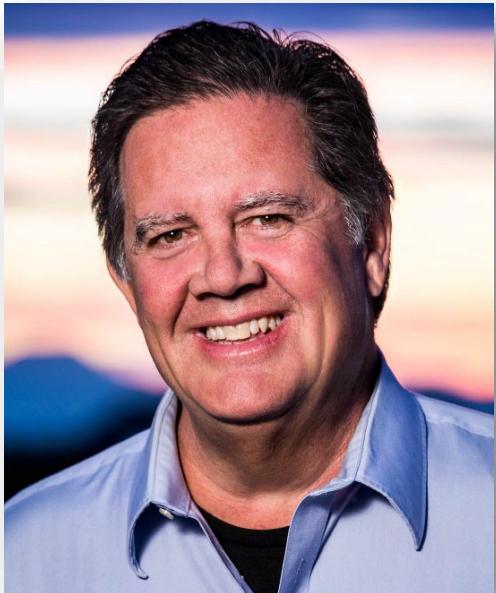


# Introduction



Kevin M. Connors  
Director, CAC SBDC

- ▶ **15 Years, Corporate America**
  - ▶ Publishing Sales, Marketing, Acquisitions
  - ▶ Director of Marketing
  
- ▶ **15 Years, Small Business Owner**
  - ▶ Photography Studio & Gallery, San Diego
  - ▶ 3-Time National Photographer of the Year
  - ▶ 10 Years of Wahoo!
  - ▶ 5 Years of OMG!?!

# What Is Marketing?

- ▶ Market Research
- ▶ Competitive Analysis
- ▶ Product Development
- ▶ Pricing Strategy
- ▶ Product Positioning
- ▶ Brand & Loyalty Development
- ▶ Advertising & Promotion
- ▶ Sales & Distribution
- ▶ KPI's & Measuring Effectiveness
- ▶ Planning & Budgeting

# What is Marketing, Really?

- ▶ Who am I?
- ▶ What problem am I solving?
- ▶ What am I really selling?
- ▶ Who is my competition and what makes me unique?
- ▶ What should I charge?
- ▶ Who is my customer???
- ▶ What gets my customer to “YES!”???
- ▶ How/Where/When to deliver that message to reach them?
- ▶ What’s my budget?
- ▶ What works, what doesn’t?
- ▶ Refine the product and message, repeat

# Why Is Marketing Important?

- ▶ Build Awareness & Brand Loyalty
- ▶ Understand your Customer
- ▶ Market Positioning
- ▶ Better Adapt to market trends
- ▶ Words, phrases, sentences, and images you'll use
- ▶ Bottom Line: Driving The Top Line

What IS “Top Line”???

A.K.A. “Sales”

# Who Am I?

- ▶ Mission Statement
  - ▶ What you do
- ▶ Value Proposition
  - ▶ What you deliver for whom (bonus: unique)
- ▶ Identity/Pitch
  - ▶ Mission + Value + how you do it

# Who Am I?

- ▶ Brand
  - ▶ Much more than logo, colors, style guide
  - ▶ Your “gut feeling” about a product, service, or company
- ▶ Your Story
  - ▶ Founder’s Journey and inspiration
  - ▶ Set The Scene, Challenges, Resolution

# What Problem am I solving?

- ▶ What, exactly, are your customer’s “pain points”?
  - ▶ “If only there was a product or service that could...”
- ▶ What, exactly, is your solution?
  - ▶ Be specific, focus on customer outcomes

# What am I REALLY selling?

- ▶ Customers don't buy a list of things you do...
- ▶ What OUTCOMES do you deliver to your customers?
- ▶ Drives Pitch and Tag Line

# Who is my Competition and what makes me unique?

- ▶ You ALWAYS have competition...
- ▶ Can be an amalgam, not just a truly unique feature or service
- ▶ Never compete on price alone...

# What should I charge?

- ▶ Pricing is the first signal to market
- ▶ What are your hard costs, including labor?
- ▶ What is a reasonable profit?
- ▶ What is the competition charging?

# Who is my customer???

- ▶ Your IDEAL customer?
- ▶ Your second, third, best customer?
- ▶ Demographics are nice but...
- ▶ Psychographics are where it's at!
- ▶ Create customer profiles

# What gets them to “YES!”?

- ▶ Language you use
- ▶ B-card
- ▶ Website
- ▶ eFlyer
- ▶ Print
- ▶ Guarantee
- ▶ Tchotchkes
- ▶ Bundles
- ▶ Service add-ons
- ▶ Partners
- ▶ First-Time Buyers
- ▶ Loyalty Programs
- ▶ Special Offers
- ▶ Referral Programs

*Find the combination  
that unlocks your customer*

# What gets them to “YES!”?

- ▶ Marketing activities MUST map back to what gets customers to “YES!”...
- ▶ Marketing activities NOT mapped back are *a waste of time and money.*
- ▶ Before you discount, add value first: bundles, service add-ons, etc.

# How/Where to deliver the message to reach them?

- ▶ Where/When are customers most inclined to receive your messaging positively?
- ▶ Website? Social Media? Email? Presentations? TV? Print?
- ▶ What should that messaging be?

# What's my budget?

- ▶ What can I realistically spend?
- ▶ Given “YES!”, what gives me the most bang for the buck?
- ▶ What does the average business in my industry spend?

# What works, what doesn't?

- ▶ Test, give it time (but not too much time...)
- ▶ A/B testing, when you can afford it
- ▶ You can only manage what you measure...
- ▶ Analytics!

# Refine the product and message, repeat

- ▶ Constant product/service improvements
- ▶ Improvements to the message
- ▶ New Product/Service Spin offs

# Create a **PLAN**

- ▶ If there's a shortcut I'd'a found it, but there's no easy way around it...
- ▶ Ask yourself the series of questions we just worked through
- ▶ Set a budget
- ▶ Plan Your Work, Work Your Plan

# The CAC SBDC Can Help!



- ▶ One-on-One, confidential counseling
- ▶ Help obtaining a business loan
- ▶ World-Class market research
- ▶ All at no cost to you!