

Developing a Marketing Plan

That Delivers Low-Budget & High Impact Marketing

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Marketing is
not a dirty
word.



The Marketing Mix



Product

- Design
- Quality
- Packaging



Price

- Value
- Premium
- Discount



Place

- Logistics
- Location
- Online



Promotion

- Advertising
- Sales Promotion
- PR

Marketing **CREATES** the sales opportunity.

What is Marketing?

Communicating a
consistent intentional message
to a specific intended audience.

Successful marketing develops
long-term relationships

Most prevalent marketing mistakes

- Short term thinking
- “Me Too” Competitive Strategy
- Following fads and campaigns designed around cutesy or non-relevant centers
- Marketers trying to reach themselves
- Budget Issues
 - Focus on costs rather than effectiveness
 - Thinking that \$\$\$ = Success
- Forgetting multiple media maximizes the message
- **No marketing plan**





Where Marketing Plans go to die.



Every marketing plan should...

- Create a mission and provide focus
- Show marketing value and ROI
- Be a written game plan
- Have actionable points
- Be an evolving and historical document

A Marketing Plan is On Paper ... On Purpose.

Start creating your
marketing plan at Step Zero.



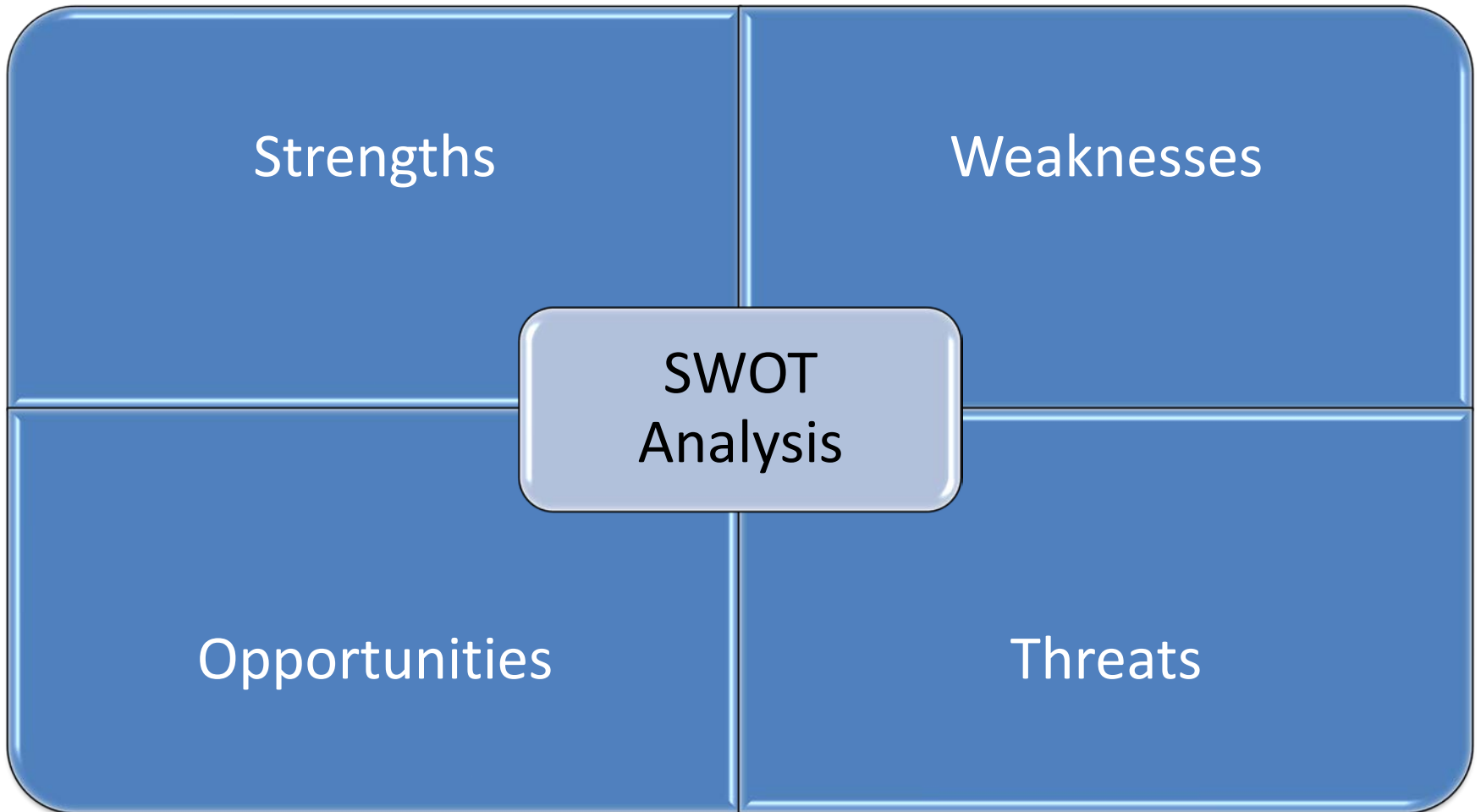
Know Thyself.

