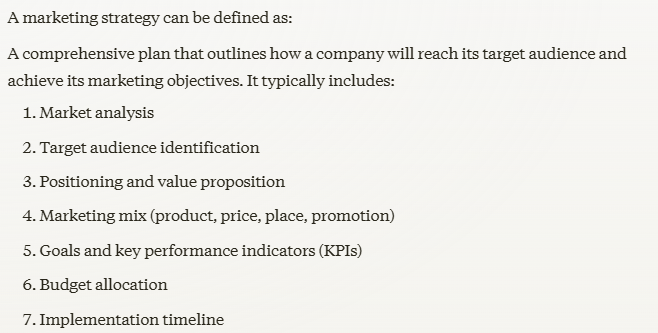
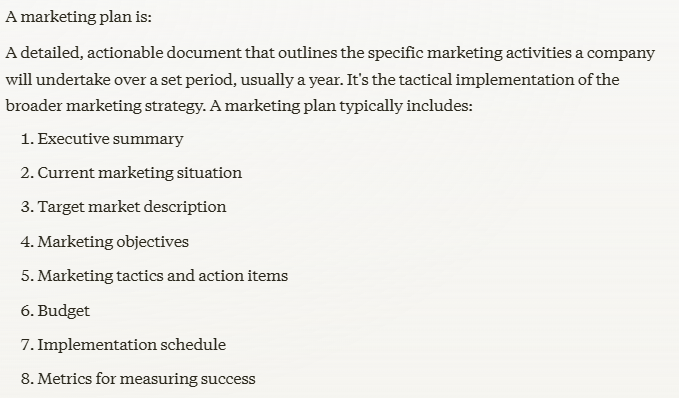
**Marketing Notes:**

Marketing activity: at its most basic, is everything about your business that makes a difference to your customers.



In order to make your marketing strategy happen, you need to work out how you’re going to achieve it, which involves writing up a marketing plan.



One important thing to remember is that you need to find out what customers want from you and then create a product to meet those needs. This view is the difference between being what the experts call product-orientated and customer-orientated.

Much like where successful writers know the audience and produce writing at that level, in marketing it is vital to know who your audience is. You need to understand your customer on two levels: the rational, functional dimension of making a purchase decision, and the irrational, emotional dimension. Often, this means addressing two questions:

1. How do they feel about the product?
2. What do they think about the product?

There are three fundamental approaches toward selling to the customer:

1. The informational approach in marketing is a strategy that focuses on providing consumers with detailed, factual information about a product or service to influence their purchasing decisions. This is very often the approach with business-to-business (B2B).
2. The emotional approach in marketing focuses on appealing to consumers' feelings, desires, and psychological needs rather than relying solely on logical or factual information.
3. The balanced mix approach in marketing combines elements of both the informational and emotional approaches to create a more comprehensive and effective marketing strategy. This approach recognizes that consumers often make decisions based on a combination of rational thinking and emotional factors. This is the recommended approach to use if you are unsure about the other two options.

Some formal elements that might comprise marketing are include: marketing may include sales, service, product design and packaging, all marketing and media communications and anything else that helps win loyal customers. There can be hundreds of aspects involved. The best thing to do is to write out a detailed profile on your customer to get a focus on what elements will need to be utilized in marketing to that customer. Segmentation is the term used to describe the process of identifying distinct groups of customers, and the products and services that may appeal to them.

Be aware of whether a customer emphasizes attracting new customers, or retaining and growing an existing user base.

