

## Marketing on a Budget



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## What We'll Cover Today

1. Steps to defining a simple marketing plan.
2. Configuring a marketing budget to coincide with your marketing plan.
3. How to utilize and maintain your marketing plan to continue get the results desired.



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## 5 Easy Steps to Create Your Marketing Plan

Step #1

Define the "product(s)" or "service(s)" that you are trying to promote.



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## 5 Easy Steps to Create Your Marketing Plan

- How to define your product(s) or service(s).
  - a. What is it?
  - b. Price Point.
  - c. Who do you think your market is?



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## Defining Your Target Audience

- Who is your target audience?
  - Having a well-defined target market is more important than ever.

Why?

- With the overload of advertisement in the world and the current state of the economy, you need to not waste your time or your organization's money going after the wrong prospect.



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## Defining Your Target Audience cont.

- a. What does this lead us to?

**Niche Marketing**



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## Niche Marketing

- What by definition is Niche Marketing:  
Def: "A subset of the market on which a specific product is focusing; therefore, the market niche defines the specific product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that it is intended to impact."  
  
• In takeaway terms:  
A targeted, well-researched segment of the marketplace that has a particular interest in a product or service that your organization has to offer.



Source: Wikipedia

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## Niche Marketing cont.

- How do you find your Niche Market?
  - a. Define your product(s) or service(s) being offered— or at least the ones you want to promote.
  - b. Determine the individuals or organizations that currently use this product/service, a similar product/service or that could benefit from this product/service.



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## Niche Marketing cont.

- c. What are your niche prospects' needs?
  - a. Affordable?
  - b. Quality?
  - c. Customer Service?
  - d. Flexibility?
  - e. One-Stop Shop?
  - f. Location?
  - g. Brag-ability Rights?
    - i.e. We only use the freshest tomatoes grown right here in .....



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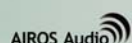

### Niche Marketing cont.



- Things to Remember:
  - a. A bigger niche market is harder to market to.
    - i. Direct Mail - more expensive
    - ii. Online - more expensive

Why?

- b. Online advertisement fees increase:
  - i. Due to the popularity of the keywords used.  
(i.e. Google ad words)
  - ii. Popularity of the website you're purchasing advertising on.



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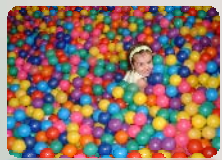
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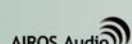

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### Niche Marketing cont.

b. Some niche markets are heavily saturated. Thus, you have increased competition.



- i. What can you do to stand out from the crowd?
- ii. What makes your product different?
- iii. What can you offer that no one else can?
- iv. What do you want your organization/product to be known for?



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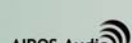
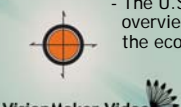
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### Niche Marketing cont.

- Additional Resources:
  - a. [www.city-data.com](http://www.city-data.com)
    - Information on demographics of a city or DMA area; great for when researching a particular city.
  - b. [www.epodunk.com](http://www.epodunk.com)
    - Information on demographics of a city or DMA area; great for when researching a particular city.
  - c. [www.bls.gov/home.htm](http://www.bls.gov/home.htm)
    - The U.S. Bureau of Labor Statistics gives a general overview research about industries, populations and the economy.



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## 5 Easy Steps to Create Your Marketing Plan

Step #2

Define your budget.



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## Configuring the Budget

- Any pre-existing funds?
- Secure funding through grants, underwriting, sponsorships and other fund raising activities.
- How long does it need to last?
- How can I monitor it?



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## 5 Easy Steps to Create Your Marketing Plan

Step #3

Writing the Campaign treatment and making a task list.



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### The Campaign

- Steps to successfully launching and maintaining your campaign.
  1. Determine what your campaign is.
  2. Determine your campaign's budget.  
How will you monitor it?
  3. When will the soft launch occur? The hard launch?



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### The Campaign cont.

4. Plan out a marketing timeline.
  - a. Showcase month-by-month planned objectives and results you've hoped to achieve by that month.
5. Outline in detail your Campaign Initiatives.
  - a. Initial Planning
  - b. Items needed to execute various phases



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### The Campaign cont.

- These items could include:
  - a. Initial Planning
  - b. Items needed to execute various phases - campaign treatment, logo design, letterhead, envelopes, collateral, online copy, public relations initiatives, community outreach initiatives, securing sponsorships or funds, promotional materials, media schedule, etc.
  - c. Soft-Launch Plan
  - d. Hard-Launch Plan
  - e. Post-Launch Plan



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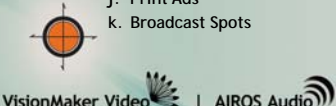
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### The Campaign cont.