-Socrates

Step Zero: Evaluation and Research

- Market Summary and Forecast
- Competitive Analysis
- External Issues and Trends
- Company Profile
 - Products / Services
 - Current / recent marketing activities
- SWOT Analysis

Step Zero: Know Thyself





Steps in Creating a Marketing Plan

0. Evaluation and Research

1. Define Audience

Your marketing is
insignificant



(to most people)



Steps in Creating a Marketing Plan

0. Evaluation and Research
1. Define Audience
2. Define Message



Steps in Creating a Marketing Plan

0. Evaluation and Research
1. Define Audience
2. Define Message
3. Develop a Budget

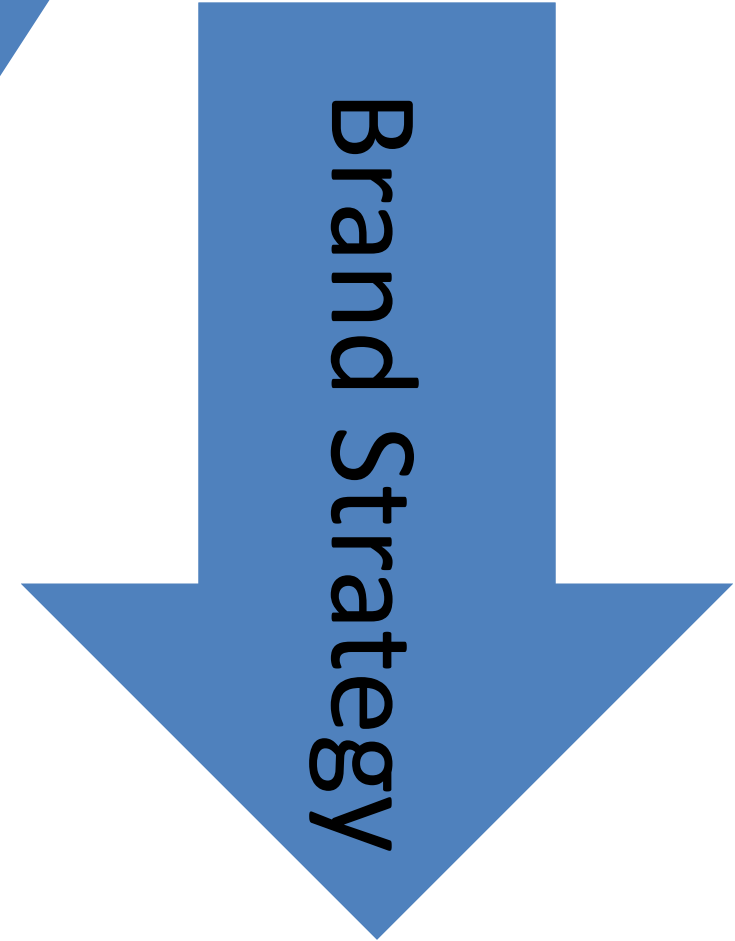
PLEASE STAND BY



Steps in Creating a Marketing Plan

0. Evaluation and Research
1. Define Audience
2. Define Message
3. Develop a Budget
4. Strategy / Goals

Levels of Marketing Development



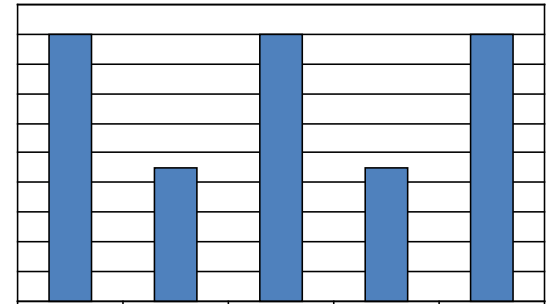
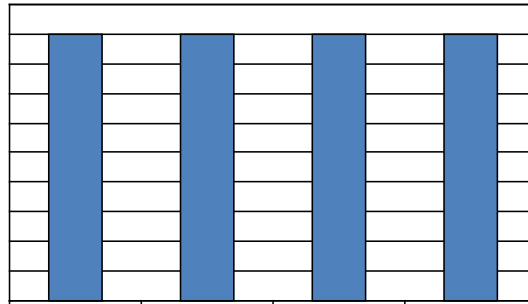
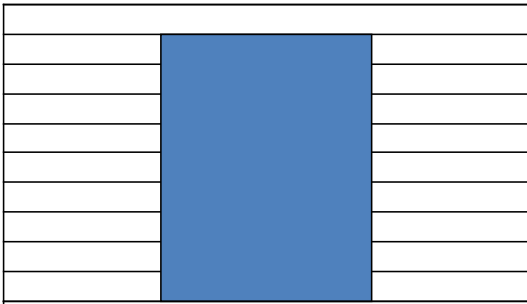


Steps in Creating a Marketing Plan

0. Evaluation and Research
1. Define Audience
2. Define Message
3. Develop a Budget
4. Strategy / Goals
5. Tactics / Timing


Schedule to maximize budget

- Continuous
 - Constant Strong Activity
- Flight
 - Activity with periods of no activity
- Pulse
 - Strong activity with lighter periods between



Steps in Creating a Marketing Plan

0. Evaluation and Research
1. Define Audience
2. Define Message
3. Develop a Budget
4. Strategy / Goals
5. Tactics / Timing
6. Evaluation and Adjustment

A portrait of John Wanamaker, an older man with grey hair, wearing a dark suit, white shirt, and dark bow tie. He is looking slightly to the right of the camera with a serious expression. The background is dark.

**"Half the money I
spend on advertising
is wasted; the