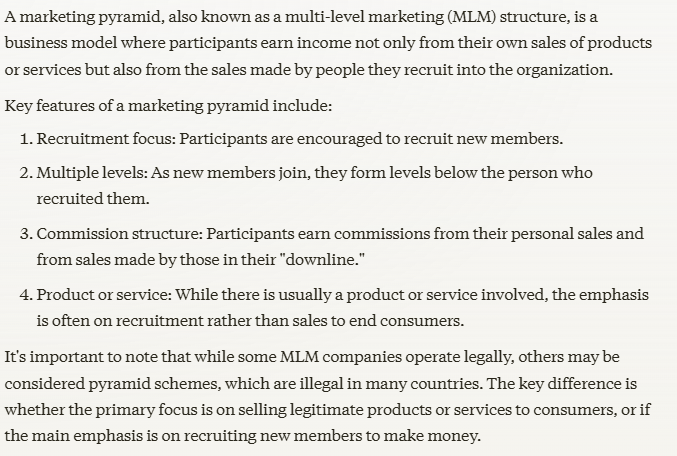
For a company to successfully market a product or service, they must explicitly define what their special strength or advantage is. Trying to meet a competitor on their turf otherwise results merely in being second place. Take a minute to think about what makes your firm or product special and different, and why customers have been attracted to that excellence in the past. Then make sure your marketing leverages that strength wherever possible.

Another careful consideration to make is to consider what the best way is to attract new customers. Some options may include:

* Referrals
* Trade shows and professional association meetings
* Sales calls
* TV, Radio, or print ads
* Product demonstrations, trail coupons, or free samples
* Websites, social media, or newsletters

Usually, only one or two ways are most effective in attracting customers. Once a business knows what these are, they can put one third or two thirds of resources into those methods, leveraging the most effective means.

More often than not, effective marketing actions take on only three labels- works best, helpful, or doesn’t work. By answering many of the elements discussed above, a company can decide if they are budgeting in a way that focuses resources where they will have the most effect. This is often the basis of a marketing pyramid:



In marketing, each customer interaction, exposure or contact is what we call a touchpoint, where good marketing can help build customer interest and loyalty. It can be very useful to list out the touchpoints that may be experienced by customers so that you can be mindful of these areas. The “7 Ps” of marketing comprises seven common aspects that help in making those determinations. Some of the elements in the “7 Ps” also make up a marketing mix, areas that comprise a marketing plan.



Some businesses use customer feedback or industry experts for their input about which of the “7 Ps” have the most impact on their customers and purchasing decisions.

Don’t be tempted to make price the main focus of your marketing. Many marketers emphasize discounts and low prices to attract customers. But price is a dangerous emphasis for any marketing activity; you’re buying customers instead of winning them.

By realizing weak spots, or uncontrolled aspects of the “7 Ps” in a business, the business is able to address those areas with more consideration and how they may be increased at vital touchpoints.

Base sales are what you can reasonably count on if you maintain the status quo in your marketing.

Your base, if you don’t change your marketing, may even be a negative growth rate, because competitors and customers tend to change even if you don’t. When you have a good handle on what your base may be for a status quo sales projection, you can begin to adjust it upward to reflect any improvements you introduce. If you’re trying something that is quite new to you, be very cautious and conservative about your projections at first, until you have your own hard numbers and real-world experience to go on.

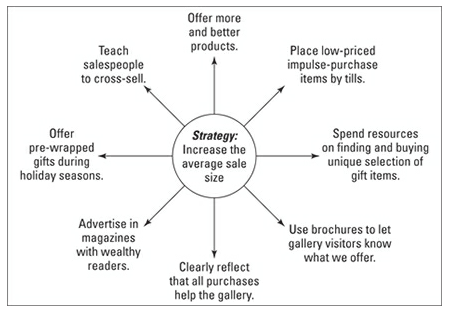
Don’t expect to solve all your company’s problems through your marketing. If the product is flawed from the customer’s perspective, the best thing you can do as a marketer is to present the evidence and encourage your company to improve the product.

