



Marketing for the future.

# Ossa Marketing Blue-Print

Thank you for downloading the Ossa marketing blue-print. We use this same document for our one on one consultations! We hope you enjoy it. Happy Marketing.

## Our Plan

We hope you enjoy the marketing blue-print that we use with all of our customers. At Ossa, we want to help you set and reach goals that you didn't think capable. If you are interested in our services contact us at [ossamarket@gmail.com](mailto:ossamarket@gmail.com). Or go to our website and fill out the contact us section at [ossamarketing.com](http://ossamarketing.com)

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## Consumer Analysis

- What is the need category? Who needs us and why?
- Who is buying v.s. who is using your product. (Sometimes they are different.)
- What is the buying process? Awareness - Information Search - Evaluate Alternatives - Purchase - Evaluate. (There can be multiple steps in each category.)
- Is the product high involvement or low involvement?
  - High involvement requires more 'risk' from the consumer. With low involvement products it is difficult to market, and consumers are more adept to being 'random'.
  - If you have a low involvement product, we need to move it to be a high involvement product. We can do that by doing some of the following: Link to an issue, advertise, change the benefits, introduce new characteristics and others.
- What if any, is your Segmented Market ? (Who is our consumer?)
  - The different ways to segment the market are the following: Geographic, Demographic, Psychographic, Behavioral
    - Geographic is exactly what it sounds like. You separate your market by country, state, city, county, region, and many others.
    - Demographic is separating your market based on Age, Sex, Income, Marital Status, Family Life Cycle, Education/Occupation, Ethnicity, Religion, and Race.

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- Psychographic Segmentation divides the market by psychological differences, like Lifestyle (activities, interests, and opinions) and Personality.
  - Behavioral Segmentation separates our market by their behaviors. Usage, Purchase Occasion, Brand Loyalty, Responsiveness to Price and Promotion.
  - When we are preparing the market we want to go after, it is important to keep these things in mind: Measurability, Accessibility, Substantiality, Profitability, Compatibility with Competition, Effectiveness, and Defendability

## Market Analysis

- What market is relevant?
  - The whole market is not your relevant market. For example if you are a real estate agent, the real estate market in the U.S. is trillions of dollars. Sound nice? Well, your relevant market is a lot smaller than that. Say you live in Phoenix Arizona, your market is only the greater Phoenix Area. It shrank a lot. Plus, you should be specializing in a certain type of real estate purchases/sells. Are you looking to sell higher end homes? Well your relevant market shrank even more. Make sure to take this into account.
- What stage of the product life cycle are you at?
  - PLC is not about time but, where your product is at. There are four different stages. Introduction, Growth, Maturity, and Decline
- What are the competitive factors?
  - What of the five competitive factors is your industry worried about? (Quality, Price, Advertising, Research and Development, Service)

## Analyze You v.s. Your Competitor

- Compare your SWOT with your competitors. (Strengths, Weaknesses, Opportunities, and Threats).
  - What is your company good at?
  - Who are we in the marketplace? (Market Size and Relative Position, Financial Position, Reputation)
  - What are our resources vs our competitors? (People, Technology, Sales Force, Cash, Trade Relations, Manufacturing.)
- What are the market shares of your competitors?
- How do I perceptually map against others? (Google perceptually mapping if you don't know what it is.)

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- How am I positioned against my competition?
    - The perception that your consumer has is more important than what is really because what they believe to be true is their reality. I will put in bullet points what I believe to be some important ideas on how you can position yourself correctly.
      - Own a word in the consumer's mind.
      - Pick a name that makes sense.
      - Don't stray from your message.
      - Establish a new category.
      - Find an open position in the consumer's mind.
      - Reposition the competitor to undercut your competitors position.
      - Stay consistent with your position.

## Review the Distribution Channels

- How can I reach the consumer?
  - Common channels are: Wholesalers, Distributors, Sales Reps, Sales Forces, and Retailers.
- How do the players in each distribution channel profit?
- What is the internet's role as a distribution channel?
  - Having an online presence can greatly enhance your relevant market. Make sure you are taking advantage of this. At Ossa we make sure that you are. Contact us at [ossamarket@gmail.com](mailto:ossamarket@gmail.com) or visit our contact us page at [ossamarketing.com](http://ossamarketing.com).

