

2022 Zingale Big Idea Competition



Workshop # 3 Marketing Your Big Idea

Marketing

- **Marketing is the activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.**



Relationship Marketing

- Marketing decisions and activities focused in achieving long-term, satisfying relationships with customers.

6-Steps to converting prospects to customers and advocates for your brand.



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Guest



Know who you are and where you're going.

- Buyer Persona development
- Culture creation
- Branding
- Setting SMART Goals



Prospect



Become a magnet, not a bullhorn.

- Attract your ideal prospects
- SEO, Social, Blogging
- Define Relationship Marketing strategy



Lead



Shorten your sales cycle by working smarter, not harder.

- Calls to Action
- Landing pages
- Email 2.0



Customer



Relationships are more powerful than marketing.

- Build a Know, Like and Trust strategy
- Lead nurturing
- Video



Advocate



Create a marketing army around your brand.

- Under promise, over deliver
- Client retention strategies
- Solid branding



Track your marketing efforts. Analyze and Improve.

- Track Performance
- Google Analytics and Source Reports

8 Major Marketing Functions

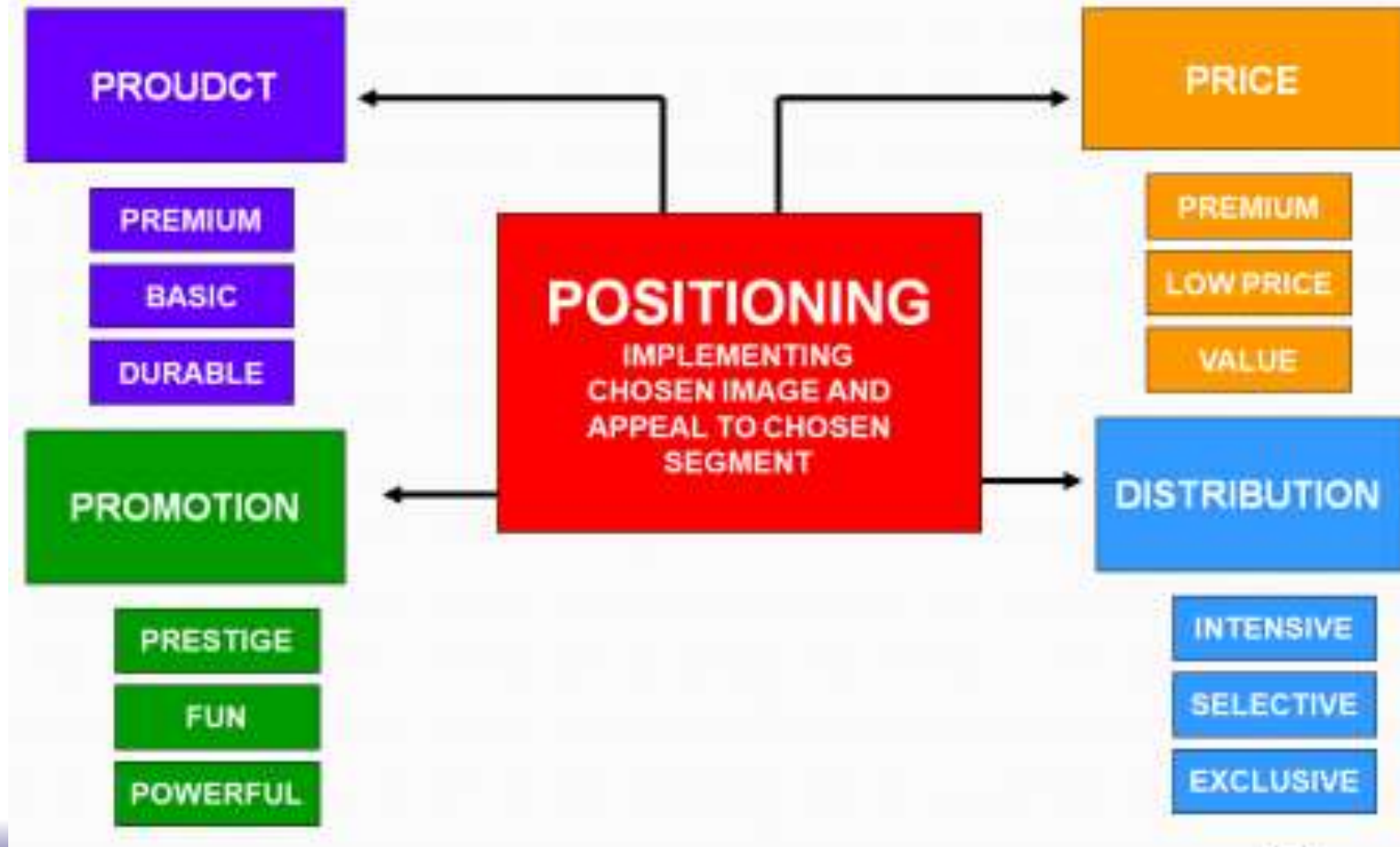
- **Buying**
 - materials needed for manufacturing
- **Selling**
 - Transferring title
- **Transporting**
 - Mode of transfer
- **Storing**
 - For when customer needs them
- **Financing**
 - The production and selling expenses
- **Standardization**
 - Creating uniform specifications
- **Risk Taking**
 - Willingness to incur loss
- **Gathering**
 - Information to make marketing decisions