trouble is I don't
know which half."**

John Wanamaker
1838 – 1922

Steps in developing the marketing budget

Budgeting #1: Strategy

- Is this marketing initiative a priority?
- What is the **LONG TERM** goal?
 - More members?
 - More exposure?
 - More credit?
- How much of the pot should this get?
- What's the needed ROI?

Budgeting #2: Segmentation

- Who are we really trying to talk to?
- Stop wasting money / time / resources:
 - trying to retail a wholesale product
 - firing canons instead of rifles
- Figure out who is making the decision and find the best / cheapest / quickest way to reach them at the right time

Budgeting #3: Leverage

- Use current clients to gain new ones
- Word of mouth
- Cross – promotions with other organizations
- CRM: always collect e-mail addresses and other contact info (and then follow up)
- Let web and other networks grow the investment exponentially

Budgeting #4: Measurement

- Measure actual ROI as well as responses
- Measure satisfaction and “stickiness” as well as the actual numbers
- Use the info to make adjustments

**You can't manage what
you can't measure**

Some tactics for working with a small (or no) budget

- There's never enough people, time, or money
- Focus on ROI instead of cost
- Compare apples to apples
- A few specific tactics...
 - Guerilla Marketing
 - Media Relations and PR
 - CRM and database marketing
 - Brand Strategy
 - Smart media buying and scheduling
 - Online

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Children's

Apologetics & Ethics

A woman with dark hair, wearing a patterned top and light-colored pants, is sitting in a grey armchair on the left, reading a book.

A woman with long blonde hair, wearing a blue top and shorts, is sitting in a grey armchair in the center, reading a book.

