

Marketing Campaigns

Bernard A. Ferret
Senior Business Counselor
Mason SBDC

Mason SBDC

- **Mission** To positively impact the regional economy.
- **Funding**
 - U.S. Small Business Administration
 - Virginia SBDC Network
 - George Mason University - Mason Enterprise Center
- **Counselling Areas**
 - Marketing, Finance, Business Planning, Taxes/Legal
- **What We Don't Do**
 - Writing your business plan itself, writing your marketing plan, etc...
- **Success Measures**
 - Capital Invested
 - Job Created
 - Revenue Generated
- **Confidentiality** Services are completely confidential

2 Aspects of Marketing

- **Branding:** strategic, long term
 - Value Proposition, market segments (VPD effort)
 - Visual image: logo and overall graphic design
 - External image: reputation building
 - *Facts*
- **Lead Generation:** tactical, short term
 - **Message** *addressed to narrow market segment*
 - Materials –online and print
 - Campaigns (inbound or outbound)
 - *Emotions*

Sales is not part of Marketing

What is a campaign about?

- It's not about you
- It's not really about what you sell
- It's about your customers' emotions
- It's about the results

Customer Behavior

1. Who are your customers? → **demographics**
2. What **words** are they using? → to search for and identify a solution
3. What **emotions** do they feel? → relief, happiness, hope, success, pride
4. Who makes the **decision**? → self, family, or business hierarchy
5. What is the main decision **criteria**? → price, good time, loyalty
6. What are they buying now? → competition, DIY, nothing
7. Why are they buying? → critical need, essential, optional, status
8. Who are they buying it for? → self, family, friends, company
9. Where are they located? → physical location, online hangouts
10. When are they buying it? → frequency, seasons, events

➤ *How do you change their behavior?*

Competitive Analysis

- The zero-sum game
 - You don't increase a market size by entering it
 - Who are you replacing (VPD)
 - Who are you competing with in terms of customer time and/or money (VPD)
- Direct v. Indirect competition
- The old fashioned spying game
 - Buy the competitive products and ask many questions
 - Sit in your car in the parking lot to observe, count, interview
 - Call or go, act as a customer
- Online research
 - Websites, social media, reviews
 - Online resources: Job Boards, dnb.com, crunchbase.com, zoominfo.com
 - Industry reports

➤ *Where do you fit in the marketplace?*

Market Segmentation

- Consumers

- Location: postal code, neighborhood, AND online
- 10 demographic attributes: age, gender, education, profession, income, family situation, ethnicity, religion, hobbies, leisure/vacation

- Businesses

- Very narrow industry (NAICS classification)
- Company size (by employees or sales)
- Who within a company – title or function, at what level
- Internal or outsourced
- Location

➤ *Different people, different reasons*

Your value proposition is different in different segments

Choose your focus/niche

- Focus where the need/pain is the most acute
- Lowest competitive pressure
- Easy access (networking, local, who you know)
- The smallest number of customers with the most in common

