

Introduction to Marketing

What is Marketing?

Understanding customer needs and creating offerings that satisfy those needs profitably.

Why is Marketing Important?

It helps businesses reach their target audience, stand out from competitors, and drive sales.

Identifying Your Target Market:

Use resources like the **Dayton Metro Library** (Reference Solutions, Statista), **Miami Valley SBDC** (Vertical IQ, SBDC Net), and online tools (Google Trends, Facebook Insights, U.S. Census Bureau) to research and understand your audience.

Unique Selling Proposition (USP):

Your USP highlights what sets your business apart—such as quality, pricing, or service—and provides a compelling reason for customers to choose you. Clearly communicate this to your target market.

The 4 P's: Key Elements of Marketing Strategy

1. Product

- **Features:** Highlight unique attributes that differentiate your product and meet customer needs.
- **Quality:** Emphasize reliability and high standards to build trust.
- **Packaging:** Use appealing design and functional packaging that aligns with your branding.
- **Variants:** Offer product options to cater to diverse customer preferences.
- **Lifecycle:** Tailor strategies based on the product's lifecycle stage (introduction, growth, maturity, or decline).

2. Price

- **Strategy:** Choose an approach (e.g., value-based, cost-plus, competitive pricing) that aligns with your goals.
- **Structure:** Offer attractive pricing through base rates, discounts, bundles, or flexible payment options.
- **Positioning:** Price competitively while reflecting quality and perceived value.
- **Flexibility:** Adjust prices based on market trends, demand, or customer segments.
- **Perception:** Ensure customers view prices as fair, offering good value for money.

3. Place

- **Distribution Channels:** Select the best mix (direct sales, retail, e-commerce) for delivering products to customers.
 - **Partnerships:** Collaborate with distributors, wholesalers, or online platforms to expand reach.
 - **Coverage:** Optimize geographic distribution to maximize accessibility and efficiency.
 - **Inventory Management:** Maintain adequate stock and ensure timely delivery.
 - **Accessibility:** Provide convenience through physical locations, online platforms, and delivery options.
4. **Promotion**
- **Advertising:** Use diverse channels like digital, social media, and traditional media to boost brand awareness.
 - **Sales Promotions:** Implement discounts, offers, and coupons to encourage purchases.
 - **Public Relations:** Build positive media and community relations to enhance reputation.
 - **Personal Selling:** Engage customers directly with trained representatives for personalized interactions.
 - **Content Marketing:** Develop valuable content to educate, entertain, and engage your target audience.

This integrated approach ensures that your products align with customer needs, pricing is competitive and well-positioned, distribution is effective, and promotional efforts are impactful.

Building Your Brand

1. **Name:** Choose a memorable and meaningful name that reflects your business values and makes a strong first impression.
2. **Logo:** Design a distinctive and recognizable visual symbol to represent your brand.
3. **Tagline:** Create a short, catchy phrase that captures your brand's essence and communicates its value.
4. **Colors:** Develop a consistent color scheme to reinforce brand identity and evoke emotional connections with your audience.
5. **Fonts:** Select fonts that align with your brand's voice and maintain consistency across all materials. Tools like Canva can help with font selection.
6. **Graphics:** Use consistent and relevant imagery to support your brand message and enhance communication.

Digital Marketing Essentials:

- Build a professional **website**.
- Optimize your presence on **Google My Business**.

- Leverage **social media** for engagement and visibility.
- Utilize **email marketing** to nurture relationships.
- Implement **SMS marketing** to communicate quickly and effectively.

Conclusion: A cohesive and well-defined brand identity, paired with essential digital marketing tools, is key to building a strong and memorable brand.

