

Strategically Promoting Your Business In the Information Age

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Promoting Your Business

- ❑ **Advertising** - the paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential customers.
- ❑ **Branding** - an effort given to increase the degree to which a buyer recognizes, prefers and insists upon a particular brand.
- ❑ **Marketing** - the systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.
- ❑ **Sales** - a persuasive demonstration or display of a product to a prospective buyer in order to make a sale (transaction).

Strategic Promotion

- ❑ **Strategic Planning** - the process of determining the company's objectives and courses of action and the allocation of the necessary resources to achieve them.
- ❑ **Strategic Marketing Concept** - a philosophy, focus or concept which emphasizes the proper identification of marketing opportunities as the basis for marketing planning and corporate growth, with due consideration for consumers and competitors.
- ❑ **Strategic Marketing Plan** - a plan outlining marketing opportunities matched to the resources and abilities of the company.
- ❑ **Tactical Planning** – organizing a detailed, specific plan or course of action to be used in implementing strategies to be employed in achieving objectives.

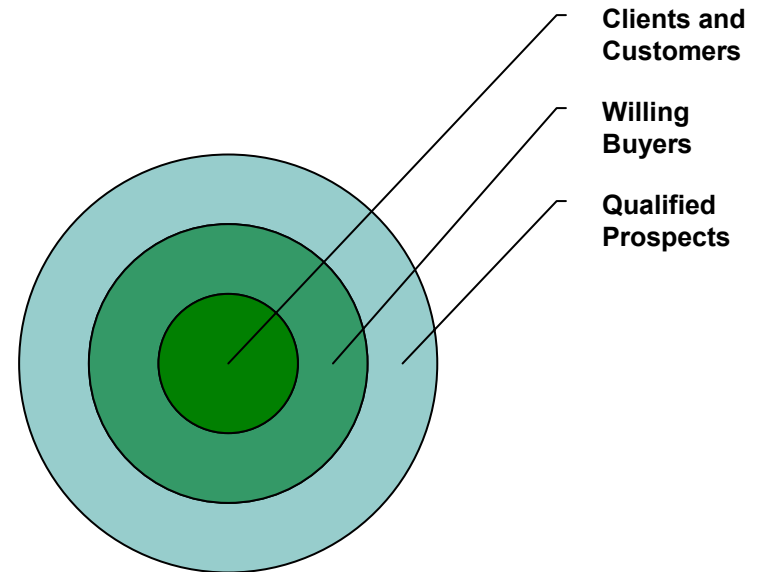
If your sales and marketing methods have not changed in the past 10 years then your business is operating at a severe disadvantage.

The Information Age

- ❑ **Availability** – there is no shortage of information. Through the internet we expect to have access to an abundance of data, reports and details on just about any topic.
- ❑ **Credibility** – there is a growing shortage of credibility. Gone are the days when we believe something to be true just because it has been published.
- ❑ **Instant Gratification** – we have come to expect current and specific information to be available 24/7 and demand nothing less.
- ❑ **Applicability** – all this information contributes to clutter. What we truly need is wisdom. Short of that, at least common sense. People want help with decisions, recommendations, credible opinions, and sorting out fact from fiction.

Target Marketing

- ❑ **Bullseye:** Clients and customers; the source of repeat business and referrals.
- ❑ **Inner Circle:** Willing Audience; people who will buy sometime.
- ❑ **Second Ring:** Qualified Prospects; people who are able and likely to buy under the right conditions.



You can **SHOUT** to a narrowly defined target market,
or whisper to the general market place
for about the same cost.

Key Promotional Strategies

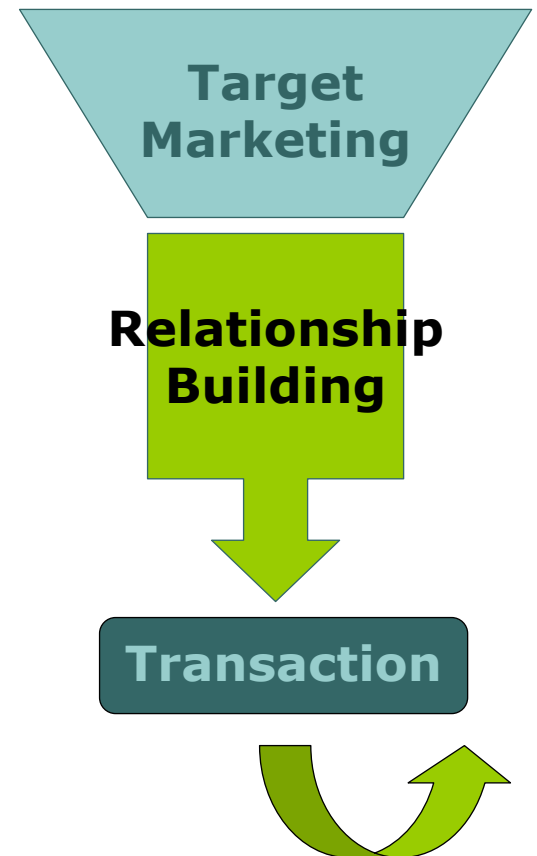
- ❑ **Referral Strategy:** being recommended by those that know you.
- ❑ **Networking Strategy:** increasing your visibility and credibility.
- ❑ **Direct Outreach Strategy:** delivering your message to your target market.
- ❑ **Information Strategy:** becoming known as a resource through writing, speaking and being published.
- ❑ **Keep In Touch Strategy:** staying “top of mind” for your target market.