➤ *Has the shotgun approach ever worked?*

Don't confuse the size of your market with your starting point

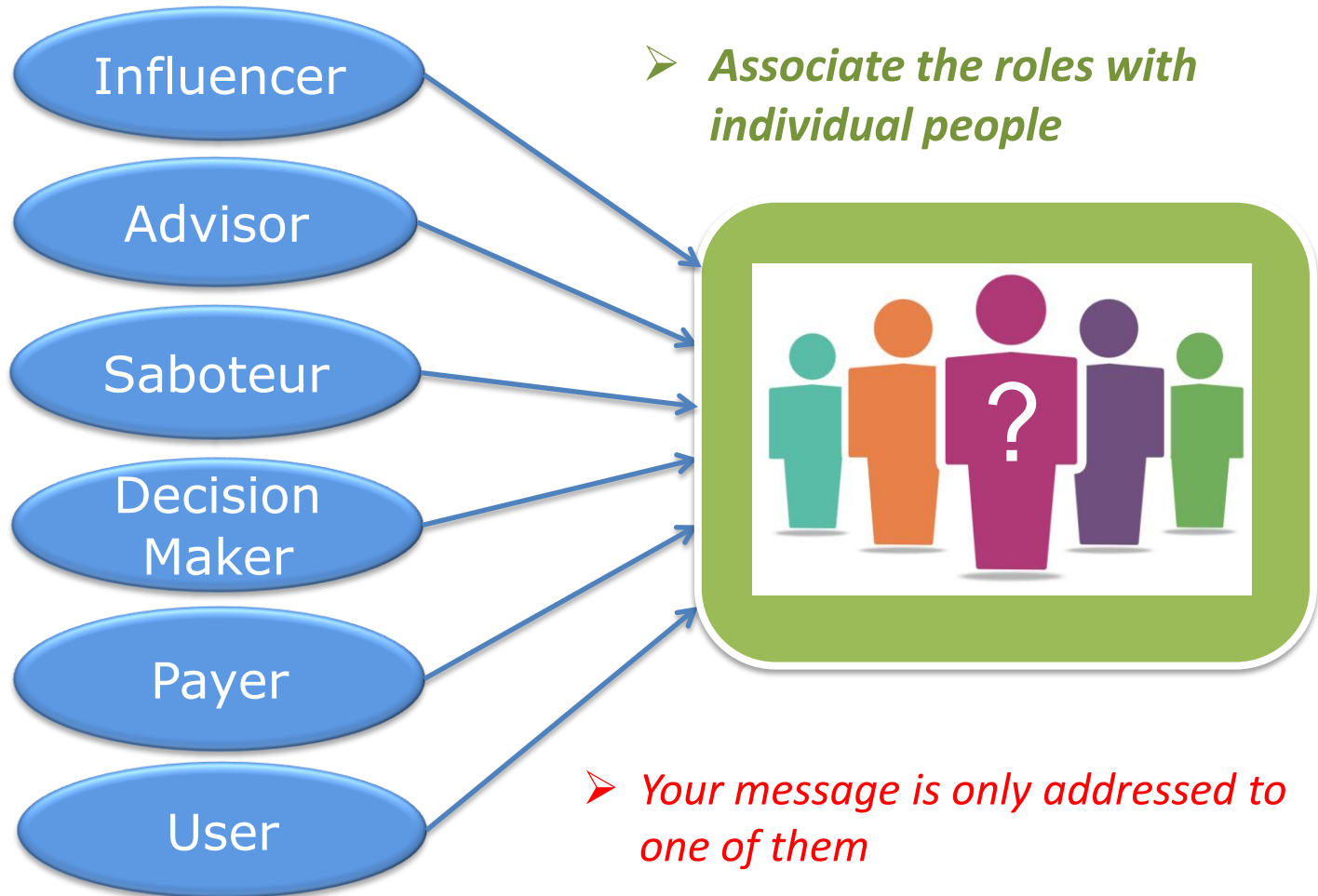
Benefits & Emotions

“So what?” or “What’s in it for me?”

- How do your customers benefit?
 - Ease of use, longevity, quality
 - Convenience, ambience, health
 - Time or money savings
- What are the resulting emotions?
 - Happiness, pleasure, self esteem, pride
 - Relief, safety, security, peace of mind
 - Aspirations (lifestyle, culture, environment, long-term future)
 - Social status, professional status

Message to Whom?

