



Effective Marketing Without A Budget Seminar

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Marketing Small Business America®

- A national franchise, PRstore provides marketing tools, promotional products and expert advice in a friendly, retail environment
- Full-service capabilities designed to address the needs of those who do not traditionally use large scale ad agencies
- Emphasis is on convenience, ease of access and affordability

Filling A Need

- At PRstore, small business is King!
- PRstore fills the void for services between the freelancer and the traditional ad agency
- Offers the same professional, wide-range of marketing services as a traditional agency – but at a fraction of the cost



The PRstore Difference

- No appointment necessary
- Casual, friendly environment
- One hour of free consulting
- No retainers, contracts or long-term commitment
- No compromise on quality



Marketing Products

- Brochures
- Web Sites
- Print Ads
- Logos
- Press Releases
- Business Cards
- Tradeshow Exhibits
- Postcards
- Event Programs
- Marketing Plans
- Newsletters
- Radio Commercials
- PowerPoint Presentations
- Presentation Folders/Inserts
- Posters
- Rack Cards
- Billboards
- TV Commercials
- Invitations/Announcements

We Write it. We Design it. We Print it.®



LogoSTUFF™

- PRstore also offers a wide-range of specialty advertising items
- Check out our showroom – in the store or online (prstore.com)– for thousands of products ready to be customized with your event name or company logo

10 Steps to Marketing Success

1. Corporate Branding
2. Corporate Identity
3. Marketing Plan
4. Corporate Information
5. Sales Materials
6. Lead Generation
7. LogoSTUFF
8. Media Relations
9. Event Planning and Promotions
10. Customer and Employee Relations

1. Corporate Branding

We rarely get the chance to un-do a first impression, so be sure your initial steps into the market place are dressed with success! In the simplest terms, it's all about making your customer remember who you are and what you do.

According to a 2007 annual survey on brands and branding by Interbrand, strong brands capture customer attention, draw them in, orchestrate a favorable decision and secure long lasting relationships

A strong corporate brand...

- Adds depth and value to a company's product offerings;
- Sets the tone for further development of a company (e.g. Procter & Gamble).
- Is a good indicator of the strength of a company and its financial value.

2. Corporate Identity



A large, successful company would never consider doing business without professionally designed materials - and neither should you. Extend your brand to essential business communication products such as business cards, letterhead and envelopes as an indirect, but effective form of self-promotion. Ending up in front of the consumer more often than you realize - whether in a client's rolodex, on a customer's refrigerator, with a local bank teller or in a vendor's mailbox - your corporate identity materials should always be an extension of your existing marketing efforts and of your brand.

3. Marketing Plan



What is included?



Step 1 - Understand Your Market and Competition

To get an understanding of your market you should ask yourself questions like:

- Are there segments in my market that are being underserved?
- Are the segments of my market for my product or service big enough to make money?
- How much share of that market do I need to capture, to just break even?
- Is there too much competition in the segment of my market to be competitive?
- What are the weaknesses in my competition's offering that I can capitalize on?
- Does my market want or value my unique competitive offering?

Step 2 - Understand Your Customer

Knowing your customer intimately is the first step to easy sales. Until you know your customer you can't prepare an effective marketing plan.

Research to find out:

- who your customers are
- what they want
- what motivates them to buy



- How does my potential customer normally buy similar products (i.e. in a store, on the web, door-to-door)?
- Who is the primary buyer and the primary decision marker in the purchasing process (i.e. husband or wife, purchasing agent, project leader, secretary)?
- What kind of habits does my customer have? For instance, where do they get their information (i.e. television, newspapers, magazines)?
- What are my target customer's primary motivations for buying (i.e. look good, avoid pain, get rich, be healthy, be popular etc.)

Step 3 - Pick a Niche

Carve out a specific niche and dominate that niche, then you might consider moving on to a second niche (but not before you've dominated the first one!).

You could be a "lawyer that specializes in child accident liability" or a "C.P.A. for used car dealers" or a "dry cleaner for the Heritage Park subdivision in West Oaks, CA." You get the picture. Make sure to choose a niche that interests you and that is easy to contact. I can't stress this point enough. There's nothing more destructive than to pick a niche that you can't communicate with or that costs you a ton of money to contact.

Step 4 - Develop Your Marketing Message

Your marketing message not only tells your prospect what you do, but persuades them to become your customer.

You should develop two types of marketing messages.

1. A message that is short and to the point
2. A complete marketing message that will be included in all your marketing materials and promotions.



To make your marketing message compelling and persuasive it should include the following elements:

- An explanation of your target prospect's problem.
- Proof that the problem is so important that it should be solved now, without delay.
- An explanation about why you are the only person/business that can solve your prospects problem.
- An explanation of the benefits people will receive from using your solution.
- Examples and testimonials from customers you have helped with similar problems.
- An explanation about prices, fees, and payment terms.
- Your unconditional guarantee.



Step 5 - Determine Your Marketing Medium(s)

Your marketing medium is the communication vehicle you use to deliver your marketing message. It's important to choose a marketing medium that gives you the highest return on your marketing dollar. This means that you want to choose the medium that delivers your marketing message to the most niche prospects at the lowest possible cost.

- Newspaper ads
- Posters
- Contests
- Special Events
- Seminars
- Television ads
- Signs
- Sweepstakes
- Door-to-door
- Website
- Sales letters
- Flyers
- e-Blast
- Movie ads
- Newsletter
- Postcards
- Door hangers
- Brochures
- Media releases
- Telemarketing

Step 6 - Set Sales and Marketing Goals

Your goals should include financial elements such as annual sales revenue, gross profit, sales per sales person etc. However, they should also include non-financial elements such as units sold, contracts signed, clients acquired, articles published etc.

