

Marketing & Sales Plan

What is Marketing?

Marketing is the process of planning and implementing pricing, promotion, sales, and distribution of your goods and services.



Marketing/Sales Plan

Marketing Goals

- Present your product or service to target customers in a way that makes them more attractive than the alternatives
- Increased sales!



Marketing/Sales Plan

Marketing Plan

- Promotion Section
 - Plan to communicate your product and business information to the target market
- Sales Section
 - Mechanics of the sales transaction
- Distribution Section
 - Decisions regarding product delivery to customers



Marketing/Sales Plan

Promotion

- Advertising
- Signage
- Flyers
- Direct Mail
- Internet
- Telemarketing
- Trade Shows
- Public Relations
- Sales Promotion
- Networking
- Specialty Items



Marketing/Sales Plan

Advertising

- Broad Audience
 - TV, Radio, Newspaper, Magazines, Internet
 - Pay for views not in Target Market
- Focused Audience
 - Regional Media
 - Interest Media
 - Yellow Pages
 - Internet
- Generally Involves Creative Agency



Marketing/Sales Plan

Advertising

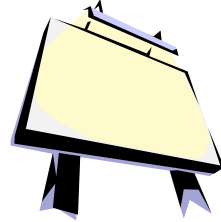
- Need for Repetition
- Good for Awareness
- May not Change Behavior
- Coop Funding Possibilities
- Google AdSense



Marketing/Sales Plan

Signage

- Often Overlooked
- Catchy Name or Well Designed Logo gets Attention



Marketing/Sales Plan

Flyer/Inserts

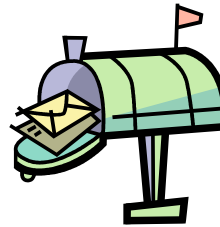
- Low Cost
- Easily Updated
- Effective if able to Target Specific Geographic area
- Low Impact if Broadcast



Marketing/Sales Plan

Direct Mail

- Low Cost
- Low Response for "Junk" Mail
- Personalize for Better Response
- Difficult to Get Good Mailing Lists



Marketing/Sales Plan

Internet

- Web Page now Expected
- Email as a Response Vehicle
- Low Cost Response Vehicle



Marketing/Sales Plan

Telemarketing

- Rapidly Falling From Favor
- Potential for Backlash



Marketing/Sales Plan

Trade Shows

- Benefit from Others Generating Traffic
- Low Cost
- Large Time Commitment
- Take-away Piece
- Can't be Passive
- Speaking Opportunities



Marketing/Sales Plan

Public Relations

- No Cost!
- Press Releases
- Event Notification
- Community Notices
- Article Placement
- Short Duration
- No Editorial Control



Marketing/Sales Plan

Sales Promotion

- Target Immediate Sales
- Coupons & Discounts
- Contests
- Giveaways
- Permanent Effect?



Marketing/Sales Plan

Networking



- Speaking Engagements and White Papers
- Volunteer "Expert"
- Civic Organizations
- Free, powerful, hard to control
- Long Term Investment

Marketing/Sales Plan

Specialty Items

- Sponsorships
 - Celebrity Speaker
 - Sports Team
 - Race
 - Charities
- Holiday Gifts
- Frequent Buyer Program



Marketing/Sales Plan

Integrated Marketing

- Each element of your marketing plan connects and reinforces
- Common theme and message
- Amplifies your marketing investment



Marketing/Sales Plan

Sales Decisions



- Sales Force
 - Only 30% of time spent selling
 - Highly Effective
- Reps/Independent Sales Agents
- Retail Storefront
- Mail Order
- Internet Sales
- Lease to Buy

Marketing/Sales Plan

Distribution Decisions

- Customer Pick-Up
- Door to Door
- Mail
- Delivery Service
- In Home Trials



Marketing/Sales Plan

Costly Marketing Mistakes

- Focus on Your Company vs Customer
- Not Knowing Your Customer
- Not Understanding Your Differentiation
- Marketing to the Wrong Customers
- Shotgun Approach
- Neglecting to Incite Buying Action
- Not Standing Behind Your Product

Marketing/Sales Plan

Marketing Strategies

- Clearly define the niche and fill it
 - Target markets
 - Put Names/Faces to Your Customers



Marketing/Sales Plan

Marketing Strategies

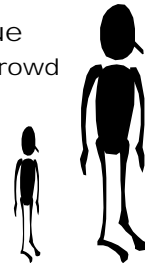
- Don't just sell - Entertain
 - 34% of consumers are driven more by emotional factors like fun than by logical factors such as price



Marketing/Sales Plan

Marketing Strategies

- Strive to be Unique
 - Stand out of the crowd



Marketing/Sales Plan

Marketing Strategies

- Connect at an Emotional Level
 - Common Causes
 - Exceptional Service
 - Personal Touch



Marketing/Sales Plan

Marketing Strategies

- Focus on the Customer
 - Smaller Companies often have an Advantage by putting Customers at the Center



Marketing/Sales Plan

Marketing Strategies

- Devotion to Quality
 - Total Quality Management is not only the product, but also very aspect of the customer relationship
 - See the World from a Customer's View



Marketing/Sales Plan

Marketing Strategies

- Attention to Convenience
 - Creating Convenience Attracts and Retains Customers



Marketing/Sales Plan

Marketing Strategies

- Constantly Innovate
 - Markets change and so Must You
 - Small Business has an Advantage



Marketing/Sales Plan

Marketing Strategies

- Emphasize Speed
 - Immediate gratification
 - = increased sales



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