The Marketing Mix

The Four Ps



In More Detail



Marketing Mix Example – iPhone6

Product

Advanced smartphone
Leading-edge performance
High-res camera
Vast App ecosystem

Price

£539-£789 depending on configuration
Discounted if bought with data tariffs

Place

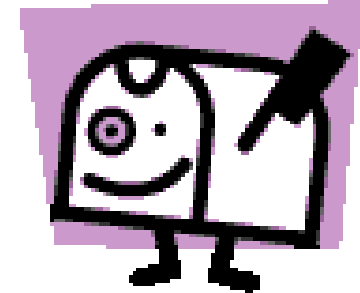
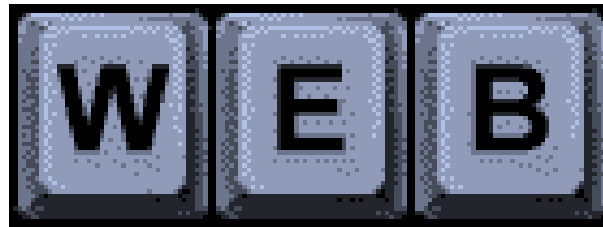
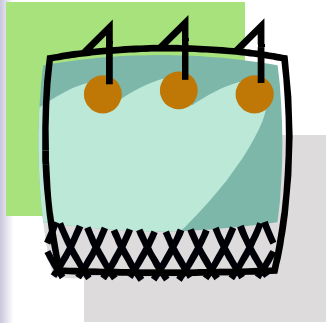
Direct from Apple
Sold by mobile phone networks most electronic retailers / e-tailers

Promotion

Widespread launch PR
Social media
Extensive online & other media advertising
Product placement



Name Different Marketing Methods & Why They Are Effective



Guerrilla Marketing



JAY CONRAD LEVINSON

**NATIONAL
BESTSELLER**

**THE BOOK EVERY
SMALL-BUSINESS OWNER
SHOULD OWN**

Completely updated and expanded edition

GUERRILLA MARKETING

**EASY AND INEXPENSIVE STRATEGIES FOR MAKING
BIG PROFITS FROM YOUR SMALL BUSINESS**

GUERRILLA MARKETING







**IT IS CLOSER THAN YOU THINK.
#ITMOVIE IN CINEMAS SEPTEMBER 7**







OSCHUR | ROBERTS/REUTERS

Traditional Vs. Guerrilla

INVEST MONEY	VS.	INVEST TIME, ENERGY and IMAGINATION
FOR BIG BUSINESS	VS.	FOR SMALL BUSINESS
SUCCESS MEASURED BY SALES	VS.	SUCCESS MEASURED BY PROFITS
BASED ON EXPERIENCE & JUDGEMENT	VS.	BASED ON LAWS OF HUMAN BEHAVIOR

Guerrilla Marketing

- **Guerrilla is a method of attack using surprise, stealth and harassment. Guerrilla is derived from the Spanish "GUERRA" meaning "WAR."**
- **Guerrilla warfare is defined by carrying out surprise attacks.**
- **Guerilla Marketing is low-cost and highly imaginative!**

Definition

- **Guerrilla marketing refers to using inexpensive and unconventional methods to gain exposure for a product or service. Instead of money, guerrilla marketing requires time, energy and imagination.**



Components

- Guerrilla Marketing is mostly used by small business and entrepreneurs.
- It should be based on human psychology instead of experience, judgment, and guesswork.
- The main investments of guerrilla marketing should be time, energy, and imagination, rather than money.

