

Marketing Plan: Motivation and Message

How do businesses become successful? They plan for it by following an idea called the marketing concept. The marketing concept states that businesses must satisfy customers' needs and wants in order to make a profit. Businesses must have the right goods and services at the right time, at the right price, and at the right place for purchase. Additionally, businesses must communicate all of this information to their customers. This is not always an easy task. To do so, businesses must truly know who their customers are and how they can be reached by target marketing.

The marketing mix is how this information is communicated to customers. The marketing mix comprises four basic marketing strategies, collectively known as the four Ps—product, place, price, and promotion. Write out your marketing strategy below.

Product Strategies: include what product to make, how to package it, what brand name to use, and what image to project.

Place Strategies: determine how and where a product will be distributed.

Price Strategies: should reflect what customers are willing and able to pay.

Promotion Strategies: deal with how potential customers will be told about the new product, what the message will be, when and where it will be delivered, and with what inducements to buy.

MARKETING: What is your Motivation and Message?

Your motivation is to grow your business and your message should address who, what, where, when and why.

- ✚ Who are you?
- ✚ What service do you provide or products do you sell?
- ✚ Where are you located?
- ✚ When can customers reach you?
- ✚ Why should customers want to do business with you?

Understanding and targeting your customer is what marketing is all about. Here are three key things to know about customers:

- ✚ They will do business in places where they are treated well.
- ✚ They will return if they feel like they have received value.
- ✚ If your service or value is not the best they will not return.

In order to define the message you want to send follow the four major components of the marketing mix.

- ✚ **Product** – market research is a fact finding process that will identify how your product or service can meet customer needs; find any soft spots in the market and help you find your market niche so you will know what segment to target market.
- ✚ **Place** – the location of your business is a critical decision that can mean the difference between success and failure.
- ✚ **Price** – the customer must perceive quality and value in your product or service and your price or fees must be competitive.
- ✚ **Promotion** – you must know your customers, your competition and know how to network. The cost of getting new customers far exceeds the cost of keeping the ones you have. Referrals and repeat business are the least expensive type of promotion. If you have a great product, give great service and offer good prices; people will tell their friends about it.

Core Marketing Principles

- ✚ **Strategy before tactics** - determine a marketing strategy and then build your marketing activities around delivering on that strategy.
- ✚ **Narrow market focus** - stop trying to be all things to a very large market. Concentrate your marketing efforts on a small, niche market and become the dominate player. Know who your target market is.
- ✚ **Differentiate or compete on price** – find and communicate a hook that allows your prospects to easily see how your company is different from everyone else in the industry and price comparisons go out the door.
- ✚ **Marketing materials should educate** – no one likes to be sold to. Create brochures, websites and other forms of communications that allow your prospects to really experience your expertise.
- ✚ **Advertising is a 2-step process** – let your prospects get to know you through advertising that invites them in for a gift, free analysis, and useful information. Get permission and then sell.
- ✚ **Embrace technology and the Internet** – the Internet provides your small business with a powerful way to automatically find, connect and serve your clients and prospects. 70% of adults in the US say that when they are looking for local goods and services they start their search on the internet. 21% of people say the internet is the last thing they will give up when facing a financial crisis. Web sites and e-mail promotions are growing in popularity; they get a \$45 return on every dollar. Social Networking and Mobile Messaging (text messages) are very effective marketing tools for some businesses. Online articles take advantage of search engines which are now the dominant force driving consumer buying decisions involving both products and services.
- ✚ **Live by a Marketing calendar** – the best way to move your marketing forward as you run your business is to create a calendar and schedule marketing activities every single day.
- ✚ **5 Steps to Success in Social Media** – all five steps are equally important so do all five. Social media is just one part of your marketing plan. Determine your goals and the amount of time you have when developing

your strategy. Know your customers (age, income, interests). Identify your best customer and concentrate on your best customers.

1. Strategy – specifically designed for Social Media. Social Media doesn't replace your current Marketing Strategy, it enhances it. Listen and be helpful. Don't be boring; find your unique position.
2. Establish Presence – the top three sites are: Twitter 86%; LinkedIn 78% and Facebook 77%. Be social – interact – engage. Join groups where your best customers are. Answer questions and participate in the discussions.
3. Expand Reach – numbers are worthless – quality of the relationship is priceless.
4. Nurture Relationships – the goal is to build relationships – connect on a personal level. People really do want to do business with people they have a relationship with.
5. Properly Maintain Presence – minimum of once a week. Monitor your competitors to see what they are doing, some post daily.

✚ **7 Steps for Creating a Social Media Marketing Plan** – think about:
What are you trying to achieve? Why are you trying to do this? Who are you trying to reach? Where can you most effectively reach them? How are you going to reach out to them? What are you trying to get them to do?

1. What are your marketing objectives? Make sure they are attainable and measurable.
2. Who is your audience? Know where they are online and where they are already engaged in related, relevant conversations.
3. What are your assets? Examine your social media and online assets to see what you can leverage for full social media engagement. Assets can be: location, people, stories, images, video, audio, and words.
4. What tactics will you use? Choose the tactics that incorporate the most logical tools for what you are trying to achieve and who you are trying to reach.
5. What are your big ideas? Come up with some creative ideas that are repeatable and scalable to attract attention and provide value.
6. How will you measure results? Establish benchmarks, monitor and be clear what you are tracking and how.
7. Re-examine over time. What works? What doesn't? What can you build upon? What can you improve? What needs to be scrapped?

How Important Is Word of Mouth To Your Business... and How Do You Get It?

by Lorna Collier on March 14, 2011



Scott Cook – Co- Founder of Quickbooks

The number one reason people pick one product over another — or even pick up a product in the first place — is due to recommendations from people they know. In other words, through word of mouth.

“Word of mouth is the most powerful form of marketing,” says Scott Cook, who co-founded Intuit in 1983.

“For most of the company’s history, we’ve been competing against much bigger companies, and the strongest factor driving our success in the market has been word of mouth,” he says. “Most of our new customers began using our products because of word of mouth: a friend told them about them.”

So how do you get positive word of mouth for your company?

First, you can’t buy it. There are no tricks, but there is a challenge: “You have to be really great at delighting customers,” says Cook.

“Only really delighted customers are going to go out and tell their friends,” he says. Customers who are “merely satisfied” probably won’t bother.

Another wrinkle in today’s marketplace: social media. Delighted customers can spread that delight much farther than ever before — while at the same time, those with less positive views can push a negative word-of-mouth buzz about your company very effectively.

“Word of mouth is even more important now because of the web,” says Cook. “Every customer has a megaphone, whether it’s through Yelp or Amazon Reviews or forums or Angie’s List. Now customers can connect with other customers and prospects over the Internet to find out who is good — and who isn’t.”

The trend is only going to continue to grow, says Cook, becoming “more and more important in driving the success of business.”

So long as you create exceptionally happy customers, word of mouth will act as a key customer acquisition tool for you.

“To me, it’s a wonderful thing,” he says. “You don’t have to become good at something else in order to create word of mouth: You have to be good at delighting your customers. It’s actually a wonderful improvement in the world.”

You can listen to a really good webinar titled “7 Steps to Small Business Marketing Success” by Duct Tape Marketing that will help you develop word of mouth referrals for your business.

<http://www.ducttapemarketing.com/blog/national-small-business-week-2011/>