


Marketing 101

For Athena Northwood
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What is Marketing?




It's all about... Customers

- Finding them
- Satisfying them
- Keeping them

The things you do to make your products or services easier to sell




SMART Marketing




Finding out what people **want or need**

Then **supplying it**


At a **price** they are **willing to pay**




Understanding your Market




- **Who** are your customers?
- **What** do they want/what problems do they have?
- **Where** can you find these people?
- **How** can you get their attention?
- **Who** or what else is competing for their cash?
- **Where** do you have *the edge*?



SWOT



<p><u>Strengths</u></p> <p>Internal considerations You, your products/services, experience, capabilities, company structure etc</p>	<p><u>Weaknesses</u></p>
<p><u>Opportunities</u></p> <p>External considerations Market forces, competitors, economic climate, social trends etc</p>	<p><u>Threats</u></p>



The Marketing Mix: 4 P's



- **Product**
 - Products/services, packages, 'productised' services, seasonal variations, product ranges etc
- **Price**
 - Price points for different markets/types of customer, discount structures, loyalty bonuses etc
- **Place**
 - Where you deliver your products/services: Eg, shop/office, home-based, travelling/mobile, internet
- **Promotion**
 - Communicating with your potential customers



The 4th P: Promotion



There are many ways to promote your business

- Asking for referrals
- Face-to-face networking
- Telemarketing
- Trade shows and exhibitions
- Events and hospitality
- Mailings and e-mailings
- Social media (Facebook/Twitter)
- Blogging
- Point-of-sale displays
- Branded vehicles
- Case studies and testimonials
- Speed networking
- Search engine optimisation
- Advertising
- Collaboration/associates
- Press and publicity
- Newsletters
- Leaflet drops
- Magazine inserts
- Brochures and data sheets
- Web site
- Adwords
- E-marketing
- Samples and free offers
- Promotional giveaways
- And more . . .



No Marketing = No Sales



- Marketing gets people to "raise their hands"
- Marketing brings potential customers to your door - so you can *sell* to them!
- Marketing creates AIDA:
 - Awareness - Interest - Desire - Action!
- This doesn't happen overnight
 - Meet - Like - Know - Trust..... *BUY*



Your Sales Funnel

- Marketing keeps your sales funnel topped up with *potential customers*



Stay in Touch!



--- Lifetime Value ---

- Marketing doesn't end with the first sale
- Keep marketing to your customers *after* you sell to them
 - Incremental sales - extra services, add-ons
 - New/upgraded/enhanced products and services
 - Repeat purchases
 - New business from recommendations/referrals



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