A person with long hair, wearing a dark blue shirt, is sitting on the floor in the background, reading a book.

A man with short brown hair, wearing a light blue polo shirt and khaki pants, is sitting in a grey armchair on the right, reading a book.

Public Relations and Media Relations



- Press Releases
 - Is it **News** or an **Ad**?
- Media Opportunities
 - Media List / Contacts
 - Media / Press Kits
- Persistence is the key
- **MUST** be ongoing and active

CRM & Database Marketing



SETH
GODIN

Internet Marketing Pioneer Seth Godin
to change the way almost everything is marketed.
Will you give him permission to show you the future?

PERMISSION MARKETING

TURNING STRANGERS INTO FRIENDS,
AND FRIENDS INTO CUSTOMERS

SETH GODIN

VICE-PRESIDENT, DIRECT
MARKETING, YAHOO!



LOST



Successful branding
makes other aspects
of marketing easier
and cheaper.

Branding Success

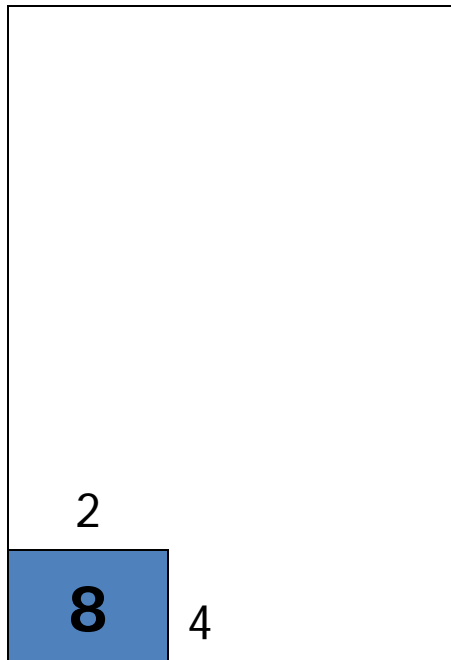
Microwave vs. Slow Cooker





Small Ads don't work

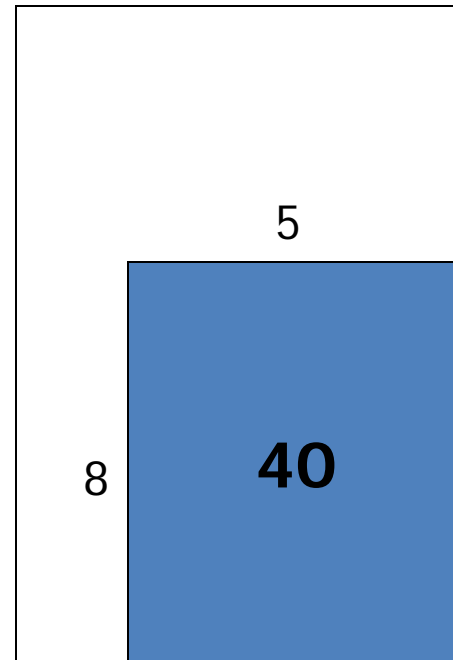
Which is More Effective?



30 days = 240 inches

\$4500

@18.75/inch



6 days = 240 inches

\$4500

@18.75/inch

Fundamental E-Marketing

- Online Spending
 - Budget for Website
 - Banner Ads
 - Contextual Search Advertising
 - SEO – Search Engine Optimization
- E-mail Marketing
 - Phishing / Spam
 - Permission-Based
- Blogs / Social Media



