



MARKETING ON TARGET

Kreative Marketing Group, Inc.

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Agenda for Marketing On Target

Be On Point With Your Marketing To Obtain Maximum Results



Marketing Overview- Define the top three opportunities.



Market Segmentation- Definition of major market segments and the “must win” major segments.



Business Strategy- Visions, Goals, & Objectives to position You for profit and growth



Marketing Plan Elements / Core Elements- Products/Services Offering(s), Strategy Plan, Pricing/Terms & Communications



Marketing Plan Elements / Operational Elements- Support / Skilled Resources, Fulfillment



Overall Risk & Measurement - Assessment, Critical Success Factors, Measurement



Marketing Overview

Define the top three opportunities and threats that could disrupt your business revenue and profit. Includes - Trends, Changes, Competition.

1. Why are you in business?
2. How is your business defined?
3. What segment of the market do your competitors
4. What trends drive your current growth plan?

play in?



Marketing Quick Facts

“By Not Marketing Your Business IS Failure in Business Success” - Elyshia Carr

QUICK FACT

Marketing is the key to building any business and without a marketing plan you do plan to fail because no one knows that exists.

Marketing is the process of developing and communicating value to your prospects and customers. Think about every step you take to sell your product/ service, and manage your customers:

- Your knowledge of the market and your strategy to penetrate it.
- The distribution channels you use to connect with your customers.
- Your pricing strategy.
- The Message you deliver to your market & customers

All include planning, preparation
Forecasting and measuring!!

QUICK FACT

The traditional marketing channels are just a small voice among compelling sources of input compared to the new technology and social media platforms that you must be participating in to sustain in a competitive market and grow.

Choose your target market carefully & learn them completely, then offer what they need when they need it.



Who is your target market(s)?

MARKET SEGMENTATION





Picture Layout

Add your own picture above you can also use the above image in other parts of this PowerPoint template. Picture from PresenterMedia.com

What Are Your Customer Needs?

Main Questions to Ask

What segments are of highest priority? High paying clients, medium and low paying clients?



1. What are the needs of decision makers and end users?
2. What are the gaps from meeting most important needs?
3. Which of our current products best suit market needs?
4. What benefits are we offering, what differentiation?
5. What sub-segments are most important to you?
6. Does your market even exist?

- Choose 3-5 target markets.
- Strategies to reach them.
- Know the profitability of each.
- Plan & execute effectively.



Types of Segmentation

Each market segmentation may have its own “product-price-place-Promotion” to maximize sales.



Segmentation marketing allows you to develop a product/service that addresses different needs. Segmenting your market can open business expansion.



Understand the problems that your market faces. Talk with prospects & customers, conduct research with surveys - time, budget, opportunity

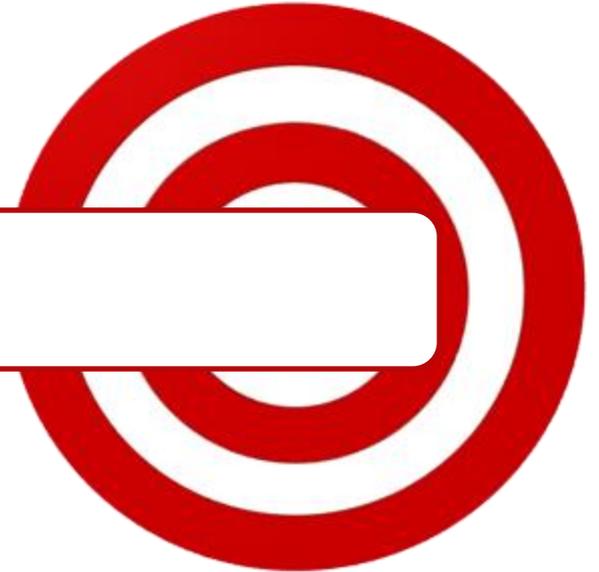
Uncover their true wants and needs. You will learn a great deal about what you can deliver to solve their problems & beat your competition.



Group segments of prospects with similar wants and needs and solve the problem for them.

Vision, Goals & Objectives

BUSINESS STRATEGY



Business Strategy

Define from where increased market participation and profit growth will come. Define the relationship to business goals and objectives. Define how you will focus your budget dollars to achieve X% growth.

