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.

1. PLAN
   - Know who you are and where you're going.
     - Buyer Persona development
     - Culture creation
     - Branding
     - Setting SMART Goals

2. ATTRACT
   - Become a magnet, not a bullhorn.
     - Attract your ideal prospects
     - SEO, Social, Blogging
     - Define Relationship Marketing strategy

3. CONVERT
   - Shorten your sales cycle by working smarter, not harder.
     - Calls to Action
     - Landing pages
     - Email 2.0

4. ENGAGE
   - Relationships are more powerful than marketing.
     - Build a Know, Like and Trust strategy
     - Lead nurturing
     - Video

5. DELIGHT
   - Create a marketing army around your brand.
     - Under promise, over deliver
     - Client retention strategies
     - Solid branding

6. MEASURE
   - 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

Product
Price
Marketing
Place
Promotion
In More Detail

PRODUCT
- PREMIUM
- BASIC
- DURABLE

POSITIONING
IMPLEMENTING CHOSEN IMAGE AND APPEAL TO CHOSEN SEGMENT

PRICE
- PREMIUM
- LOW PRICE
- VALUE

DISTRIBUTION
- INTENSIVE
- SELECTIVE
- EXCLUSIVE

PROMOTION
- PRESTIGE
- FUN
- POWERFUL
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
GUERRILLA MARKETING

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

 Completely updated and expanded edition

JAY CONRAD LEVINSON

NATIONAL BESTSELLER
THE BOOK EVERY SMALL-BUSINESS OWNER SHOULD OWN
IT IS CLOSER THAN YOU THINK.

#ITMOVIE IN CINEMAS SEPTEMBER 7
Keine Angst, der will nur mieten.
(BMW 3er günstig unter sixt.de)
## Traditional Vs. Guerrilla

<table>
<thead>
<tr>
<th>INVEST MONEY</th>
<th>INVEST TIME, ENERGY and IMAGINATION</th>
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<td>VS.</td>
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<td>FOR BIG BUSINESS</td>
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<td>SUCCESS MEASURED BY SALES</td>
<td>SUCCESS MEASURED BY PROFITS</td>
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<td>VS.</td>
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<td>BASED ON EXPERIENCE &amp; JUDGEMENT</td>
<td>BASED ON LAWS OF HUMAN BEHAVIOR</td>
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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!
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.
A Market Segment is a group of individuals or organizations within a market that requires its own market strategy.
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?

<table>
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<tr>
<th>Current Price</th>
<th>Future Price</th>
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<tbody>
<tr>
<td>Low</td>
<td>Low</td>
<td>Loss Leader (Supporting Cast)</td>
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<td>High</td>
<td>High</td>
<td>Penetration Pricing (Star)</td>
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<td>Low</td>
<td>Price Skimming (Star)</td>
<td>Premium Pricing (Star)</td>
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Typical Tactics

CONTENT STRATEGY
(Marketing Tactics Guide)

- News/Media/PR
- SEO
- Email
- Research / White Papers
- Infographics
- Social Networks
- Webinars
- Document Sharing
- Word of Mouth
- Podcasting
- Q+A Sites
- Type-In Traffic
- Direct/Referring Links
- Forums
- Social Bookmarking
- Online Video
- Blogs + Blogging
- Comment Marketing
Get Free News Coverage
Types of News Releases

- Announcement release
- Spot announcement
- Reaction release
- Bad news release
- Hometown release
- Feature release
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.
SKYLINE HIGH NEWSLETTER

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

TOPIC ONE
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KEY DATES
Date 1: Event Name
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You Gotta Stay On Social Media Every Day!
Great Leave Behind. Will Drive Web Traffic.
Business Events
Need A Good Reason
For People To Attend!
Trade Shows Take Place At Convention Centers
Speaking Engagements Anywhere Your Customers Are!
Publicity Stunts
Social Media
Get Professional Help

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