



Results Oriented Marketing

Desktop Solutions

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Process



- What's the first step to developing a good marketing plan?

- Research, research research
 - Industry
 - Google
 - Key clients
 - Lost clients
 - Competitive websites

Define Your Purpose



- Ask yourself ‘Why’
- Why are you in business?
- Why do clients want to do business with you?
- Why are you better than your competitors?

Define Your Purpose



Research will help you develop the foundation of a successful marketing plan:

- 1) Profile of target audience(s)
- 2) USP - Unique selling proposition
- 3) Goals and Objectives

Define Your Purpose



Target Audience(s)

- Create a written profile of who buys from you
- Include demographic data for each group
- Examine buying motives for each group - what need are you fulfilling for them?
- Motives are often emotional, not practical

Define Your Purpose



Develop Your USP - Unique selling proposition

- Be sure to complete your target audience profile before developing USP
- Review competition - create a competitive grid and look for any 'holes'
- Make a list of all the 'feeling' words you want people to think of when they think of your company

Define Your Purpose



Establish Goals

- Analyze your market and your position in it. Are you in oligopoly? Where are you in the product lifecycle?
- Create specific goals for growth like:
‘Increase sales to existing customers by 10% in 2010’
- Make goals measurable - and be sure actually measure them!

Develop a Plan



Base your plan on the four P's of marketing:

- Product (Solution)
- Promotion (Information)
- Price (Value)
- Place (Access)

Develop a Plan



Product Strategy

- Know the difference between features and benefits
- Sell the sizzle, not the steak
- When selling services, package them as products
- When selling products, focus on service
- Think about how you want your products to be thought of by customers

Develop a Plan



Place or Distribution

- Is your strategy push, pull or both?
- Consider alternative distribution
- Traditional channels have been altered by the web
- Consider tools to help your channels sell your products more effectively

Develop a Plan



Price

- How do you price your product?
- Are you a Ferrari, Lexus or Chevy?
- How does your strategy fit with your target audience?

Develop a Plan



Promotion

- Advertising
- Personal Selling
- Sales Promotion
- Public Relations
- Direct Marketing

Develop a Plan



Advertising

- Reaches large, geographically dispersed audiences
- Requires high frequency to be effective
- Low cost per exposure can be expensive overall
- Builds brand image
- May stimulate short-term sales
- One-way communication

Develop a Plan



Sales Promotion

- Includes premiums, coupons, contests, etc.
- Attracts attention, offers strong purchase incentives, dramatizes offers
- Stimulates quick response and short-term sales
- Not effective at building long-term brand identity

Develop a Plan



Public Relations

- Highly credible
- Includes news stories, events and sponsorships
- Reaches many prospects missed via other promos
- Dramatizes company or product
- Often the most under used element in the promotional mix
- *Relatively* inexpensive

Develop a Plan



Direct Marketing

- Telephone marketing, direct mail, online marketing, etc.
- Four distinctive characteristics: **Nonpublic, Immediate, Customized, Interactive**
- Well-suited to highly-targeted marketing efforts

Develop a Plan



When deciding on the right mix, consider where you are you in the product life cycle

- **Pre-Introduction:** Light advertising, pre-introduction publicity
- **Introduction:** Heavy use of advertising, public relations for awareness, sales promotion for trial
- **Growth:** Advertising, public relations, branding and brand marketing, personal selling for distribution
- **Maturity:** Advertising decreases, sales promotion, personal selling, reminder & persuasion
- **Decline:** Advertising and public relations decrease, limited sales promotion, personal selling for distribution

Develop a Plan



Deciding on a Budget

1) Fixed percentage of sales

In markets with a stable, predictable sales pattern, some companies set their advertising spend consistently at a fixed percentage of sales. This approach assumes that sales are directly related to advertising.

2) Same level as competitors

This approach has widespread use when products are well-established with predictable sales patterns. It is based on the assumption that there is an “industry average” spend that works well for all major players in a market.

3) Task

The task approach involves setting marketing objectives based on the “tasks” that the advertising has to complete.

4) Residual

The residual approach is to base the advertising budget on what the business can afford – after all other expenditures.

How does your site stack up?



- There is no point in investing money in site marketing if you are driving customers to a bad website!
- Is your site designed for your target audience?
- Do you have appropriate, up-to-date content?
- Does the design support your overall branding message?
- Does it reflect your commitment to customer service?
- Compare your site to three of your major competitors:
 - Do they have features or content that yours doesn't?
 - Are they making it easier to do business with them instead of you?

Consider pay-per-click advertising



- Adwords is the only *guaranteed* way to get top placement in Google.
- Google now makes 95% of its revenue from paid listings and has become the most popular search engine in the world.
- The budget required to maintain top positioning depends on a number of factors:
 - How many search terms you are bidding on
 - How popular those search terms are on the Internet
 - How many other companies are bidding on the terms
 - How much you are willing to pay for a new customer

Consider pay-per-click advertising



- Review your competition to see what terms they are bidding on. Consider a service like www.spyfu.com.
- Establish a daily and monthly budget to be sure that you are spending within your comfort zone.
- Establish cost-per-lead guidelines.
- Install conversion tracking code to track ‘orders’.
- Consider programs to track the quality of leads generated by various search terms.
- Be sure to review reports on a regular basis.
- Establish regular meetings to review data, discuss results.

Consider a blog



- It's quick and easy
- It's inexpensive to create
- It builds brand awareness
- It provides easy access to company news
- It positions you as an expert
- It builds relationships
- It's search engine friendly
- It makes you accessible
- It helps you gain insight into your customers
- Ties in well with social media

Use Social Networking Sites



- Social networking and comment sites like Linked-In, Plaxo, Twitter, Facebook, and Flickr have become a unique opportunity to communicate marketing messages to potential customers.
- A strong presence on these sites can help broaden reach in a very cost-effective manner.
- Determining the best fitting sites, creating a presence and monitoring the message is an ongoing effort.
- Note that these sites are not appropriate for all businesses.
- Be sure to monitor comments and respond promptly - remember, markets are conversations.