- What is the core market that I compete in?
- What are the adjacent markets I compete in?
- What the differences between them?
- What rate has our market grown at over the past 3-5 years?
- What is the projected growth?
- What is our relative market share?



Key Business Strategy Concepts

- ✓ Know your business profile.
- ✓ Determine the size of market.
- ✓ How are you going to be positioned?
- ✓ What is your business model and customer value proposition (CVP)?
- ✓ Know your SWOT (Strengths, Weaknesses, Opportunities & Threats)
- ✓ How will you measure your business to the competition?
- ✓ Who is on your “Success TEAM”?
- ✓ Know how you plan to solve challenges and bring results.



Core Elements Products/Services

MARKETING PLAN ELEMENTS



Core Elements of a Marketing Plan

❑ Product(s) Offering(s)

- ✓ Product attributes, features, benefits, know exactly what you offer and can deliver, B2B or B2C

❑ Pricing strategy

- ✓ High-end, sales, up-selling, reactions to price increase

❑ Marketing Message

- ✓ Brand equity, logo, perceptions, “Pain Pull”, themes, campaigns
Corporate identity, CRM, presentation, names, sales, marketing collateral



“Your marketing brand is the entire experience your prospects & customers have with your company. It’s what you stand for, a promise you make and the personality you convey.”

Marketing Plan & Budget

A good marketing plan typically includes:

- Financial Goals
- Positioning Strategy
- Brand Strategy
- Product / Service Overview
- Detailed goals by product, distribution, channel & customer segment
- Sales Plan
- Major Marketing Campaigns
- Detailed Budget
- Dates to Review Progress & Re-strategize



Corporate Identity

- Websites
- Business cards
- Envelopes
- Letterhead
- Mailings
- Email templates & signatures
- Proposals / quote templates
- Invoices / Statements
- Memos / brochures / sales presentations
- Signage
- Promotional Items
- All Marketing Collateral



Note: Your brand should be on everything that your business does for consistency because it takes about 10-30 touches to be recognized by prospects.

Operational Elements

MARKETING PLAN ELEMENTS



Operational Elements

Distribution Plan

The distribution channels are the pathways that companies use to sell their products to end-users (customers).

- ✓ Direct Sales
- ✓ Internet
- ✓ Catalog
- ✓ Wholesaler/Distributor/ Affiliates
- ✓ Consultants
- ✓ Dealer
- ✓ Retail
- ✓ Sales Agents



Marketing Campaigns

- Website(s)
- Email Marketing
- Blogging
- Newsletters
- Direct Mail
- Telemarketing
- Banners
- Trade Shows & Events
- Print, Radio - “Traditional Media”
- Social Media
- Tele-Classes, Webinars
- In-Person (Seminars, Meetings, Speaking Engagements)
- Referral Program
- Cold Calling
- Lead Generation Strategies
- Just be CREATIVE!





Social Media - You Must Play In The Game

Social Media has changed how companies do business and in order not to get left behind, you must get in the game and play too. It is the new way of business.



Social Media Statistics

Social Media is the “new normal” for marketing now. It causes businesses to become and stay engaged with the prospects and consumers.