Progressive Marketing

- ❑ **Awareness** – the prospect must know you exist and what goods or services you provide. This includes advertising, branding, location and other forms of business exposure.
- ❑ **Need Recognition** – the prospect must understand that you can fill a need they are currently experiencing.
- ❑ **Confidence** – the prospect needs to believe you are the best choice to provide a solution to their need.
- ❑ **Value for Value Exchange** – conducting the transaction on a mutually beneficial arrangement.
- ❑ **Follow Up** – positioning your product or service for repeat business.

Progressive Marketing Tools

- ❑ Advertising / target marketing campaign
- ❑ Content rich web site (landing page)
- ❑ Contact information collection (call to action)
- ❑ Autoresponse system (automatic follow up)
- ❑ eZine or Newsletter (subscribe / unsubscribe)
- ❑ Timely specials (sales incentives)
- ❑ Testimonials (building credibility)
- ❑ FAQ's (handling objections)
- ❑ Order Forms & Invoices (smooth transactions)



Customer Service Marketing Method

- ❑ The most important prospect is your existing customer willing to do **repeat business**.
- ❑ The first time and every time they do business with you, give them a **knock-out experience**.
- ❑ It's the little extras that will turn a prospect into a customer, and a customer into a **raving fan**.
- ❑ Raving fans generate testimonials and referrals through **word of mouth advertising**.



What is a **client** worth to you in lifetime revenue?

SAMPLE: Strategic Marketing Plan for Professionals

- Identify your target market
- Define your service specific to that target
- Create an executive summary
 - Core Service
 - The Need
 - The Value
 - The Steps to Take
 - Why Choose Me

SAMPLE: Executive Summary

World Centre, Inc. helps professionals generate a steady stream of customers and predictable cashflow.

Most service companies waste money on advertising and are trapped in never-ending “feast or famine” business cycles. When business is slow they desperately turn to marketing; trying anything and throwing money at it with both hands. If something works, they have neither the time nor the inclination to continue marketing because they think their “problem” is solved.

The value of a business is determined by the predictability of its cashflow. A mature business provides a strong platform for growth and development. Plans are made with greater confidence and the business becomes more profitable.

Creating and deploying a strategic marketing plan requires commitment and expertise. Since such a plan is dynamic, changing according to the circumstances, it also requires monitoring and responsive adjustments. It does not require an unreasonable budget when approached properly.

World Centre, Inc. can provide the expertise for developing your plan and will work closely with you to keep your marketing effective. Your strategic marketing plan comes with 20 years of experience marketing service-based businesses and 10 years experience with using the internet as an integral tool. World Centre, Inc. is the right resource to help you build your business.

Core Service

The Need

The Value

**The Steps to
Take**

**Why Choose
Me**

SAMPLE:

Strategic Marketing Plan for Professionals

- Use **promotional strategies** to collect information from your target market and gain permission to send them **free** information.
 - Referral Strategy
 - Networking Strategy
 - Direct Outreach Strategy

- Use **relationship building strategies** to increase credibility and confidence while waiting for the prospect to recognize the need.
 - Writing Strategy (eZines & Newsletters)
 - Speaking Strategy
 - Keep in Touch Strategy (cards, reminders, notes)

SAMPLE:

Strategic Marketing Plan for Professionals

- Use “**content-rich**” **website** to communicate with your target market.
 - Build a library of valuable information (timeless vs. timely).
 - Collect contact information and marketing permission.
 - Present “call to action” opportunities.
 - Use a landing page to welcome specific prospects.
 - Handle objections with Frequently Asked Questions

- Balance (**diversify**) your marketing efforts for maximum return
 - Percentage allocated to marketing (time & money)
 - Tried and true methods
 - Fresh ideas and new ventures

SAMPLE: Strategic Marketing Plan for Professionals

Typical recommendation sequence:

1. Develop web site with content management system
2. Establish semi-monthly newsletter routine
3. Archive newsletter information into web content
4. Develop a contact management system
5. Build a subscriber list
6. Balance efforts in promotional strategies
7. Develop and test marketing campaigns
8. Establish marketing goals
9. Review and revise marketing efforts

**The goal is to create a steady flow of customers
and predictable cash flow to the business.**

SAMPLE:

Strategic Marketing Plan for Retailers

1. Develop an ecommerce website that facilitates orders
Shopping cart, Order Form or Contact Form
2. Create credibility for online purchases (security, etc)
3. Capture customer contact information and permission
4. Generate semi-monthly articles (eZine, Newsletters)
5. Coordinate specials with buying opportunities
6. Increase revenue through affiliate agreements
7. Balance efforts in promotional strategies
8. Develop and test marketing campaigns
9. Establish marketing goals
10. Review and revise marketing efforts

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SAMPLE:

Strategic Marketing Plan for Manufacturers

1. Develop an ecommerce website that facilitates orders
Shopping cart, Order Form or Contact Form
2. Provide customer service and sales support
3. Establish Contact Manager for tracking sales force
4. Generate semi-monthly articles (eZine, Newsletters)
5. Balance efforts in promotional strategies
6. Develop and test marketing campaigns
7. Establish marketing goals
8. Review and revise marketing efforts

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Typical Challenges

- ❑ Generating meaningful content
- ❑ Allocating resources for follow up
- ❑ Maintaining relationships
- ❑ Focusing on a niche (target) market
- ❑ Others?

Your Call To Action

- ❑ Visit www.worldcentre.com to find out more about the company and services offered.
- ❑ Subscribe to **Turbo-Charge Your Business** – a newsletter with ideas and information about marketing your product or service through the internet.
- ❑ Call (360) 891-4490 to schedule a **free introductory interview**.
- ❑ Email: cal@worldcentre.com to request additional information.



**Where are you
going to take your
business next?**