

SMALL
BUSINESS
MARKETING



OUR AGENDA

WHAT IS MARKETING STRATEGY

WHAT IS BRANDING

WHAT IS DIGITAL MARKETING

TRADITIONAL MARKETING

INBOUND VS OUTBOUND

MARKETING PLAN

MARKETING STAGES

ADVERTISING MESSAGE

BUSINESS CYCLE

What is Marketing Strategy?



MARKETING **STRATEGY**

A plan to reach potential customers, promote a product or service and then make a sale



What is Branding?





BRANDING

Per Wikipedia, a brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers

What is Digital Marketing



What is

DIGITAL MARKETING?



Customers



Targeted



Interactive



Cost-Effective

Traditional Marketing



TRADITIONAL MARKETING



Print



Broadcast



Direct Mail



Inbound vs Outbound



INBOUND versus **OUTBOUND**



Interruption

- TV Ads
- Radio Ads
- Print Ads
- Cold Calling
- Social Media Ads
- Email Blasts
- Direct Mail
- Billboards



Permission

- Blogs, eBooks
- YouTube Videos
- Webinars
- Websites
- Search Engine Optimization
- Keyword Targeting
- Landing Pages
- Email Marketing



Marketing Plan



MARKETING PLAN

Business Summary

Business Initiatives



MARKETING **PLAN**

Target market

- Industry
- Competition
- Buyer persona



MARKETING PLAN

Marketing strategy

- Unique selling proposition
 - 7 “Ps”
 - Product, price, place, promotion, people, process, physical evidence
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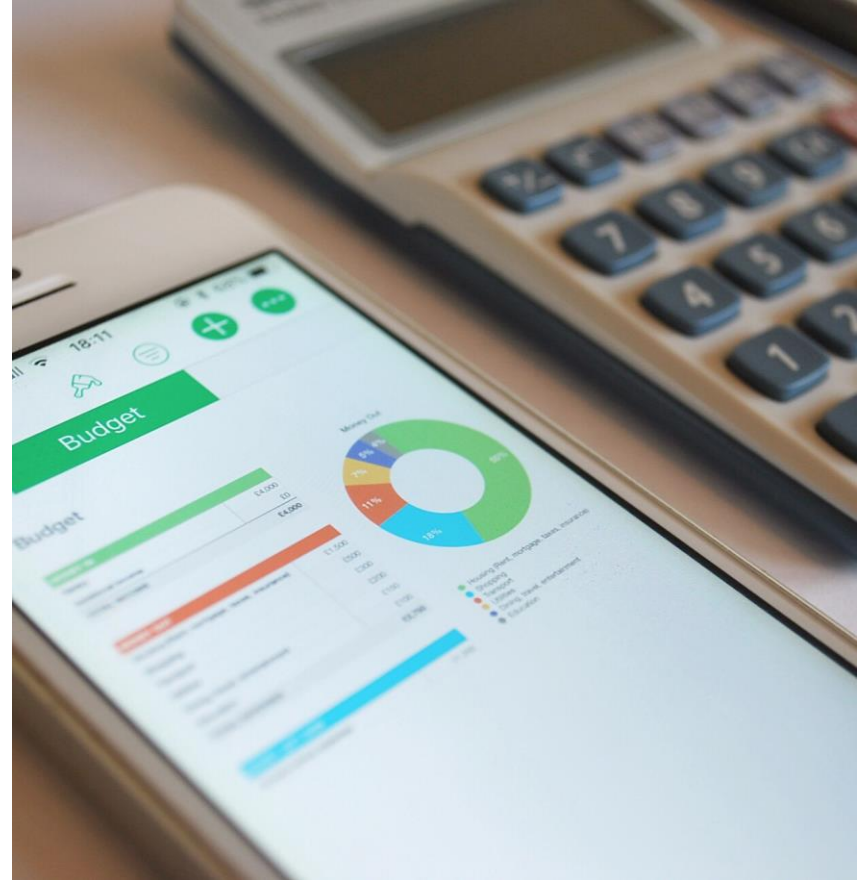


MARKETING PLAN

Budget

Define key performance indicators
and measurement methods

Marketing channels



Marketing Stages



MARKETING **STAGES**



Awareness



Leads



Sales

Advertising Message



ADVERTISING MESSAGE



Problem



Solution

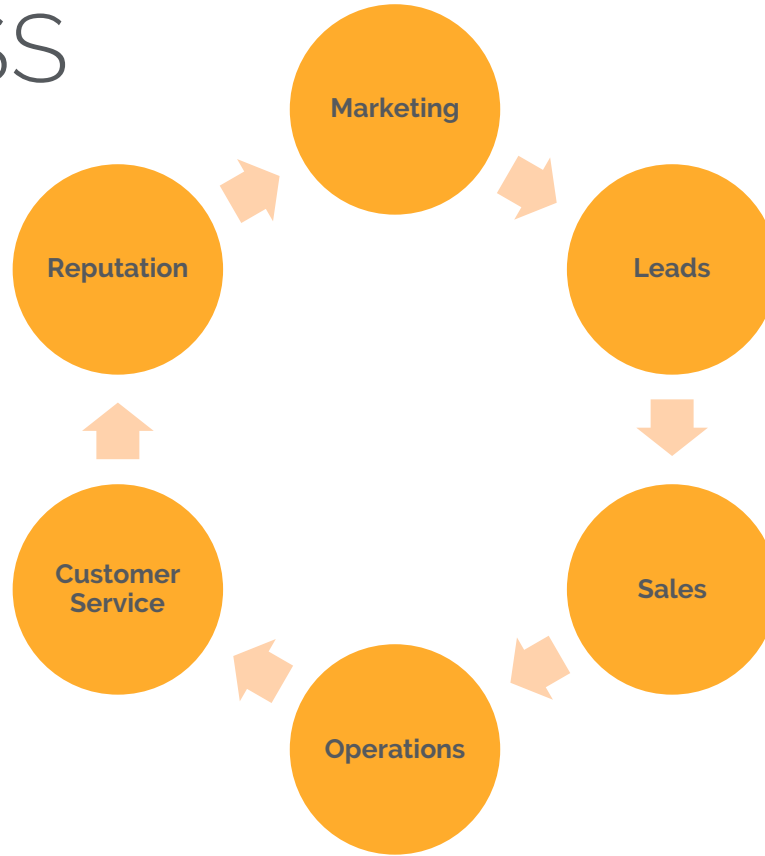


Offer

Business Cycle



BUSINESS CYCLE



Conclusions





BENEFITS of **MARKETING**

- 1** Raise awareness
- 2** Get more leads
- 3** Make more sales

