

MODULE THREE

WORKING **IN** YOUR BUSINESS

The Business Tune-Up with Barney Cohen

THE TUNE-UP TOOLKIT

MARKETING

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“You can’t sell anything if you can’t tell anything.”

BETH COMSTOCK



WHY IS MARKETING IMPORTANT TO MY BUSINESS?

WHAT'S ABOUT TO HAPPEN

- ▶ Cover the purpose and definition of marketing and why its important to your business
- ▶ Explore the relationship between marketing and sales
- ▶ Identify the basic elements of marketing and the tools you need in your marketing toolbox
- ▶ Identify your businesses strengths, weaknesses, opportunities and threats from a marketing perspective
- ▶ Create three to five key messages that you can use in your marketing strategy for your business



WHAT IS MARKETING?

Telling People Who You Are

A grayscale background image showing a hand holding a pen over a document, with a magnifying glass resting on the paper. The text is overlaid on this image.

DEFINITION: ANYTHING YOU DO TO
INFLUENCE THE PERCEPTION OF
THOSE OUTSIDE OF YOUR BUSINESS.

MARKETING

A grayscale background image showing a hand holding a magnifying glass over a document. A pen is also visible on the document. The text is overlaid on this image.

DEFINITION: TELLING YOUR STORY.

MARKETING

Doing nothing is still
marketing; it's just

**BAD
MARKETING.**





MARKETING & SALES

The Relationship Between
Marketing Your Product and Selling It

1

2



MARKETING

SALES

*Creating an
Interest*

0% - 40%

*Generating
Leads*

40% - 70%

Sales

100%

There has to be a
HAND-OFF
from marketing to sales.



BIG IDEA

DO THE RIGHT FIRST THING FIRST

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BARNEY'S RECORD SHOP

MARKETING *For example...*



ELEMENTS OF MARKETING

Understanding the Pieces That
Help You Tell Your Story



3 ELEMENTS OF MARKETING

- ▶ **Your Message:** what you want to tell people about which is usually your product
- ▶ **Your Target Audience:** the people you want to communicate with
- ▶ **Your Medium:** how you communicate your message to your customer

BIG IDEA

**BUSINESS IS EASY
IT'S YOU THAT'S COMPLICATED**

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3 ELEMENTS OF MARKETING

- ▶ **Your Message:** what you want to tell people about which is usually your product
- ▶ **Your Target Audience:** the people you want to communicate with
- ▶ **Your Medium:** how you communicate your message to your customer

A grayscale background image showing a hand holding a pen over a document, with a magnifying glass positioned over the text. The text is partially legible and appears to be a list of items with percentages.

DEFINITION: SOMETHING ABOUT YOUR
PRODUCT THAT IS SPECIAL OR
UNIQUE, AND IS COMPELLING TO
YOUR POTENTIAL CUSTOMERS.

KEY MESSAGES

CRITERIA OF A KEY MESSAGE

- ▶ Express what is special or unique about your product
- ▶ Be compelling to your customer
- ▶ Relay something you want to say over and over again

Your Key Messages will add
VARIETY
& VERSATILITY
to your elevator speech.



A semi-truck is driving on a multi-lane road towards a range of mountains. The sky is filled with dramatic, heavy clouds, with some light breaking through. The truck is white with a dark trailer. The overall scene is in a desaturated, high-contrast style.

KEY MESSAGES



BRANDING & VISIBILITY

Breaking Down These Marketing Buzzwords

The purpose of
marketing is to

**INCREASE YOUR
VISIBILITY.**



A grayscale background image showing a hand holding a pen over a document, with a magnifying glass held over the document. The text is overlaid on this image.

DEFINITION: SOMETHING SO
PERVASIVE THAT IT IS 100%
RECOGNIZABLE AND WILL INFLUENCE
A CUSTOMER TO BUY A PRODUCT.