Marketing Plan Elements To Include In Your Executive Summary



- **Overview Statement**
- **Marketing Strategy**
- **Target Markets**
- **Product & Services**
- **Pricing Strategy**

- **Distribution Channels**
- **Competitive Profile**
- **Marketing Tactics**
- **Timeline**
- **Budget**



Marketing Strategy

- Define your marketing strategy.
- Two elements:
 - The selection and analysis of a target market.
 - The 4 Ps



Target Market

- **A group of individuals or organizations, or both, for which a firm develops and maintains a marketing mix suitable for the specific needs and preferences of the group.**



Market Segment

- A Market Segment is a group of individuals or organizations within a market that requires its own market strategy.



Geographic
segmentation



Psychographic
segmentation



Demographic
segmentation



Behavioral
segmentation

Products and Services

- Describe offering?
- One-time or recurring?
- Customers' needs?
- How meet needs?
- Features/Benefits?
- Value Proposition?



Pricing Strategy

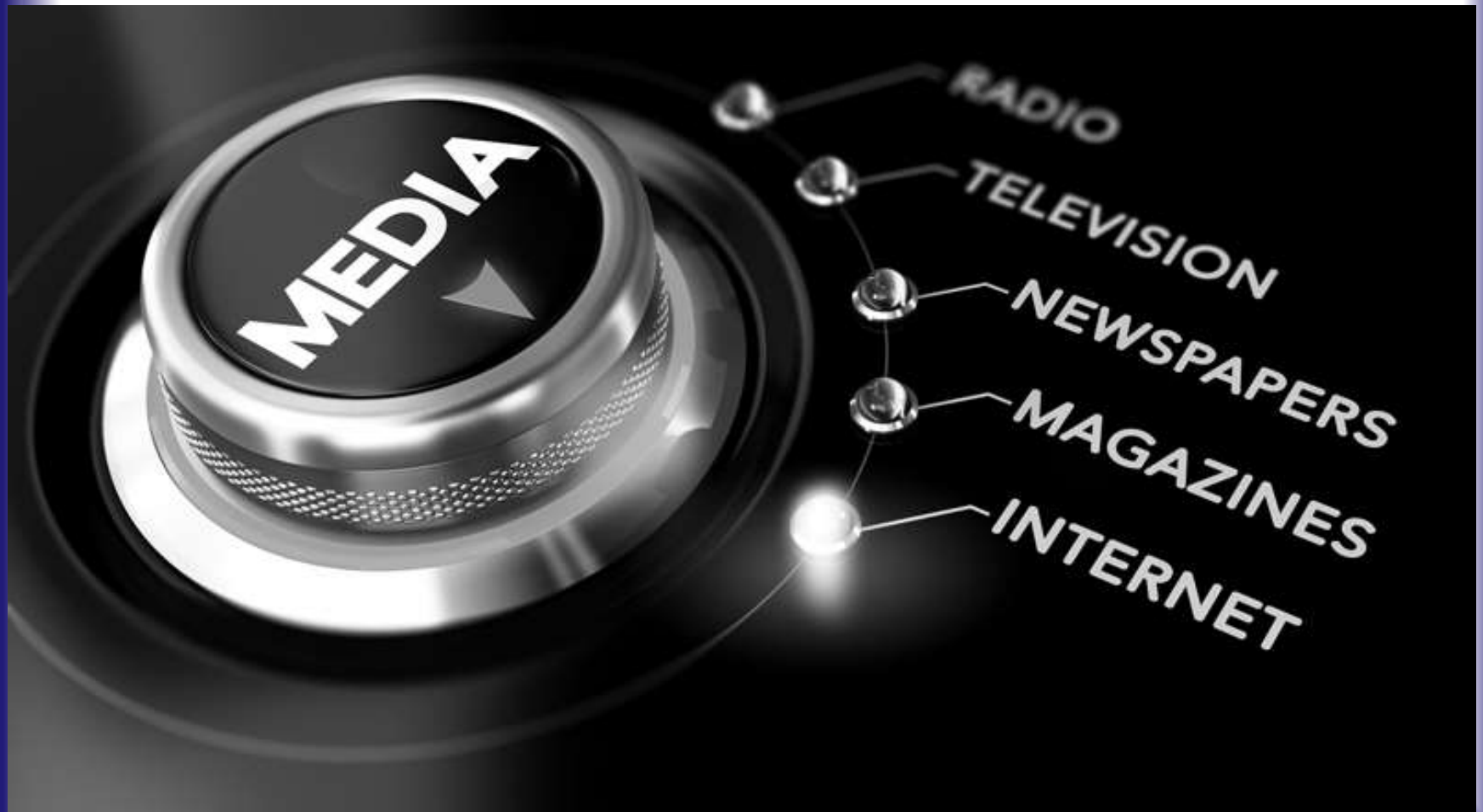
- What is the basis for how you are pricing the product?

