



ENTERPRISE
ENFIELD

BUILDING BETTER BUSINESSES



Marketing Made Easy

In Just 10 Easy Steps

With Caz Kennedy

SMALL BUSINESS
SATURDAY[®]
3RD DECEMBER



So What is Marketing?

There are many definitions...

We will focus on this one...

‘Creating the opportunity to sell’

THE MOST IMPORTANT RULE:

KNOW YOUR MARKET!



And what makes them buy

How do we do that?

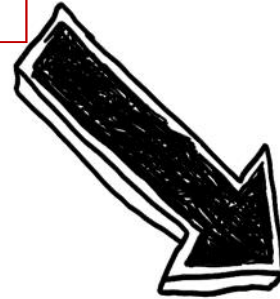
1

Understand the decision making process

‘The Customer..’

This is where the magic happens

Your message has to meet **MOST**
or **ALL** of your customer’s
needs.



Identifies a need



Seeks information



See’s your advertisement

Evaluates options



Satisfies the need

#2 - The Message

2

Understand why we buy – ‘For the Payoff’

- ✓ How it will make us feel
- ✓ How easy we can get it
- ✓ How much it suits our needs
- ✓ Its perceived value

**It's all about the
Payoff!!**

3

Understand what is important to your customer



Time



Money



Effort

What is the pay-off?

4

Is your message motivating your customer to..

- ✓ **Make a further enquiry**
(go to your website)
- ✓ **Take advantage of an ending offer**
(save money)
- ✓ **Get it now before its too late**
(save effort)

Ask yourself these questions whenever you send a message out about your business.

Again – what is the pay-off for the customer?

Marketing has Emotional Triggers

- Fear - 'Buy this product and be safe'
- Belonging - 'Don't be left behind'
- Guilt - 'You can help a child for just £3'
- Trust - 'No Gimmicks or hidden costs'
- Time - 'Clean your home in half the time'
- Value - 'If you find a better deal, we'll refund the difference'

Don't be afraid to use any of these.

5

Revisit your USP's (Unique Selling Points)

Dust off those USP's

What are your customers saying?

Have you got any new ones?

What are your competitors offering?

6

Revisit your Market Research

Do you engage with them?

What are they telling you?

Have they changed much? If so, how and why?

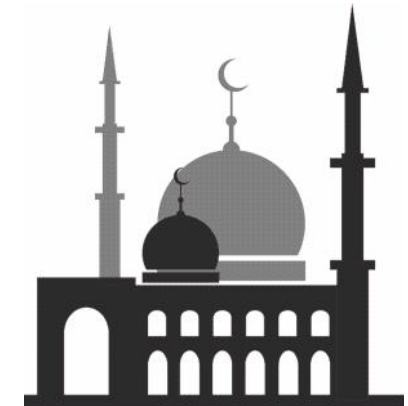
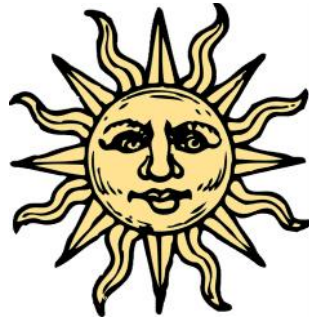
Do you know who your target market is?

Has this information been updated?

Have you looked into emerging markets?

7

Exploit Holidays & Events



#8 - Follow Up

8

Follow up with an offer

For Example...

Thank you for your custom....

- Take 20% off your next purchase (valid for 30 days)
- Introduce a friends and get 30% off your next order

9

Show off your caring credentials

This is a good way to spread the word about your business
(particularly on social media)

For Example

- Give a % of sales towards a worthy cause (1 month will do)
- Donate a prize (make sure you get good publicity for it)



Save A Dog



Save Our
Youth Football Team



Save The Planet



Save The Bees

10

Promote, promote and promote some more





Thank you!