- Items for task list could include, but are not limited to:
  - a. Campaign Treatment
  - b. Logo Design
  - c. Letterhead
  - d. Envelopes
  - e. Collateral Pieces
  - f. Online Copy
  - g. Public Relations Initiatives
  - h. Community Outreach Initiatives
  - i. Promotional Materials
  - j. Print Ads
  - k. Broadcast Spots



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### 5 Easy Steps to Create Your Marketing Plan

Step #4

Utilizing the Internet...Wisely.



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### Online Niche Marketing cont.

- Ways to reach online:
  - a. Cater your website to your niche market.
  - b. Design your online advertising to meet their needs.
  - c. Promote your digital ads on external websites that would draw your niche market.



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## Online Niche Marketing

- What is it?  
  
Online Niche Marketing is a technique used for marketers to target Internet-based segments of a larger market.



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## Online Niche Marketing cont.

- d. Choose your Google Ad Words wisely.
- e. Social Media advertisements and group page maintenance.



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## Social Media

- Definition:  
"Social Media describes the online technologies and practices that people use to share content, opinions, insights, experiences, perspectives and media themselves."  
*—Source: Wikipedia*
- What does Social Media Utilize?
  - a. Online Video
  - b. RSS Feeds
  - c. Mobile Marketing
  - d. Podcasting



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### Social Media cont.

- What is the difference between Web 1.0 and Web 2.0?
  - a. Web 1.0 is about commerce  
examples include:
    - i. Banner Ads
    - ii. Search Engine Optimization (SEO)
    - iii. Email Marketing



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### Social Media cont.

- b. Web 2.0 is user-generated media  
examples include:
  - i. Blogs
  - ii. Podcasts
  - iii. Mobile Phone
  - iv. RSS Feeds
  - v. Online Video
  - vi. Widgets



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### Social Media cont.

Be Realistic!  
Don't give in to crazy expectations!

Here's what you can believe going into Social Media:

- a. No one is going to "Like" your company—at least not immediately upon viewing your page.
- b. Your potential customers most likely will not watch your uploaded videos.
- c. Your campaign probably won't take-off instantly and become the next best thing since sliced bread.
- d. You won't see immediate sales.
- e. There are going to be some costs incurred.



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### Social Media cont.

So what are these costs?:

- a. Production Costs
  - i. Video
  - ii. Articles
  - iii. Images
- b. Media Buying
- c. Hosting Fees for Serving Content
- d. Fees from Distribution/Tracking Tools
- e. Consulting or Agency Fees



Source: [swayonline.com](http://swayonline.com)

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### Social Media cont.

• Social Media is the most powerful way to interact with people online because:



- a. Your audience/potential customer already is online.
- b. They are online because of other websites, social networking and blogs.



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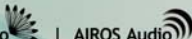

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### Social Media cont.

- c. You can reach out to them through content that is relevant and engaging to them.
- d. The "key" is to not disrupt their user-experience.



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### Social Media cont.

- Social Media Reminders



- a. Don't rely on it to build your organization's email distribution list.
- b. It can help drive traffic to your website, but it shouldn't be the only thing you rely on.



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### Social Media cont.

- Where can you go to get started?

- a. Go to one or more of the top 3



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### Social Media cont.

- Are your employees on Social Media?

- a. Professionally?



- b. Personally?
- c. Set expectations with current employees and new hires.



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### Social Media cont.

- Know the difference! It's key to preventing future upset. ....particularly with clients and vendors!
- a. Who is a Facebook friend?  

- b. Who is a LinkedIn friend?  




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### Social Media cont.

- The Ten Commandments of Social Media:
  1. Blog.
  2. Create profiles.
  3. Upload photos.
  4. Upload videos.
  5. Podcast.
  6. Set alerts.
  7. Comment.
  8. Get connected.
  9. Explore social media.
  10. Be creative.



Source: [fastcompany.com](http://fastcompany.com)



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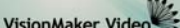

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### Social Media cont.

- But Remember.....
  - a. Don't be a wimp.
  - b. Don't complain when people are mean.
  - c. Do write only what is worth reading.
  - d. Don't speak or be pompous about what you know nothing about.

Why?



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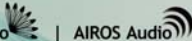


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### Social Media cont.

Because Social Media spreads like pee in the pool—you'll never be able to get it all out, unless you wipe out everything. And in Social Media, that's just not possible.



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### Your Website

- Where will Social Media lead people?
  - You can't expect it to be your website, but sometimes it will be.
  - What can you do to make it the best user-experience?



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### Your Website cont.

- Know your brand and stay true to it.
- Create a style guide and follow it.
- Ease of navigation.
- Utilize Microsite pages.
- Feature testimonials.
- Remember the keys of SEO.



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### Your Website cont.