BRAND RECOGNITION

A grayscale background image showing a hand holding a pen over a document, with a magnifying glass held over the document. The text is overlaid on this image.

DEFINITION: HOW YOUR CUSTOMER EXPERIENCES YOUR BUSINESS.

BRAND

A grayscale background image showing a hand holding a pen over a document, with a magnifying glass held over the document. The text is overlaid on this image.

DEFINITION: HOW YOUR CUSTOMER EXPERIENCES YOUR BUSINESS.

REPUTATION

*“Marketing is something you do. Branding is
who you are.”*

BARNEY COHEN

SLOW DOWN!

Many small to medium sized businesses jump into “branding” the wrong way. Your brand is how your customer experiences your business, it’s not a logo.

A grayscale background image showing a hand holding a magnifying glass over a document. A pen is also visible on the document. The text is overlaid on this image.

DEFINITION: A VISUAL
REPRESENTATION OF A COMPANY.

LOGO



SWIFT.INDUSTRIES



COLLECTIVE SEVEN

Creative + Commerce

NEW  BALANCE

CHIROPRACTIC

All of our products are designed and manufactured from a beautiful industrial workplace in the heart of Seattle. Our company is homespun, vibrant, and delightfully unconventional.

SWIFT INDUSTRIES' BRAND

“Collective Seven was great! They worked with me on the marketing, branding and website design for my new company and were able to dramatically increase our web presence within just a few weeks. Highly recommended!”

COLLECTIVE SEVEN'S BRAND

As a way to help the community reach their true health potential, Dr. Hill hosts a weekly radio show to discuss various wellness topics.

NEW BALANCE CHIROPRACTIC'S BRAND

A grayscale background image showing a hand holding a magnifying glass over a document. A pen is also visible on the document. The text is overlaid on this image.

DEFINITION: HOW YOUR CUSTOMER
VISUALLY EXPERIENCES YOUR
BUSINESS.

DESIGN

Good design will help
your customer
**EXPERIENCE YOUR
BUSINESS BETTER,**
but design is not
your “brand”.



A QUICK TIP

Don't put all of your resources into designing a perfect "brand"; instead, put your energy into turning your customers into evangelists.



BUILDING A MARKETING TOOLBOX

The Resources You Need to Tell Your Story

3 MARKETING BUCKETS FOR YOUR TOOLBOX



- ▶ **Content:** the things you say
- ▶ **Vehicles:** how you deliver your content
- ▶ **Research:** information that helps you deliver your content better

WHERE TO START WITH MARKETING CONTENT

- ▶ Develop your key messages
- ▶ Develop your elevator speech to use over and over again

WHERE TO START WITH MARKETING VEHICLES

- ▶ Website
- ▶ Printed collateral
 - ▶ business cards, brochures, handouts, etc
- ▶ A way to communicate with your current customers
 - ▶ newsletters, social media, emails, etc
- ▶ A strategy for social media

SLOW DOWN!

Think about why and how you should use social media in your marketing before you jump in.

