

Defining Marketing

Creating and exchanging offerings that have value for business, customers, clients, partners, and community at large.

Marketing is branding

It's the core of your business, product or service, and how you develop and apply this across all areas of your business **and plan of action** to create and leave the desired impression in people's minds.

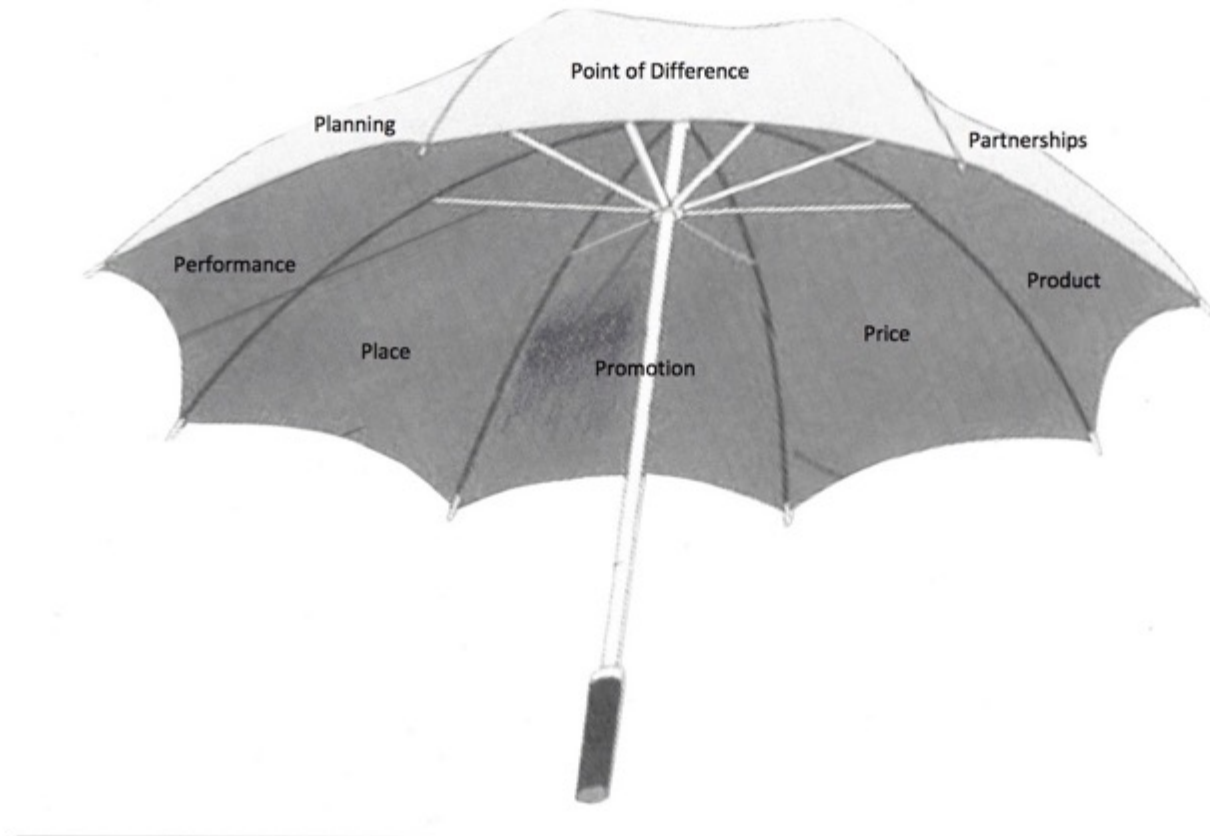
Branding

- Not just your logo. Is everything your business, product or service communicates and how it is perceived.
- Logo first point of contact. Must reflect the heart & soul of your business.
- It doesn't stop there. Consumers connect with brand physically & emotionally on all levels.
- Successful brands take their customers on a journey using branding to create context & meaning and communicate their USP.
- Vital to identify and promote a tangible point of difference that becomes your competitive advantage.
- Your logo, people, language, colours, typography & imagery, slogan, customer experience, brochures, website, uniforms, packaging, signage, displays, pr & advertising make-up your identity.
- A **consistent** brand identity built on a sound communications strategy provides business the backbone to create a unique brand & positive impression.

Managing Marketing

- Marketing strategy & budget developed in line with business objectives (SMART)
- Brand management & corporate identity
- Creation and publication of marketing material
- Planning & implementing promotional campaign with sales activities
- Monitoring effectiveness of marketing communications

The Marketing Umbrella



The Marketing Umbrella (8 P's)

- Planning
- Point of Difference
- Partnerships/People
- Product
- Price
- Place
- Promotion
- Performance

Planning

“By failing to prepare, you are preparing to fail.”
— Benjamin Franklin

Put the foundations behind your brand & branding to build a solid marketing strategy

- Vision
- Mission & Purpose
- SWOT (Strengths, Weaknesses, Opportunities, Threats)
- Develop a strategy for every SWOT identified

Point of Difference

- Identify your unique point of difference (unique selling point)
Refer to your SWOT analysis
- What sets you apart from your competitors that is a marketing opportunity
- This is your biggest asset to gain a competitive advantage
- Make sure you can deliver on the promise
- Build your USP into the branding of your business and products

Partnerships

- Start by identifying how your business could benefit other business operators & suppliers
- Then what partnerships could benefit your business & how?
- Build a List of potential partners
- Define the characteristics of your ideal businesses to work with. Size, location, revenue, decision-making, geographic scope etc
- Identify the potential marketing opportunities. Joint promotions, sponsorship, brand awareness, testimonials, discounts, source potential employees, rewards program etc

People - Employees

- Build a profile of the type of employees you want in your business.
- Employ people that reflect your brand values. Educate & train your staff about your branding, expectations and deliverables.
- Take them on your journey & vision.
- Build staff loyalty & reward for effort.

People - Customers

- Create Customer profiles that describe specific segments of your current & prospective clients. For each customer profile envision this person & what would motivate them to do business with you. For each customer profile include age, gender, income, personality type, behaviour (likes & dislikes).
- Identify their buying pattern drivers? How & when they do their research & buy and need & benefits to finding a solution.
- Develop your marketing strategy with these customer profiles in mind.

Product

- Identify & list each of your products/services
- Translate each of these into buyer feelings referring to your customer/s profile

Product/Service/Event	Features	Results	Benefits	Feelings
Official Launch/Relaunch - Restaurant	Entertainment Set Banquet Colourful Complimentary drink voucher next visit	Attracts past customers to return. Attracts new customers. Builds brand awareness, credibility, reputation & loyalty.	Good value. & experience. Drink voucher – repeat visit. Help to mitigate any negative feedback received from opening to soon.	Fun. Great food. A good night out. Value for money. We must come again.

Price

- Overall, where does your pricing position you in the marketplace?
- What Sales Funnel could you develop to appeal to your customer/s profile & needs? Free consultation, discount, loyalty card, buy one get one free

Place

- Where will your product/s be sold? In-store, on-line, combination, home delivered.

Promotion

- How will you build brand awareness, attract, build & maintain a strong customer base?
- Digital – facebook, instagram, twitter, email, blog, website, enews, App
- Print – newspaper, flyers, posters, loyalty card, menus, packages, information kit, invitations
- Face to Face
- Signage – Building, sandwich board, billboard, car decal
- Public Relations – Partnerships, events, sponsorship

Performance

- How will you measure the performance of your marketing initiatives?
- Refer these back to your goals & objectives & marketing strategy you put in place.
- Analytics
- Survey
- \$ return
- New customers

PASSION