## Develop a Action Plan

- Four P's of Marketing. (Product, Place, Promotion, Price)
- Product
  - How does my product fit with my other products?
  - How will I differentiate my product?
    - A few ways you can do that is by your features, fit, styling, reliability, packaging, sizes, service, and brand naming.
  - How does the product life cycle affect my plans?
- Place
  - What distribution strategy should I use?
    - Exclusive - Sell in only one outlet.
    - Selective - Sell in a few outlets.
    - Mass or Intensive - Sell in as many outlets as possible/

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- Promotion

- Promotions aren't going to be exactly what you think of. Promotions are going to be how you are selling your product. The five ways to do this are: Advertising, Personal Selling, Sell Promotion, Public Relations, and Direct Sells. You can get the most of your time and money by using a mix of promotions
  - Advertising is simple. At Ossa, we focus on online advertising. PPC, SEO, online influencers and others. But, it can include radio ads, t.v. adds, billboards and many other things. Advertising is as much building a brand as it is actually selling a product.
  - Personal Selling is using direct contact with your consumer to sell.
  - Sell Promotion is what might have come to your mind when I first said promotion. Sell Promotions come in many forms, such as: coupons, rebates, refunds, samples, premiums, contests, dealer incentives, trade shows, and in-store demonstrations.
  - Public Relations, while important, is about building your brand rather than actually selling.
  - Direct Sells consist of selling direct to your consumer. It contains online sales, infomercials, and anything that is directly selling to your consumer.

- Price

- What is my price?
  - Cost Plus
    - This is taking your cost and adding your desired margin to it. It is a fast, easy way to come up with a price. However, it lacks to take in possible variables.
  - Perceived Value
    - Typically your margins will be high. You can charge on what the customer perceives to be the value rather than what your cost is.
  - Skimming
    - If you are early in the PLC, you can charge higher prices to recoup the costs of developing the product.
  - Penetration
    - Using Penetration as a way to set your prices, is lowering your prices to gain market share.
  - The Price/Quality Relationship
    - Consumers might pay a higher fee for something that they believe to be of higher value. Setting a higher price can make people think that it is premium.
  - Competition

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- This is all about matching or beating your competitors price.
  - Meet Goals
    - If you have a smaller market, in order to reach your goals make sure you are charging the right price.
  - Price Elasticity of the Buyer
    - How will your buyer react if you up your prices? If you have a sell? That is what Price Elasticity is about.

## What are the Economics of the Plan?

- What are my costs? Are they fixed or variable?
  - Variable costs change with the amount of sales done. Fixed costs stay the same even if you don't sell. Add these two things together and you have your total costs. A simple equation to run is this:  
$$(\text{Variable Costs Per Unit (VC)} \times \text{Units Sold}) + \text{Fixed Costs (FC)} = \text{Total Costs}$$
- What is my break even and is it reasonable?
  - The equation to figure out your break even cost is:  
$$\text{Fixed Costs} / (\text{Your Selling Price} - \text{Variable Costs}) = \text{Break Even Point}$$
  - You can also use this to figure out a target of sales in order to reach a desired profit. 
$$\text{Target Volume} = (\text{Fixed Costs} + \text{Profit}) / (\text{Your Selling Price} - \text{Variable Costs})$$
- What is the payback period on my investment?
  - Figure out how long it will take to regain your initial investment. You can use this to help set goals. Use this equation to figure out how long it will take.  
$$\text{Initial Investment} / \text{Annual Profit}$$

## Revise the Plan Where Needed.

- At this point, go back and revisit your plan. Does it match what you want? Are your goals going to be reached? Is your marketing plan well set up? If not, you can edit your plan accordingly, or start over if necessary!

That is the end of your marketing plan! Now that you have a plan, you are ready to actually begin marketing. Hopefully, you were able to set quality goals, and plan. At Ossa, we use this same marketing plan for all of our marketing expenditures, as well as with all of our customers. We know that if you need help with online marketing and building a brand, we can help. Ossa can help your brand grow. Contact us today at [ossamarketing.com](http://ossamarketing.com) or email us at [ossamarket.com](mailto:ossamarket.com). Let's take your business into the future.