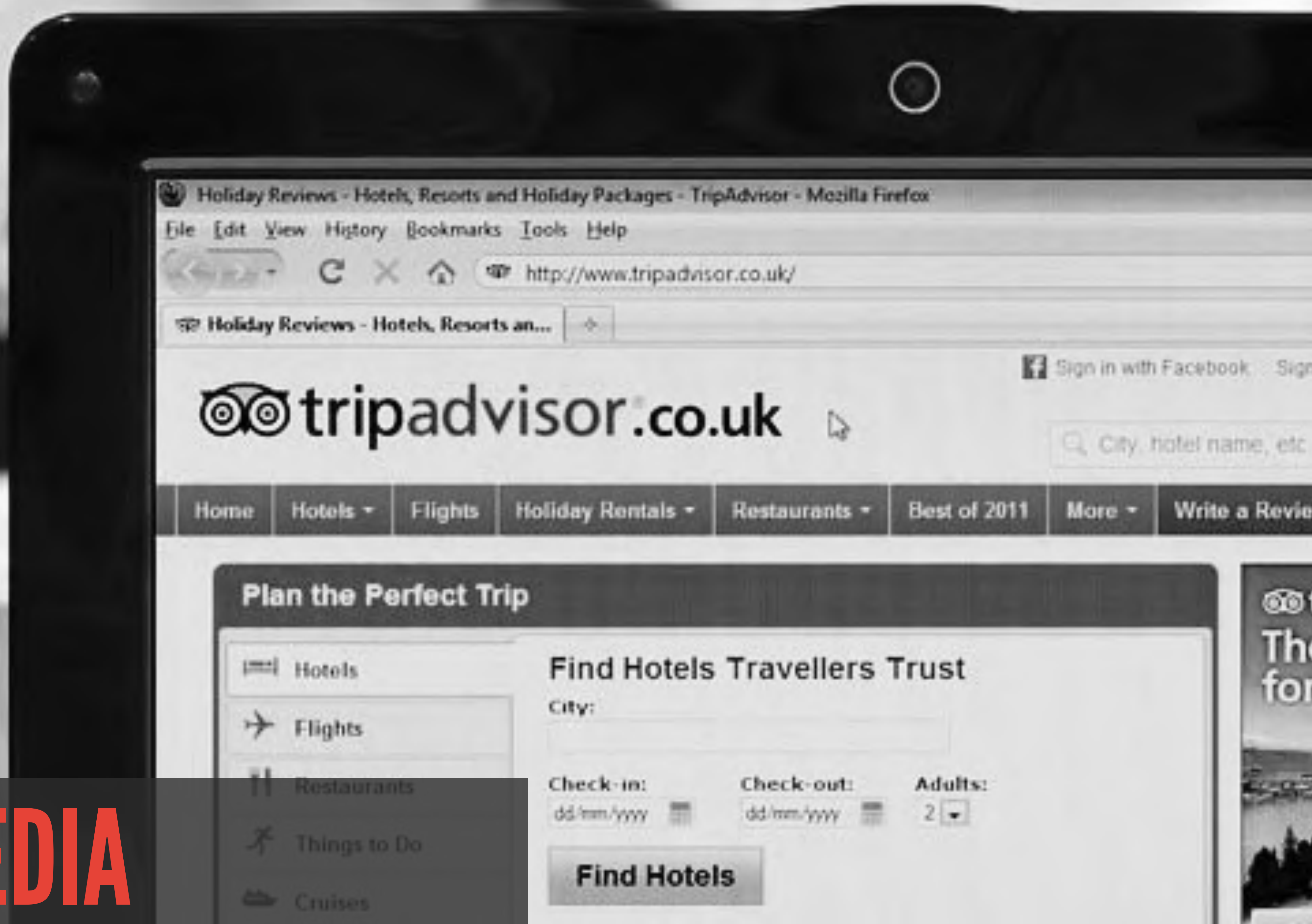
PEOPLE
LOVE US
ON



www.yelp.com

SOCIAL MEDIA

SOCIAL MEDIA



WHERE TO START WITH MARKETING RESEARCH

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WHERE TO START WITH MARKETING RESEARCH

1. Macro Research

- ▶ Trade associations
- ▶ Statistical demographic information

2. Micro Research

- ▶ Customer/vendor surveys
- ▶ Customer/vendor forums

SURVEYS

- ▶ Can be long or short, formal or informal
- ▶ Should be done on an annual basis
- ▶ Help provide context for your marketing
- ▶ Design questions to gain the information you want to know

FORUMS

- ▶ Can be formal or informal, with large or small groups
- ▶ Will provide additional insight that you just can't get on a piece of paper
- ▶ Organize a forum of customers and/or vendors once a year
- ▶ Stay in touch with who your customers are and what they want