- The Keys of Search Engine Optimization (SEO)
  - a. First major things to consider:
    - i. Unique Content

You have something to say that is uniquely yours to the Internet community. Something that will be seen as "value." Use appropriate terms that would be typed into the search engine on your webpage.



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### Your Website cont.

- ii. Appropriate Links to Your Website

Just because you have a home page, doesn't mean that's where people need to be linked to. Link them directly to the page that best suits what they searched for and you are more apt to guarantee that sale.



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### Your Website cont.

- The Keys of Search Engine Optimization (SEO) cont.
- a. Second major things to consider:
  - i. To increase your SEO rankings, the more sites that link to your site, the better off you'll be.



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### Your Website cont.

b. So you're not showing up on the search engine's results page...

- i. It's never too late to fix this.
- ii. Look at your brand.
- iii. Look at your product and service offerings.
- iv. Look at your business partners or potential partners.
- v. Look at your competition. Who is ranking and why?



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### 5 Easy Steps to Create Your Marketing Plan

Step #5

Knowing a beginning and an end result.  
.....Tracking proof-of-performance.



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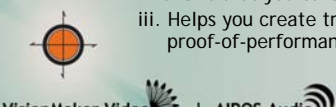
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### Research

- **Forms of Campaign Research**
  - a. Studying the market place.
    - i. Is there a need for your product or service?
    - ii. How much competition? How saturated?
  - b. Surveys
    - i. Could pinpoint something you might not have realized that the market was missing. This could become part of your selling strategy.
    - ii. Shows that you care.
    - iii. Helps you create true proof-of-performance.



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### Research cont.

- c. One-on-One Interviews
  - i. Allows you to see true opinion and reactions up-close.
  
- d. Focus Groups
  - i. Allows individuals to feed off of other's ideas. A good test of influence.



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### Research cont.

- What is the motive for Research?
  - a. Getting answers to your questions without spending a fortune.
  - b. Testing a concept or an idea.
  - c. Adding layers to complex products or services.
  - d. Learning about satisfaction and customer awareness.



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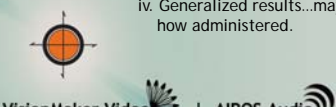
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### Research cont.

- To outsource or to stay internal?
  - a. Research Firm:
    - i. Large survey pool.
    - ii. More complex analysis.
    - iii. Unbiased, outsider view administering.
    - iv. Reliable statistical results.
  - b. Internal
    - i. Small survey pool.
    - ii. More simple analysis.
    - iii. Internal.
    - iv. Generalized results...may be skewed based on how administered.



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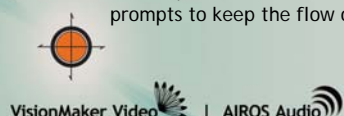
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### Research cont.

- Research Tips:
  - a. Do give the audience being interviewed the topic in advance, unless it is absolutely top secret. This allows the audience to gather all of their thoughts about the topic that might not be the first things to come to mind.
  - b. If hosting a Focus Group/Roundtable Session, do have a moderator that is not biased one way or another, and who is not afraid to generate subject prompts to keep the flow of conversation going.



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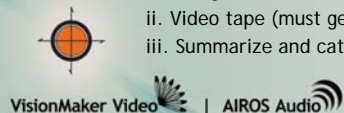
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### Research cont.

- c. Don't be afraid to talk hypothetically.
  - i. Ask, with financial restraints aside, what would you like to see or have happen? This will help define a vision or ultimate goal. Although it may be unachievable in the immediate or sometimes further future, don't stop reaching.
- d. During the interviews:
  - i. Take good notes.
  - ii. Video tape (must get releases signed first).
  - iii. Summarize and categorize your results.



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### In Conclusion

1. Have a clearly defined brand & product/service.
2. Know your target market.
3. Configure budget and monitor it.
4. Have a marketing plan.
5. Construct a timeline.
6. Track proof-of-performance.

Above all, don't give up or be afraid to ask for another pair of eyes to look over your marketing plan.



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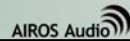
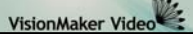
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Even more additional resources:

- www.marketingpower.com
- www.about.com
- www.marketingpros.com
- www.thewisemarketer.com
- www.vidmon.com - Purchase reports and samples of competitor's creative of various media (TV, radio, print, etc.)
- www.adrants.com - The latest in advertising tips, gossip and news!
- www.womma.org - Word of Mouth Marketing Association website
- www.causecommunications.org - Non-profit organization that specializes in marketing/advertising with great resources free to non-profits.
- www.gitomer.com - Tips and suggestions on better selling.
- www.grizzard.com - Direct Marketing Assistance
- www.321webmaster.com - Great web help.
- www.helpmybrand.com - Blog on brand marketing.



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