

Market Me

Session 4: Marketing

Anticipating and Delivering Customer Wants, Profitably

1. Marketing Planning

Why plan? What should a plan look like?
How often should I update it?

How relevant is a 5 or even 3 year plan in today's fast moving world?

2. Developing a Marketing Strategy

The Strategic Marketing Approach

- Audit - Where are we now?
- Objectives - Where do we need to be?
- Strategy & Tactics - How do we get there?
- Ongoing Measurement & Evaluation - Are we getting there?
- Results & Evaluation - How did we do?

Defining your most productive influencers and targets

- 1 to 1 - Laser focused
- 1 to Few - Picking your targets
- 1 to Many - Spray & Pray
- What about 1 to 1 to Many?

Exercise

What is my time worth, and how best to spend it?

Working in groups of 3-6, delegates will consider which approaches work best for their business, and how to prioritise the most effective target customers. For instance, if 1 to 1 works best for your business, how do you generate those 1 to 1 sessions? Likewise, if 1 to Many works best for you, how do you fill a lecture hall?

Outcome

Delegates will have a working Marketing Plan that contains just enough detail to be useful, without wasting time on planning that will never be used and will be out of date the minute it is finished.

3. Marketing Tactics - The Tools of the Job

The Nightclub Analogy

Introduction to the world of marketing tactics, where everything has changed - and nothing has changed!

To include:

Traditional Tactics - Advertising, Direct Mail, PR, Sales Promotion, Events

Digital & Social Tactics - Website, Google Analytics, Paid Search, SEO, Email Marketing, YouTube, LinkedIn, Facebook, Twitter, Instagram, Pinterest, etc

In each instance we will discuss:

- What each tactic brings to the marketing mix
- What to look out for in each instance
- A top tips guide to producing the perfect advert, press release, website etc
- Advice on how to secure coverage, take-up, maximise views and sign-ups

These guides will be provided for all delegates to take away and will be in a format that will help them to create their own materials cost-effectively whilst avoiding the most common pitfalls.

Exercise

Tactical Review

Group exercise where we work through possible tactics we can employ to spread the word about our products and services, and agree on a ranking based on return vs investment in time/money/resources plus looking at what each delegate will need to do in order for each tactic to be successful.

Exercise

The One Page Marketing Plan

There's a lot to be said for a short, effective plan that can actually be used on a daily basis, and which can also be adapted when the inevitable changes in circumstances happen.

After working through an example together, delegates will create their own One Page Marketing Plan, and present them to their co-delegates. This will also include a brief overview of their points of difference, developed during the previous exercise, which in turn can then form the basis of ongoing marketing messaging.

Takeaway Task

Delegates will be asked to try and develop a numbers-based approach to their new business, with the aim of building some key metrics into their marketing plan.

One Page Marketing Plan

Vision and Mission

What is our purpose/aim?

Financial Overview

What are the financial implications?

Market Overview

What are the external challenges?

Position / Branding

How will we stand apart?

What are our values?

Marketing Objectives

What do we specifically need to achieve?

The Strategy

What direction should we take?

What is the audience/products/price/place?

Sanity Check

What are the risks, is it viable?

Campaign Plans

What is the communication programme?

Costs and Resources

What is the budget?

What resources do we need?

Measures and Reviews

How and when will we measure and review results?