The Power of a Website for Small Businesses

1. **Online Presence:** A website provides 24/7 accessibility, extending your business reach beyond geographical boundaries.
2. **Increased Visibility:** Boost discoverability through search engines using SEO to rank higher in search results.
3. **Brand Building:** Showcase your brand identity, including visuals and messaging, to strengthen your market presence.
4. **Credibility:** A professional website builds trust, showcasing products, services, testimonials, and past work.
5. **Marketing Hub:** Serve as a central platform for integrating email, social media, content, and advertising campaigns.
6. **Customer Engagement:** Use interactive features like live chat and contact forms to foster relationships with customers.
7. **E-commerce Opportunities:** Expand sales by enabling online transactions, reaching a wider audience.
8. **Analytics:** Gather insights on user behavior and demographics to refine strategies and optimize performance.
9. **Cost-Effectiveness:** Maintain a cost-efficient marketing and advertising tool with broad reach.
10. **Adaptability:** Easily update content, promotions, and offerings to stay competitive and relevant.

Conclusion: A website is an essential, cost-effective tool for enhancing online presence, credibility, marketing, customer engagement, and revenue generation in the digital age.

Enhance Your Online Presence with Google My Business

1. **Business Listing:** Create and manage a free profile on Google Search and Maps.
2. **Increased Visibility:** Optimize your listing to boost visibility in local search results.
3. **Essential Information:** Share key details like address, phone number, website, and hours for easy customer access.

4. **Customer Reviews:** Encourage positive reviews to build credibility and improve local search rankings.
5. **Photos and Videos:** Use visuals to showcase your offerings and attract potential customers.
6. **Messaging:** Enable direct communication with customers through messaging and respond promptly.
7. **Posts and Updates:** Share timely updates, offers, and events to engage your audience.
8. **Insights and Analytics:** Track metrics like clicks, calls, and directions to optimize your listing and understand your audience.
9. **Mobile Accessibility:** Ensure your listing is mobile-friendly to cater to on-the-go users.
10. **Local SEO Advantage:** Outrank competitors and attract local customers by improving your local search visibility.

Conclusion: Google My Business is a powerful, cost-effective tool to increase online presence, attract local customers, and drive business growth. Optimize and actively manage your listing to leverage its full potential.

Harnessing the Power of Social Media

1. **Amplified Reach:** Use platforms like Facebook, Instagram, Twitter, LinkedIn, and Pinterest to connect with a global audience and boost brand visibility.
2. **Engagement Opportunities:** Foster connections through interactive content like posts, polls, stories, and live videos, while addressing customer inquiries and comments promptly.
3. **Brand Awareness:** Share consistent, engaging content, such as product updates, industry insights, and user-generated content, to increase visibility and audience engagement.
4. **Targeted Advertising:** Leverage advanced targeting options to reach specific demographics, maximizing ROI with highly relevant ads.
5. **Community Building:** Create a loyal audience by offering exclusive content, contests, and rewards that encourage brand advocacy.
6. **Customer Feedback:** Monitor mentions and reviews to gather insights, address concerns, and improve customer satisfaction.
7. **Real-time Communication:** Instantly share updates, announcements, and promotions, while offering timely and personalized support through social channels.
8. **Insights and Analytics:** Track performance metrics like reach, engagement, and conversions to refine your strategy based on audience preferences and behavior.
9. **Brand Personality:** Showcase your values and humanize your brand with authentic stories, behind-the-scenes content, and user-generated posts to deepen audience connection.
10. **Integration with Other Channels:** Align social media efforts with your website, email campaigns, and offline marketing for a cohesive and impactful brand experience.

Conclusion: Social media is a powerful tool for small businesses to enhance brand awareness, engage customers, boost sales, and build lasting relationships. A well-executed social strategy can elevate your brand and keep you competitive in the digital age.