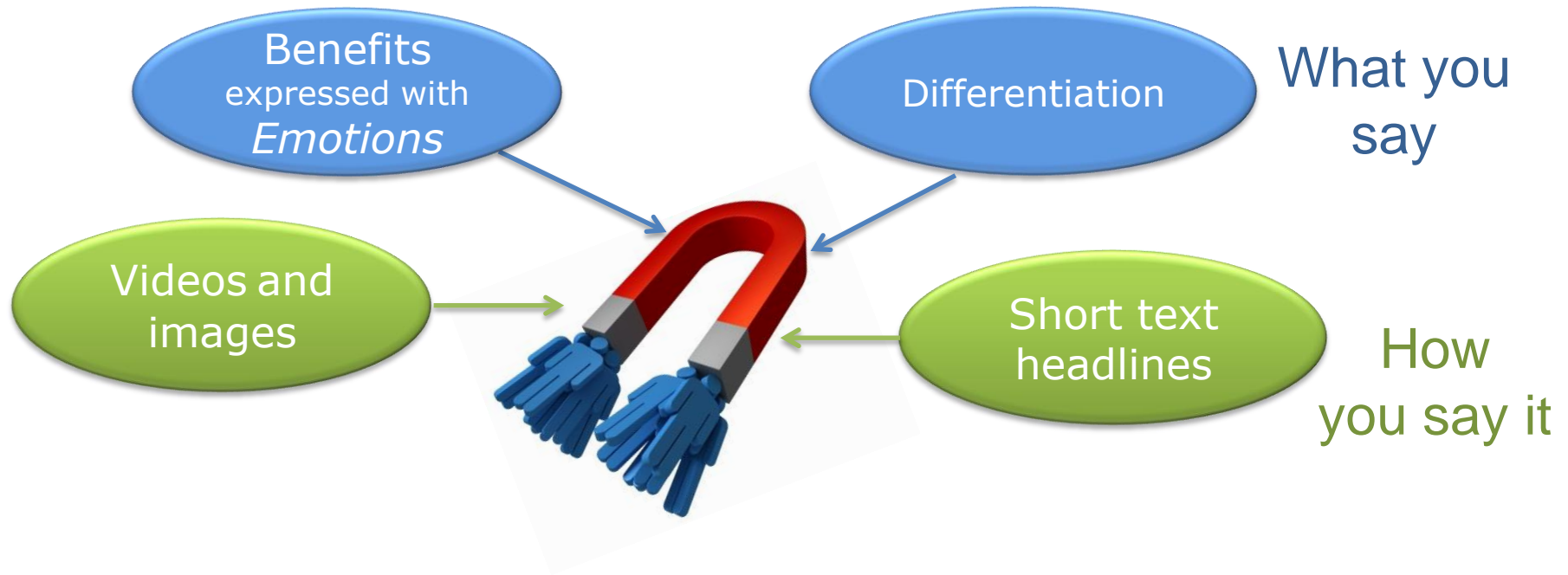
6 roles
in the
buying
process



Let's do it!

➤ Now you have all the elements to design your marketing campaign!

Campaign Message



Very short, positive, assertive, attention grabbing

➤ *How do you translate benefits into emotions?*

Marketing Pitches



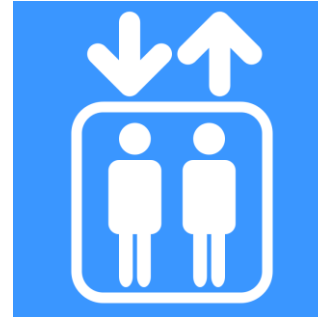
Email

5-word subject
Body of 2 paragraphs



Voice Mail

15-20 seconds



Elevator

30 seconds



Networking Event

2 minutes.
Listen first...

Prepare, rehearse (record yourself), track and adapt

Inbound Marketing

Passive, non-aggressive

- *Waiting for them to come to you*
 - No advertising, no mailers, no emails
 - Online (SEO, social media, videos, blogs)
 - Festivals, fairs, farmers markets, arts and craft shows, trade shows, conferences
-
- Mid-term (months) effort
 - Constant
 - Cheap (hundreds/mo)

Outbound Marketing

Disrupting, aggressive

- *You're going to them*
- Advertising (online and print/local)
- Emails
- Mailers
- Local canvassing with flyers/door hangers
- Street signs
 - Short term (weeks)
 - Repetitive
 - More expensive (thousands/mo)

Call to Action

Conspicuous in all materials

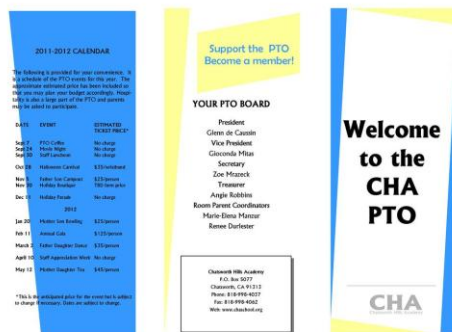
- Phone: Voice and Text (say it)
- Instagram, Twitter, Facebook Messenger
- Website contact form
- Email
- What's App

➤ *It's not your way, give them a choice!*

Printed materials



½ page glossy postcard



1-page 3-fold glossy brochure



1/3 page single coupon



2-sided menu or program



Door hanger



Coupon sheet

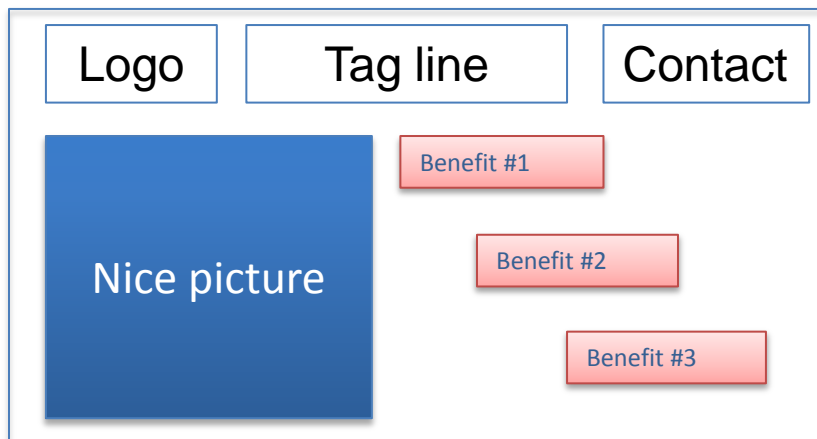
It's not your story, it's their emotions

