

**Marketing Talk for
Ambassadors Network**
Friday 6th May, Salisbury

“Talk Marketing” - exploring ways to maximise results from your marketing effort

Debbie works with businesses who recognize they need some support with their marketing but aren't sure where to start. She strives to turn the vision and ambition of the owner/manager into a workable marketing strategy that will increase the bottom line.

1. What is marketing?

The management process responsible for identifying, anticipating and satisfying customer requirements *profitably*.

2. Stay focused on your business/marketing plan (it shouldn't be filed away) and watch your cash flow. Three elements to your business:

- Finance – Operations – Marketing – how do you score for each?

3. Four basics of business:

- Prospect for customers
- Be **exceptional** at what you do
- Create a great place to work
- Bottom line

4. The 7 x Ps of marketing:

1. product/service – growth-trends-competition info-sales analysis; USD – why should I give my loyalty/business to you – what makes you unique/special/different?
2. placement – how convenient is it to buy from you?
3. price –
4. promotion – so many ways – see below
5. process – all ways it affects your customer, journey etc.
6. people-mission-vision; brand
7. physical evidence – brand, image, building AND/OR case studies, testimonials

Could add some new Ps....more modern – but would still take the same topics above, but group differently.

Presentation – 1st impressions

Propositions – USP-customer journey/added value

Possibilities – thinking outside the box

Profile

5. Run a SWOT (strengths, weaknesses, opportunities and threats) on yourself/ your business, your business partners and your main competition. Then work with the results. When you are selling, you need to know where you win hands down over the competition so you can highlight this to your prospects.

6. Only three ways of getting more sales (see article on my website if you want to read more of this)

- a. more customers

- b. selling more to existing (upsell (coffee) and cross sell)
 - c. selling more often
- BUT don't lose your existing customers!
Add 5% to each sector and you gain 16% overall.

7. **Talk and listen to your customers** and staff (2 ears v 1 mouth)

8. **Different ways of communicating – here's just a few**

- | | |
|-------------------|----------------------------|
| a. advertising | g. non media eg networking |
| b. paper media | h. professional services |
| c. social media | i. PR |
| d. targeted media | j. through your website |
| e. promotion | |
| f. telephone | |

So each element is one part of one seventh of what makes up the marketing mix.

Don't rely on just one way to promote your product/service. It is CRITICAL to mix at least three ways

9. **Education Marketing – cross sales**

- a) Give out quality information.
- b) Time is the most valuable resource on the planet.
- c) Work on your networking skills

10. **The Pareto principle** (also known as the **80-20 rule**, the law of the vital few and the principle of factor sparsity) states that for many events **80% of the effects come from 20% of the causes.** What if

- 80% of your sales/work possibly comes from 20% of your clients. Are you managing these valuable clients differently from your others? How can you get more of these? Analyse. (see article on my web)
- Think about how stable this makes your business – especially in the current climate.... Should you be doing something to address it?

11. **Marketing will identify what you need to do; the best way to do it and how you can get the profitable results you want.**

12. IF YOU KNOW YOU NEED TO DO SOMETHING BUT NOT SURE WHERE TO START – CHECK OUT MY MARKETING AUDIT.

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