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Email Marketing:

- 1. Direct Communication:** Email marketing provides a direct and personalized communication channel to reach your audience. Send targeted messages tailored to specific segments of your email list to maximize relevance and engagement.
 - 2. Cost-Effective:** Compared to traditional marketing channels, email marketing is highly cost-effective. With minimal investment, you can reach a large audience and drive significant results, making it ideal for small businesses with limited budgets.
 - 3. Building Relationships:** Nurture relationships with your audience through consistent and valuable email communication. Provide useful content, exclusive offers, and personalized recommendations to keep subscribers engaged and loyal to your brand.
 - 4. Lead Generation:** Use email marketing to generate leads and drive conversions. Capture leads through opt-in forms on your website and landing pages, and nurture them through targeted email campaigns to move them further down the sales funnel.
 - 5. Automation and Personalization:** Leverage email marketing automation tools to streamline your campaigns and deliver personalized messages at scale. Automate welcome emails, follow-up sequences, and re-engagement campaigns to save time and increase efficiency.
 - 6. Measurable Results:** Track and measure the performance of your email campaigns in real-time. Monitor metrics such as open rates, click-through rates, conversion rates, and revenue generated to optimize your campaigns and maximize ROI.
 - 7. Brand Awareness:** Keep your brand top-of-mind with regular email communication. Use branded templates, consistent messaging, and engaging content to reinforce your brand identity and position your business as a trusted authority in your industry.
 - 8. Segmentation and Targeting:** Segment your email list based on demographics, behavior, and preferences to send highly targeted and relevant messages. Tailor your content and offers to each segment to increase engagement and conversion rates.
 - 9. Customer Retention:** Use email marketing to retain existing customers and encourage repeat purchases. Send post-purchase emails, loyalty rewards, and exclusive offers to incentivize customer loyalty and drive long-term revenue.
 - 10. Compliance and Best Practices:** Ensure compliance with email marketing regulations, such as GDPR and CAN-SPAM, to maintain trust and credibility with your audience. Follow email marketing best practices, including permission-based marketing and clear opt-out options, to respect subscribers' preferences and privacy.
- Conclusion:** Email marketing remains a powerful tool for small businesses to drive growth, nurture relationships, and achieve their marketing goals. By leveraging the advantages of email marketing, businesses can effectively engage their audience, generate leads, and increase revenue.

SMS Text Marketing

- 1. Direct Communication:** Email marketing provides a direct and personalized communication channel to reach your audience. Send targeted messages tailored to specific segments of your email list to maximize relevance and engagement.
 - 2. Cost-Effective:** Compared to traditional marketing channels, email marketing is highly cost-effective. With minimal investment, you can reach a large audience and drive significant results, making it ideal for small businesses with limited budgets.
 - 3. Building Relationships:** Nurture relationships with your audience through consistent and valuable email communication. Provide useful content, exclusive offers, and personalized recommendations to keep subscribers engaged and loyal to your brand.
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- Conclusion:** Email marketing remains a powerful tool for small businesses to drive growth, nurture relationships, and achieve their marketing goals. By leveraging the advantages of email marketing, businesses can effectively engage their audience, generate leads, and increase revenue.

Offline Marketing Opportunities

- 1. Networking Events:** Attend industry-specific conferences, trade shows, and networking events to connect with potential customers, partners, and suppliers. Build relationships and showcase your products or services through face-to-face interactions.

- 2. Print Advertising:** Utilize print advertising channels such as newspapers, magazines, and local publications to reach your target audience. Design eye-catching ads with compelling messaging and visuals to capture attention and drive engagement.
 - 3. Direct Mail Campaigns:** Send targeted direct mail campaigns to reach prospects in your local area or specific demographics. Create personalized and visually appealing mailers with special offers or promotions to incentivize recipients to take action.
 - 4. Community Involvement:** Get involved in your local community through sponsorships, charity events, and partnerships with local organizations. Demonstrate your commitment to the community and build brand awareness while supporting meaningful causes.
 - 5. Vehicle Branding:** Utilize vehicle branding by adding your business logo, contact information, and messaging to company vehicles. Turn your vehicles into mobile advertisements that promote your brand wherever they go, increasing visibility and exposure.
 - 6. Guerrilla Marketing:** Think outside the box with creative guerrilla marketing tactics to attract attention and generate buzz. Examples include sidewalk chalk art, flash mobs, and interactive installations that surprise and delight passersby.
 - 7. Promotional Products:** Distribute branded promotional products such as pens, magnets, and tote bags at events, trade shows, and community gatherings. These tangible items serve as reminders of your brand and can lead to increased brand recognition and loyalty.
 - 8. Local Sponsorships:** Sponsor local events, sports teams, or community initiatives to gain exposure and support your brand's image. Align your sponsorships with your target audience's interests and values to maximize impact and engagement.
 - 9. Word-of-Mouth Marketing:** Encourage word-of-mouth marketing by providing exceptional customer experiences and incentivizing referrals. Offer referral discounts or rewards to customers who refer new business to you, leveraging the power of personal recommendations.
 - 10. Cross-Promotions:** Partner with complementary businesses or organizations to cross-promote each other's products or services. Collaborate on joint marketing initiatives, co-host events, or offer bundled deals to reach new audiences and drive mutual benefits.
- Conclusion:** While digital marketing offers numerous advantages, offline marketing tactics remain valuable for small businesses to reach local audiences, build relationships, and increase brand awareness. By incorporating offline marketing strategies into their overall marketing mix, businesses can create a well-rounded approach to attract and engage customers.