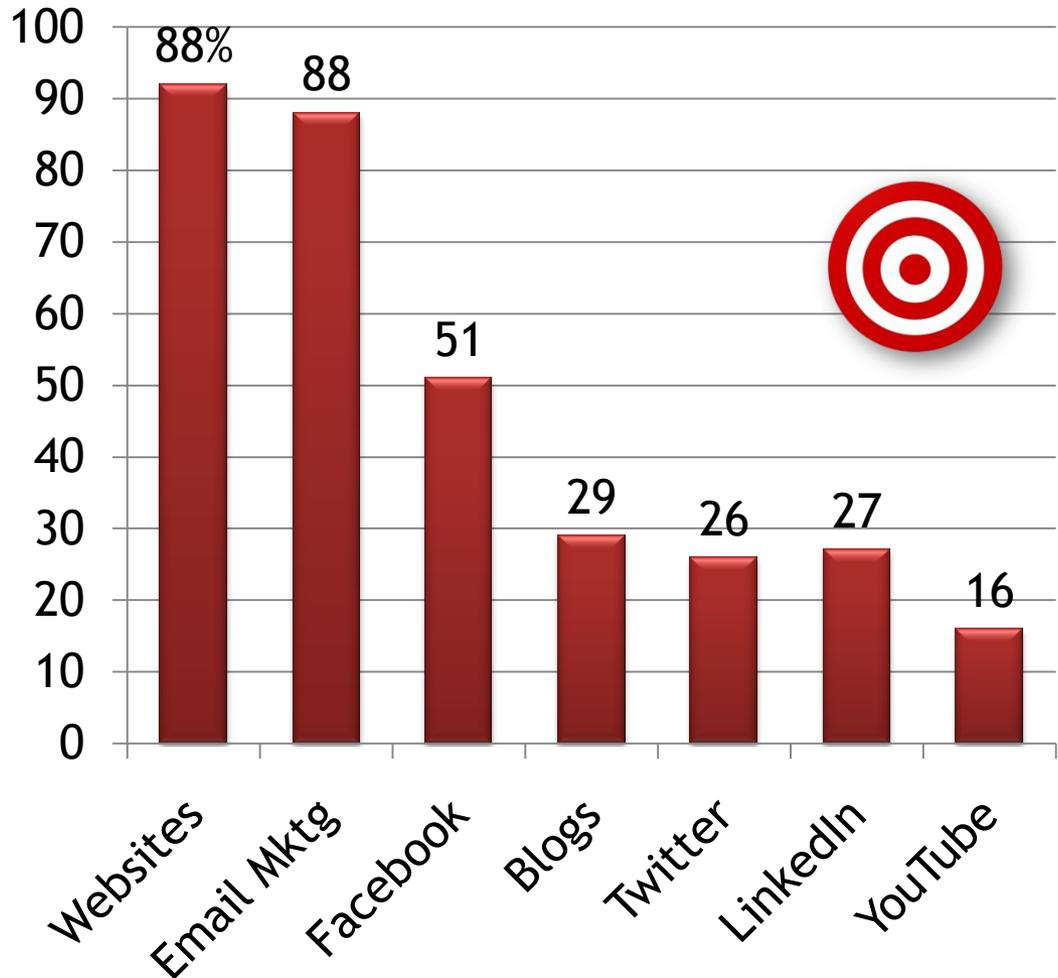
- Social media is now increasing sales and brand awareness for businesses by 10-30%.
- It is touching clients for the fraction of the cost of traditional marketing.
- Building relationships is essential to business because people do business with people they trust and know.



Commit to getting involved in Social Media to grow your business.

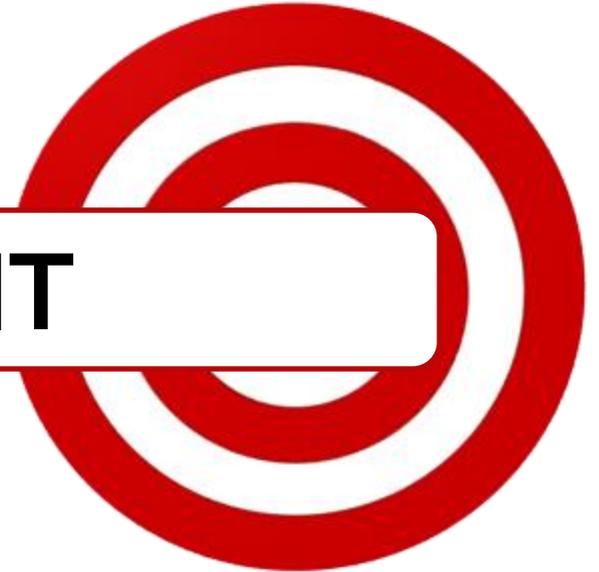
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■ Social Media



Critical Success Factors

RISK & MEASUREMENT



Overall Risk

Define the prospects for successful implementation; major uncertainties, and overall risk to the plan.

Define the success factors and critical actions to achieve the objectives.

Measurement

Establish continuous feedback. Ensure plans in place for obtaining customer input for the next generation requirements.

Survey, monitor (Google Alerts), analyze trends, make adjustments, calculate the MROI, customer leads vs. conversion.



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