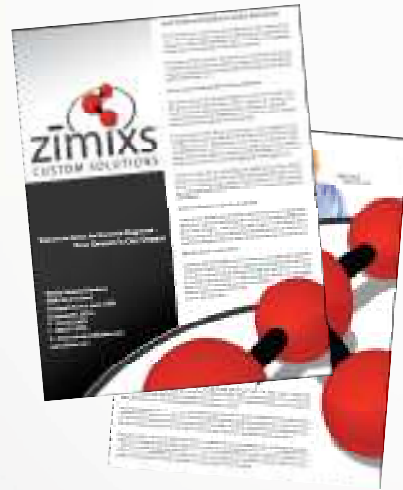
Use the **SMART** formula to ensure that your goals are

- **Sensible**
- **Measurable**
- **Achievable**
- **Realistic**
- **Time specific.**

Step 7 - Develop Your Marketing Budget

- If you have been in business for over a year and tracked your marketing-related expenditures you could easily calculate your "cost to acquire one customer" or "cost to sell one product" by dividing your annual sales and marketing costs by the number of units (or customers acquired) sold.
- The next step is to take your cost to sell one unit or acquire one customer and simply multiply it by your unit sales or customer acquisition goal. The result of this simple computation will give you a rough estimate of what you need to invest to meet your sales goals for the next year.

4. Corporate Information



A brochure is like a handshake. It's that first friendly "Hello" that engages a prospective customer and invites them to get to know your business better with flyers, brochures, folders, inserts, or a website.

DIY Ideas

Brochures and Flyers

- Be creative and design your own
- Buy high quality paper and print it at home or take your design to Kinkos and have them print your flyer

Website

- Register and design your own website for as little as \$19/mo (www.web.com)
- Great for start-ups on a tight budget

5. Sales Materials



Take the traditional rack card to a whole new level with special features, dimensions and elements you won't see anywhere else! Posters, direct mail postcards, powerpoint presentations and rackcards are a great tool for sales.

Direct Mail Campaign

Very few marketing tools deliver your message with the exact precision of a direct mail campaign. Concentrate your efforts on an exact target - a list comprised of those most likely to buy your product or service and make it a bulls-eye every time! Concentrated, focused and defined, a campaign like this is sure to be a hit!

6. Lead Generation



From television commercials to magazine ads to billboards and beyond – we have just the ticket to drive the traffic!



Tips for Saving on Advertising

- Use your resources!
- If you are a not for profit organization, newspapers, radio, and television we'll reserve space at no cost. All you have to do is ask.
- Mailing lists can be purchased for as little as \$.01/address. A great tool to use to do a mailing to your potential customers.

7. Promotions

Promotional items are an important part of any comprehensive marketing program. A great way to keep your name in front of your customers – and keep you top of mind – these types of products also create awareness, build loyalty, improve employee relations and generate leads! Our extensive offering of specialty advertising and promotional products – we call it **LogoSTUFF™** - is one of the largest and most affordable collections of its kind. Promote your business with something special, something unique or something useful. If they make it, we can customize it - adding your logo, website or other information to just about any item you can imagine!



- In whatever industry you operate, it's always nice to give your customers a small token of your appreciation for their patronage. A pen, keychain, or mug is an inexpensive gesture.
- Buying in bulk also helps to keep the per unit cost down.

8. Media Relations



Zero in on the news that's important, the stories that matter and the headlines that grab attention! Get the kind of placement on the news pages that ad dollars could never buy! With distribution through PR Newswire, your story will surely get out to the public!



Is It News ... should I send out a press release?

1. **Uniqueness** -- Is it really different, odd or out of the ordinary?
2. **Timeliness** -- Is it new? Did it just happen?
3. **Impact** -- What does this story mean to the average person in your community?
Why should he/she care?
4. **Proximity** -- Who does it affect? Would people in the local (most important), regional, national or international community care about it?
5. **Relevance** -- Does it have to do with a current topic or interest or something covered in the news?
6. **Prominence** -- Is someone or something well-known involved in the story?
7. **Conflict, controversy or diversity** -- Does it involve physical, moral, ethical, ideological, or political differences?

Use these guidelines to review your stories before deciding whether or not to send out a news release. In general, the more “news value” factors in your story, the more likely it is to be covered by the news media.



Need News Coverage Now?

1. Meet your local reporters:

- Identify some key reporter contacts at the daily or weekly newspaper, radio or television or cable station.
- E-mail him or her with a brief introduction and an invite to meet you over coffee or at your store. Offer to serve as a local resource, explain why you're filling a need in your community.

2. Send out a press release:

- Target a local media list.
- Make sure the release contains news. See tips on how to determine if its news (unique, timely, does it have an impact in your community, is someone or somebody noteworthy involved in it).
- Send a press release out.



3. Send in business notices:

- Find a listing, business posting section in your local newspaper or business journal. Send in listings, when appropriate. Talk about the hiring of new employees, promotions, new products, new jobs (if they are big), etc.
- Be sure to follow the deadlines and include all required contact information.

4. Contribute to stories in the news:

- Follow local news coverage by reading the newspaper(s), listening to talk radio and watching local TV news.
- Can you add information to a story? Call or e-mail, preferably both, to provide more or related information, be specific about what you can offer.

9. Event Planning

Host an event, attend a trade show, or rent out your space. All of these get your company name in the forefront and in front your audience. Simple and thorough planning can have your guests thinking your spent a fortune.



10. Customer & Employee Relations



The most successful businesses pay constant attention to two of their most important constituents---their customers and their employees. No business succeeds very long without the strong support of both.

You can engage and motivate your employees with merit based contests. Also, remember to keep open lines of communication with your customers and your staff so you are always aware of an issues that may arise.



Any Questions???