Questions?

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Marketing - Social Media, Email and Text

Jessica Ceclre - Palette of Threads

Leverage Digital Tools to Reach Your Customers

- **Your Customers Are Connected:** Most people use smartphones with email, texting, and social media apps (Facebook, Instagram, TikTok, Pinterest).
- **Social Media Influence:**
 - 76% of consumers have purchased a product they saw on social media.
 - Platforms like Facebook, Google Ads, Pinterest, and TikTok drive conversions.
- **Text Messaging Power:**
 - 98% open rate, with most texts opened within 3 minutes.
 - ROI: \$15 earned for every \$1 spent.
 - View it as an investment, not an expense.
- **Email Marketing:**
 - Send 3 emails per week using funnels, flows, and automations.
 - Average open rate: 20%, but segmenting your audience can boost it to 40-65%.
 - Example: A business achieved a 65% open rate with 20,000 subscribers during peak season.

How to Promote Your Text Club:

- Promote in-store, on apps, websites, and social media.
- Ensure a **2-step opt-in** process with a disclaimer on your website for compliance.
- Focus on retaining and engaging existing customers through email and texting—it's more cost-effective than acquiring new ones.

Content Ideas for Social Media:

- **What to Post About:**
 - New product launches, seasonal items, and events.
 - Tailored posts by industry:
 - Coffee shops: Holiday flights.
 - Service businesses: Highlight new or lesser-known services.
 - Non-retail: Behind-the-scenes content, customer stories, or team features.
 - Flower shops: Tips (e.g., "Have you watered your plants?") or new product launches.
 - Leverage **videos**, which are highly engaging on social media.

What to Text:

- Text during non-peak hours.
- Share offers (e.g., "5% off with code..."), specials, reminders, or product launches.
- Gather feedback and reviews.

What to Email:

- Send newsletters, promotions, product launches, and event or ticket sale details.

Closing Tips:

- Start with the platform your customers use most.
- Choose a target audience, start small, and refine your strategy.
- Recommended cadence:
 - **1-3 social posts/day**
 - **3 emails/week**
 - **Daily or weekly live videos**

Contact: Jess at (302)-242-5346.

TV/Radio Advertising

Robin Kent - Insights on Advertising and Top of Mind Awareness (TOMA):

- **TOMA:** Ensure customers think of your business name (e.g., "Jr's Steam Pro") rather than generic terms like "carpet cleaning."
- **Message Clarity:** Make your message stand out, and mention your business name at least **three times** in commercials to reinforce TOMA.
- **Know Your Customer:** Focus on what your customer wants/needs, not your personal preferences.
- **Clear Business Name:** Ensure your business name communicates what you do.
- **Expert Positioning:** Establish yourself as an expert in your field and promote that expertise to build TOMA.

Timing and Campaign Preparation:

- Be ready before starting an ad campaign. Ensure your processes are in place to handle increased demand, as timing and needs vary by business.

Contact: Robin Kent at rkent@brookhavenoh.org or **937-414-2671**.