MARKETING YOUR BUSINESS

Putting Marketing to Work in Your Business

MARKETING SWOT ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

- ▶ Internal
 - ▶ Strengths
 - ▶ Weaknesses



BARNEY'S RECORD SHOP

MARKETING *For example...*

MARKETING SWOT ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

▶ Internal

▶ Strengths

▶ Weaknesses

▶ External

▶ Opportunities

▶ Threats

DO THE WORK
MAKE IT REAL



Marketing SWOT Worksheet

Business 360 with Barney Cohen

DEFINE YOUR PLAN

Module 2, Lesson 2 || Worksheet

Define your plan by answering the questions and writing down each answer in the boxes.

Question 1
What is the purpose of your plan?

Question 2
What is your end result?

Page 1

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DO THE WORK
MAKE IT REAL



Key Messages Worksheet

Business 360 with Barney Cohen


DEFINE YOUR PLAN

Module 2, Lesson 2 || Worksheet

Define your plan by answering the questions and writing down each answer in the boxes.

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Page 1 

TUNE-UP CHALLENGE

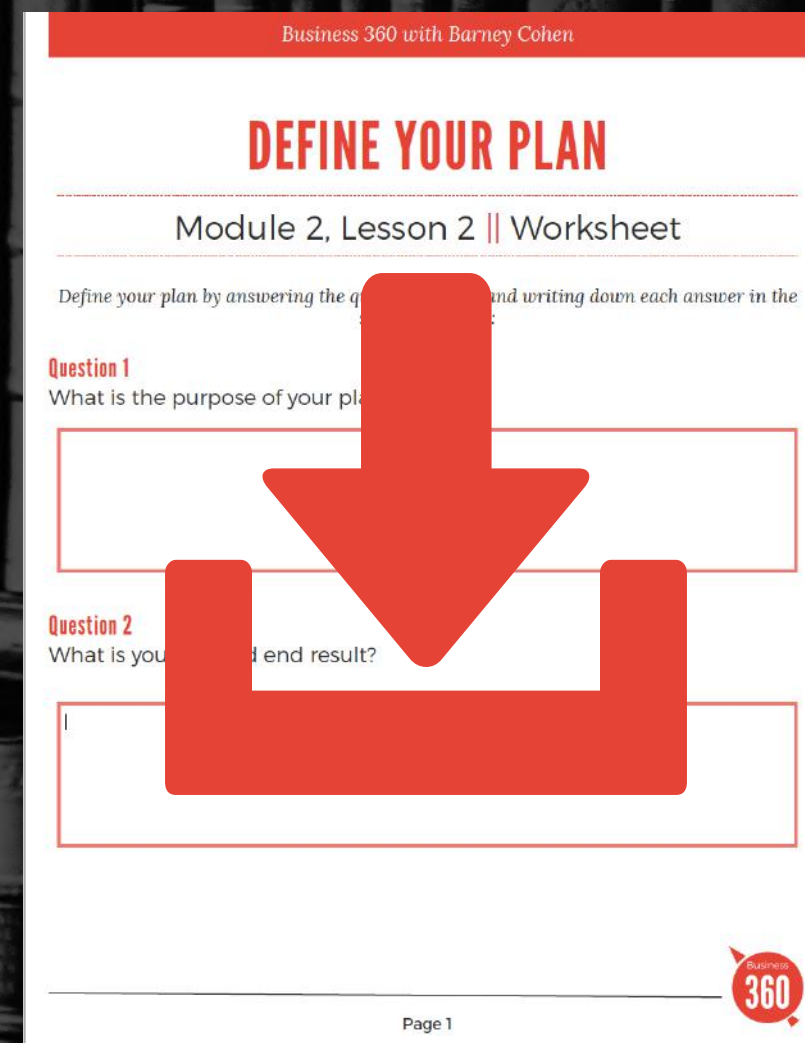
*Add a Key Message to your marketing
where your customer will encounter
it in the next week.*