		Future Price	
		Low	High
Current Price	Low	Loss Leader (Supporting Cast)	Penetration Pricing (Star)
	High	Price Skimming (Star)	Premium Pricing (Star)

Typical Tactics



Get Free News Coverage



Types of News Releases

- Announcement release
- Spot announcement
- Reaction release
- Bad news release
- Hometown release
- Feature release

[YOUR COMPANY NAME]

Company Slogan

Street Address

City, State 01234-0000

(000)000-0000

email/web address

PRESS RELEASE

For Immediate Release

For more information contact:

Company

Phone: (800) 985-2000

Fax: (800) 985-2001

Email: name@company.com

TYPE HEADLINE HERE

Type sub-headline here

City, State (April 23, 2012) – [COMPANY], the maker of [SPECIFY], has launched a new website, [ADDRESS] a site aimed at [SPECIFY].

The new website combines a comprehensive listing of [SPECIFY] and a directory of [SPECIFY]. The site will be of tremendous value to entrepreneurs, business professionals and small businesses. "This is a cutting edge internet site far superior to anything in the marketplace," said [NAME], the President of [PRODUCT]. "We expect tremendous sales through our convenient, user-friendly website."

More than [NUMBER] business are looking for that kind of solutions in [COUNTRY]. "With [PRODUCT], many business owners and entrepreneurs will now be able to [SPECIFY]," said [PRESIDENT].

[Company] is the owner of the popular [SPECIFY]. Its [PRODUCT/SERVICE] is known for [SPECIFY]. The company's mission is to [SPECIFY] and currently employs [NUMBER] people in the greater [CITY] area and has won numerous local awards for its [PRODUCT/SERVICE]. The company's website at www.company.com contains additional information.



Term: Spring | Issue 1 | Date: August 19, 2016

TOPIC ONE

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TOPIC TWO

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TOPIC THREE

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KEY DATES

Date 1: Event Name

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Date 2: Event Name

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Date 3: Event Name

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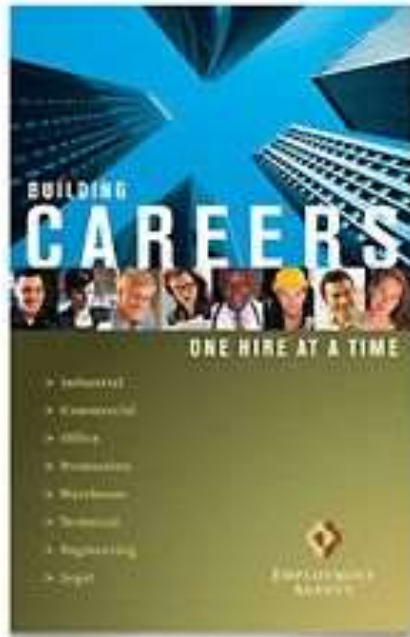
Date 4: Event Name

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You Gotta Stay On Social Media Every Day!



Great Leave Behind. Will Drive Web Traffic.



UNITING TALENT WITH OPPORTUNITY

United Talent with Opportunity... (text partially obscured)

- Industrial
- Commercial
- Utility
- Professional
- Manufacturing
- Technology
- Engineering
- Legal
- Medical
- Construction

THE RIGHT PEOPLE IN EVERY STAFFING CATEGORY

United Talent with Opportunity... (text partially obscured)

OUR PEOPLE. YOUR POTENTIAL.

United Talent with Opportunity... (text partially obscured)

FULL TIME PART TIME TEMPORARY

United Talent with Opportunity... (text partially obscured)

Business Events Need A Good Reason For People To Attend!



Trade Shows Take Place At Convention Centers



Publicity Stunts



Search Engine Optimization





Wiki

PODCASTS



Social Media



Get Professional Help

- Small Web Development
- Independent Graphic Designer
- Small PR Shop
- You Need To Spend Some Money