10306 Eaton Place. #180, Fairfax, VA 22030 | <https://masonsdbdc.org> | (703) 261-4105 | Help@masonsdbdc.org

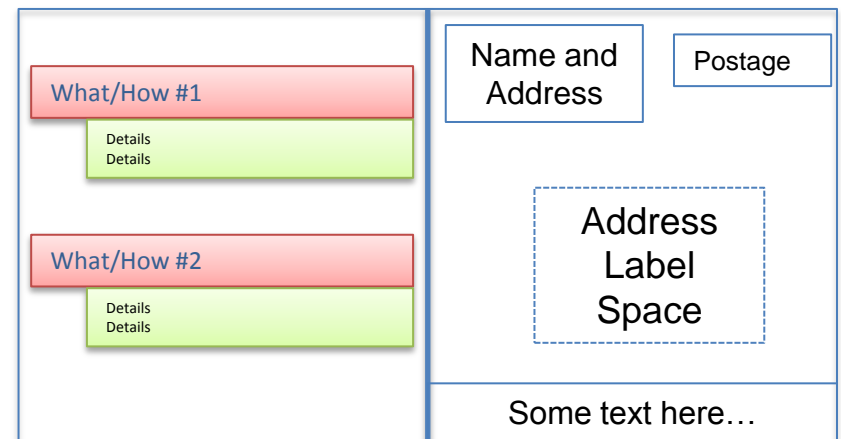
Funded through a cooperative agreement with the U.S. Small Business Administration and George Mason University.
All opinions, conclusions or recommendations are those of the author(s) and do not necessarily reflect the views of the SBA.

Brochure/postcard Content

Front



Back



- Format?
- ½ page post card
 - 1 page
 - 3-fold

People don't read!!

Online materials

- Google Business profile
- Website **landing page**
 - Zero or one click from “add to cart”
- Videos & blog posts
 - Stories, Tutorials, Testimonials
 - Expertise
 - Entertainment
- Facebook page: **At least 2 posts/week**
- Instagram & Twitter: **At least 2 posts/day**
- LinkedIn for B2B

Stay on
Message!!

Submit content often, create an editorial calendar

Advertising: Repeat and Track

- Repeat at least 3 times
- Ways to track
 - Different email addresses
 - Different phone numbers
 - Different web pages (landing pages)
 - Different flyer color
 - Coupon or discount code
- If it doesn't work
 - Change only one thing at a time
 - Try again, with different tracking trail

Be patient, it won't happen overnight

Make Sure your Dollars Work

- *Plan* ahead, take your time, learn
- *Research* before you start spending money
- *Track* your marketing actions
- *Measure* the effectiveness of your money
- *Adapt* and try differently if it doesn't work
- *Persist* don't give up too quickly, but don't be stubborn
- *Get help*
 - ➔ Don't be afraid or ashamed of not knowing something.
 - ➔ Hire/contract/consult specialists and experts. Get help for free.

Contact Mason SBDC for 1/1 counseling with any question!

10306 Eaton Place. #180, Fairfax, VA 22030 | <https://masonsbdc.org> | (703) 261-4105 | Help@masonsbdc.org

Funded through a cooperative agreement with the U.S. Small Business Administration and George Mason University.
All opinions, conclusions or recommendations are those of the author(s) and do not necessarily reflect the views of the SBA.

10 Rules of Effective Marketing

Aim

1. Understand your customers' behavior intimately
2. Focus in a narrow market niche
3. Find your differentiation and value proposition
4. Know who the recipient of your message is
5. Craft your message with benefits and emotions

Shoot

6. Find the best media to send your message on
7. Be clear, concise, positive; use images & videos
8. Be patient and persistent, but not stubborn
9. Repeat, adapt, track to make your dollars work
10. Do more when it finally works

It's not about you... it's about them and their emotions!

Take aways

- It's not about you or what you sell
- It's about your customers' emotions
- A message is emotional, short, positive, asserting, grabbing