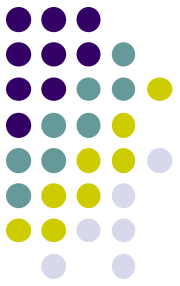




# Web Presence

- The Internet is King
- So universal – if you don't have a web presence you lose credibility
- Your goals should be:
  - Drive qualified traffic to your site
  - Have that traffic “do something” on your site

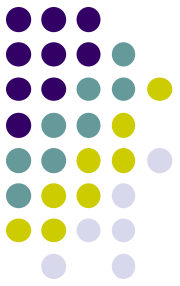




# Internet Marketing

- How do people find you?
- Website Optimization
  - Keyword research
- Email campaigns
- Google Adword campaigns
- Banner ads
- Directories
- Links

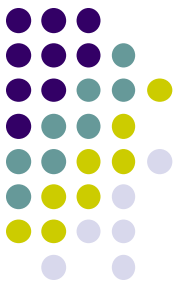




# Public Relations

- What exactly is PR?
  - Communicating with the press
- It's free advertising
  - And best of all, it carries weight with your audience because it's unbiased
- Includes:
  - Press Releases – you can write these yourself
  - Interviews
  - Opinion pieces
  - Press coverage of events/launches
  - Expert opinion in newspaper, tv, radio
  - Community involvement

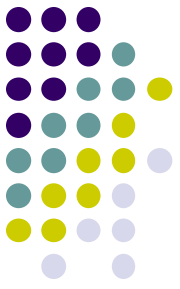




# Promotions/Events

- Create an incentive to act:
  - Coupons/rebates
  - Discounts/sales
  - Samples
  - Sweepstakes/games
    - Drawings for survey information
  - Point-of-purchase displays
  - Build awareness
    - Grand Openings
    - Launch parties
    - Customer loyalty events
    - Customer Entertainment



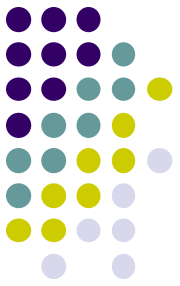


# Tradeshows

- Can be very effective
- All your prospective clients are in one place
- They travel to see you

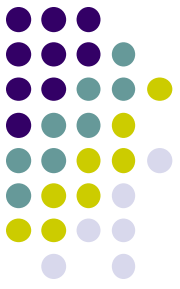


# Ongoing Customer Contact



- Touch your past and current customers and prospects often
  - Email tips
  - Newsletters
  - Specials
  - News and events

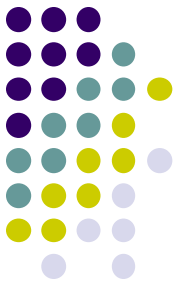




# Direct Marketing

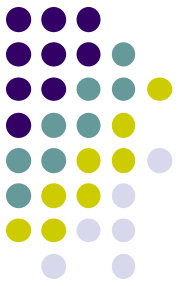
- Selling to your database (or one you purchase)
  - Direct mail
    - Letters (may include brochure/response card)
    - Postcards
    - Mailed premiums
  - Email
  - Telemarketing – again only good for existing customers
- If your database is solid, you can really target your message to the right audience

# Advertising



- Can be useful to build awareness of your company and support your positioning
- Don't do any advertising until you have nailed down your core marketing message
- Media options:
  - Newspapers
  - TV
  - Radio
  - Magazines
  - Billboards
  - Web banner ads
  - Flyers
  - Directory listings – yellow pages can be effective for some

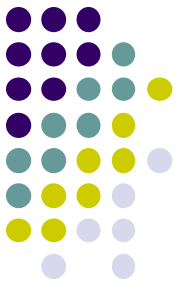
# Congratulations!



You just now know everything to market like a  
Pro!

These are all the components of a thorough  
marketing plan...





# Follow-up

- Feel free to contact me if you have more questions.

Susan Prince

President

Cadence Marketing

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Rockville, MD 20850

[www.cadencemarketing.com](http://www.cadencemarketing.com)

301.340.2520

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