LinkedIn



foursquare

LIVEJOURNAL



vimeo



YouTube



facebook



myBlogger

twitter

flickr

Bēh

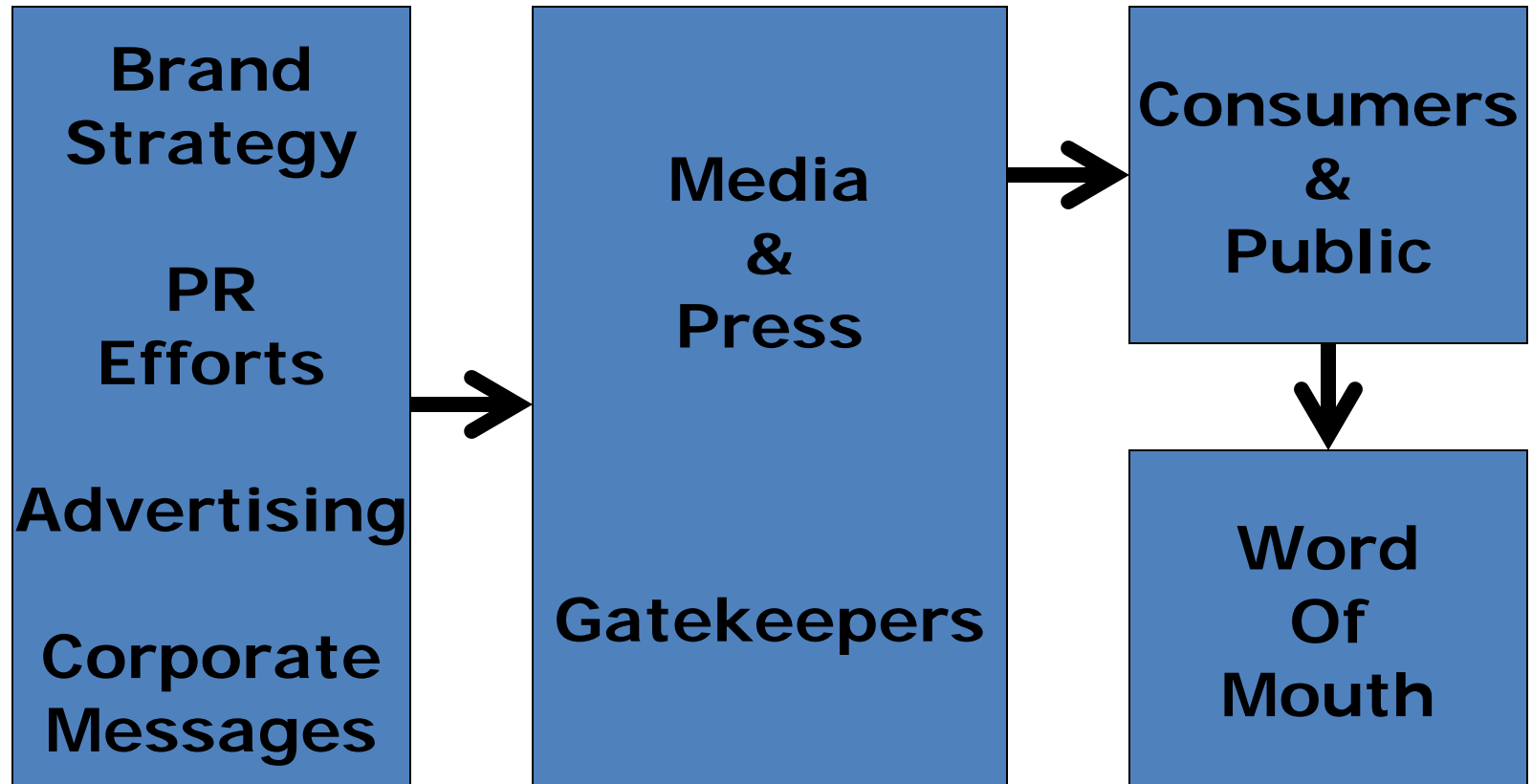
tumblr.



