

UNDERSTANDING MARKETING & BRANDING

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Branding is Strategic

Marketing is Tactical



Branding is as vital to the success of a business as having financial coherence, having a vision for the future, or having quality employees.



Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort.

The brand is what remains after the marketing has swept through the room.

It's what sticks in your mind and you remember each time you think of the product, service, or organization.



- ❑ Marketing unearths and activates buyers.
- ❑ Branding makes loyal customers, advocates, even evangelists out of those who buy.
- ❑ This works the same way for all types of businesses and organizations.
- ❑ With every action you are either constructing or deconstructing the brand.
- ❑ Every thought, every action, every policy, every ad, every marketing promotion has the effect of either inspiring or deterring brand loyalty in whomever is exposed to it. All of this affects sales.

Marketing encompasses all the processes that identifies, recognizes and satisfies customers needs and wants through the sale of products and services and does it better than competition in a consistent and timely manner.



*If you are poor at the marketing process, you no doubt will be poor at generating profitable revenue for your business.
It's that important.*

Customers Generate Sales

Marketing brings our products and services face to face with customers and that action results in Sales.

Choose your target (s) carefully



A Marketing plan:

- ▣ Helps you clearly understand who you are and who your desired customer base is
- ▣ Communicates a consistent message to the ideal customer
- ▣ Tracks Costs / Measures Value
- ▣ Helps with Focus
- ▣ Charts Success
- ▣ Serves as a Business Handbook
- ▣ Captures Thinking on Paper
- ▣ Reflects the Big Picture
- ▣ Becomes a Document to Build On



So, where does the marketing plan fit in?

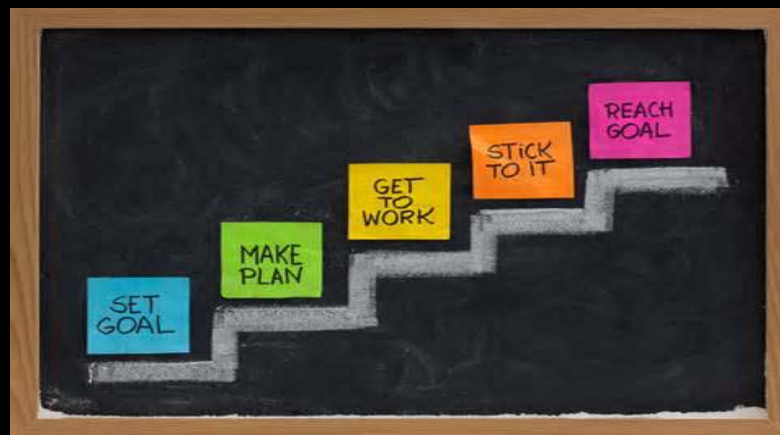
It becomes the roadmap for achieving your business goals.

How Do I Start ?

- ▣ Understanding your business
- ▣ How are you positioned in the market?
- ▣ What makes you unique?
- ▣ How do your Customers see you? (Be Honest)
- ▣ Who is your target market?
- ▣ What are your strengths/weaknesses, and what are some emerging market threats, trends and opportunities? (everyone has weakness acknowledging them is power)
- ▣ Opportunities, are there hundreds? Name the top three or four
- ▣ What is your marketing budget?



- Select and implement strategies that are the most effective in reaching your target customers
- Develop marketing materials for each strategy
- Set short-term and long-term goals
- Maximize seasonal opportunities.
- Track the results so you know what works



Its All In the Mix!

- ▣ Advertising; Broadcast; Print: Direct Mail
- ▣ Public Relations
- ▣ The Web and Social Networking
- ▣ Direct Sell
- ▣ Sales promotion



A pinch of this, a pinch of that, some creative stirring, and a marketing mix that cant be matched. This is what marketing your business for success is all about

Creativity and Consistency counts
Folks!

Before You Jump In With Both Feet

Let's look at our communication plan

- ▣ Your message, what you say and how you say it
- ▣ Remember the Eye will remember what the Ear will forget
- ▣ Focus on image- consistency- positive- must ring true
- ▣ Testimonials



Effective Marketing Tools

Advertising and Sales Promotion

- **Direct mail**, flyers, etc; when to use
- **Press releases**, local public service announcements on cable, Travel and regional magazines - the “press kit”
- **Newspapers**, Magazines, Radio, TV; Campaign
- **Creativity and clear**, concise communications counts
- **Direct sales**, canvassing, conventions, monitoring
- **Yellow pages**, should you, shouldn't you?
- **Effective Website**; social networking; Blogs

The key is a consistent message, easy to understand and one the customer can identify with

Leverage Your Existing Customer Base

Existing customers are worth their weight in gold. Treat them that way!

- Create loyalty/appreciation programs.
- Keep in touch via email- text, social networking to encourage frequency and let them know about events and promotions
- Train your staff and insist that they treat your customers right and to always thank them for there support of your business.

Marketing Must Be An Ongoing Process To Be Successful

- ▣ Put your marketing plan in writing, and revisit it frequently Remember it is the backbone of your business
- ▣ Track what works and what doesn't
- ▣ When business is slow, spend more time marketing
- ▣ When business is good, continue to market
- ▣ Every person you meet is an opportunity to market your business
- ▣ Always keep an eye on your competition and stay one step ahead of the game

**“You were born to win, but to
be a winner you must plan to
win, prepare to win, and
expect to win.”**

~ Zig Ziglar

Thank you

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