RESOURCE GUIDES



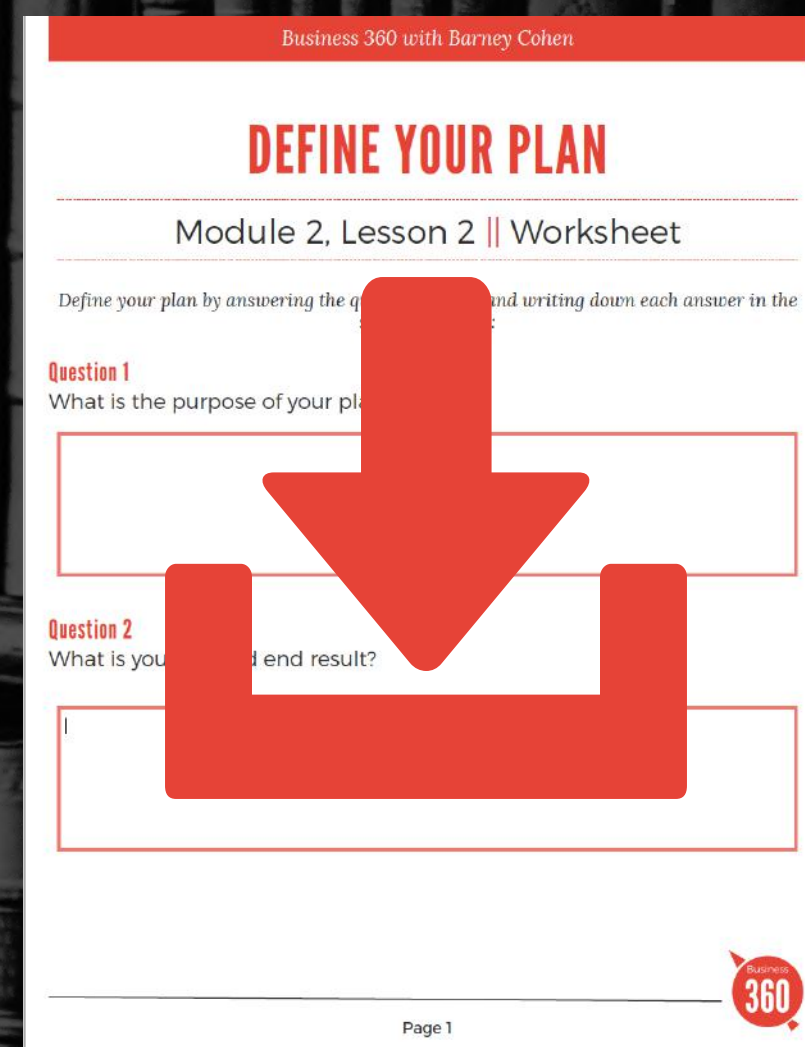
10 Steps to Creating a Marketing Plan



RESOURCE GUIDES



8 Steps For Every Marketing Activity



BIG IDEA

GREAT BUSINESSES DO EVERYTHING WELL

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WHAT JUST HAPPENED

- ▶ You understand the purpose and definition of marketing and why it is critical to getting sales and growing your business
- ▶ You understand the relationship between marketing, branding, logos, and design, and can focus on your brand as your reputation
- ▶ You have three to five key messages that you can use to begin building your marketing toolbox
- ▶ You have the steps to complete a marketing plan and to carry out marketing events for your business



START NOW  **SEE RESULTS**



RECOMMENDED READING

- ▶ **The Tipping Point**
by Malcolm Gladwell
- ▶ **Traction: A Startup Guide to Getting Customers**
by Gabriel Weinberg & Justin Mares
- ▶ **Permission Marketing**
by Seth Godin
- ▶ **Guerrilla Marketing**
by Jay Conrad Levinson & Jeanie Levinson
- ▶ **Words that Work**
by Frank I. Luntz