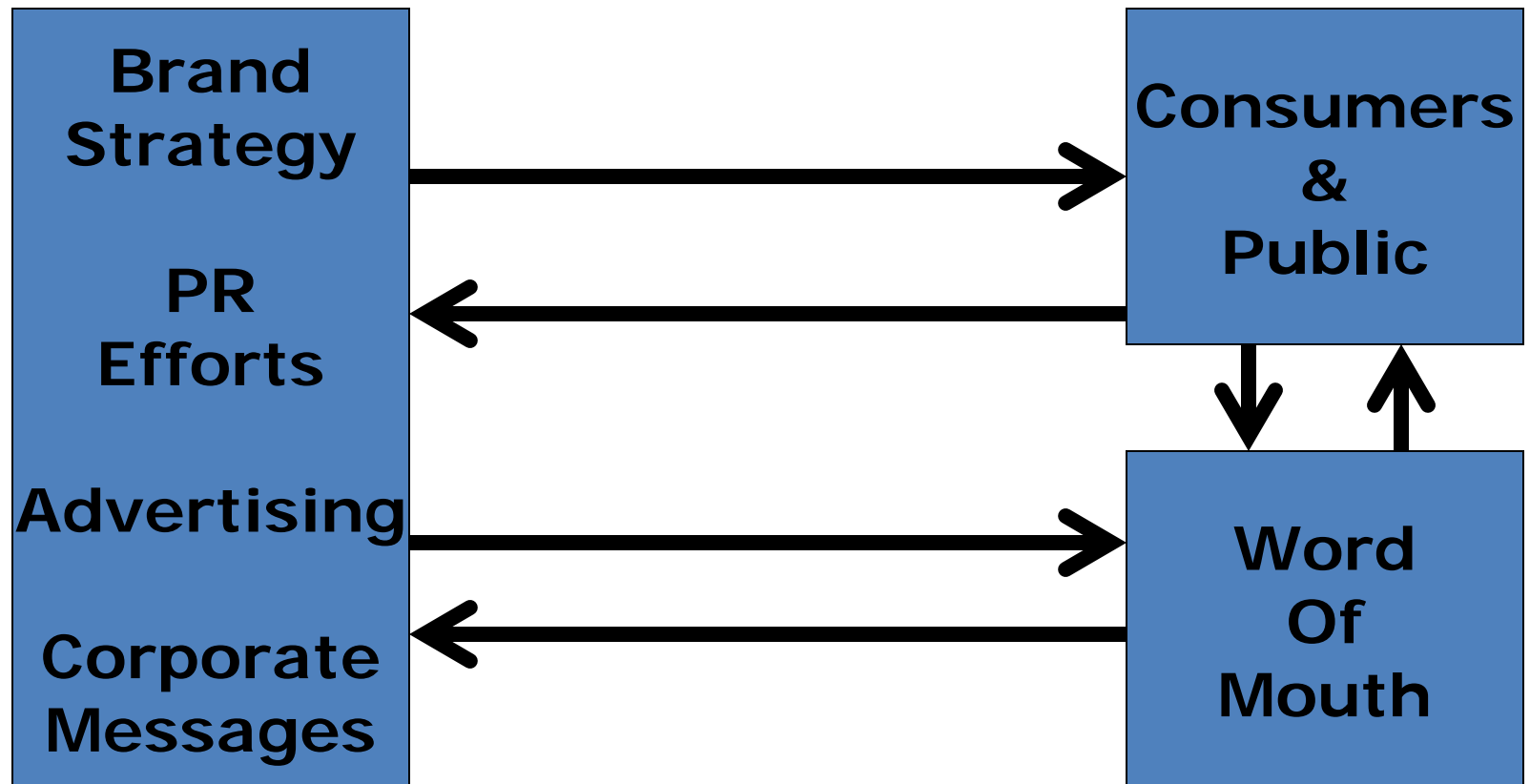
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Drift

Traditional Marketing



Social Media Marketing



- Kaimana
- Shanti
- Aurora
- Humphrey
- Mikaela
- Kaimana



Mr. Splashy Pants





....And lots of other tactics

- Brochures / Posters / Printed Literature
- Build marketing into current paper trail
 - Business cards, fax sheet, letterhead, e-signatures
- On-Hold Message
- Community Events / Trade Shows
- Articles / Publishing
- Ad Specialties / Gifts
- Cross Promotions / Alliances
- Networking
- Seminars / Workshops
- Public Relations - Press Releases - Media Show

How do I know if my marketing is effective and has an impact?

A person is shown from the back, washing their hair with shampoo. Their hair is dark and wet, and they have a thick, white lather of shampoo on their head. Their hands are raised, with one hand on the left side of their head and the other on the right side, both covered in foam. The background is a light-colored tiled wall.

**Go back to Step 0.
Lather. Rinse. Repeat.**

Thank You

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