Some ways to improve on marketing include:

* Get feedback from customers
* Thank customers for their business with small gestures
* Narrow marketing regions or customer type for a region
* Get more referrals
* Work to make your marketing more attractive by honing your materials
* Be pleasant to do business with
* Devise some way to make it memorable for your clients to do business with you
* Determine what you want to be best at, and put your energy in that direction
* Try cross-selling products or services
* Talk to customers that no longer use your product or services to see where it went wrong

Strategies are the big-picture insights that guide your marketing activity and make sure all its elements add up to success. A good strategy gives a special kind of high-level direction and purpose to all you do.

Your Core Strategy is literally the pillar of your business. It gives you focused direction and helps you make informed decisions for the future. This is the pillar upon which all other business revolves. Looking at the below example, you can see how a strategy provides an organizing central point to a range of marketing activities.



As you create your own core strategy, make sure you can draw a solid arrow from your chosen strategy to each of the activities on the rim. Also try to explain in simple words how the activity helps implement your strategy and achieve your strategic goal.

Market expansion is the most common strategy in marketing and the idea is disarmingly simple. Just pick some new territory and head out into it. The market expansion strategy has two variants: you can expand your market by finding new customers for your current products or you can try to sell new products to your existing customers and market. The faster you get through the transition and achieve your growth goal, the better, because extra costs are usually associated with any expansion.

Risk increases if you experiment with new products – defined as anything you’re not accustomed to making and marketing. So, you need to discount your first year’s sales projections for a new market by some factor to reflect the degree of risk. A good general rule is to cut back the sales projection by 20 to 50 per cent, depending upon your judgement of how new and risky the product is to you and your team.

Risk also increases if you enter any new market – defined as new kinds of customers at any stage of your distribution channel. You should also discount those sales projections by 20 to 50 per cent if you’re entering a new market to reflect your lack of familiarity with the customers.

What if you’re introducing a new product into a new market? Start-up firms – those just setting out in business – often run both these risks at once, and need to discount sales projections even further to reflect them.

Sometimes a market expansion strategy is so risky that you really shouldn’t count on any revenues in the first year. Better to be conservative and last long enough to work out how to correctly handle the marketing than to over-promise and have your marketing die before it succeeds.

A market segmentation strategy is a specialization strategy in which you target and cater to (specialize in) just one narrow type or group of customers. A segmentation strategy has the advantage of allowing you to tailor your product and your entire marketing effort to a clearly defined group with uniform, specific characteristics.

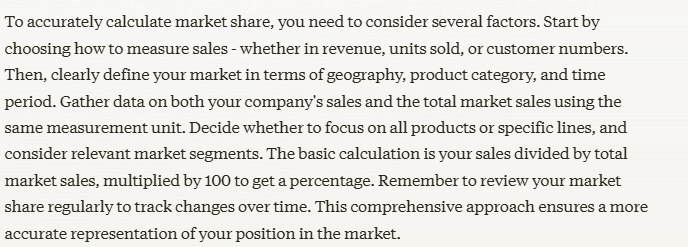
Use the segmentation strategy if you think your business can be more profitable by specializing in a more narrowly defined segment than you currently service. This strategy works well when you face too many competitors in your broader market and you can’t seem to carve out a stable, profitable customer base of your own. Also use the specialization strategy if it takes better advantage of things you’re good at.

Expanding is an option where a company runs out of customers and market, targeting a new segment to grow into.

Another common and powerful strategy is to increase your market share through your marketing activities. In essence, this means taking some business from your competitors.

Market share is how much of an industry's sales a company gets. To calculate market share, divide your company's sales by the total industry sales.

To accurately identify your market share, you need to consider what units to use to measure sales, the total sales in your market, your product category and more.



Defining your market category is crucial for accurately measuring market share. It ensures you're comparing yourself to the right competitors and products, giving you a true picture of where you stand. A well-defined category helps you understand your real competition, target audience, and potential opportunities. It also prevents the mistake of comparing yourself to an irrelevant or too-broad market, which could lead to wrong conclusions. By clearly outlining your specific market, you can set realistic goals, allocate resources effectively, and make better strategic decisions for your business.

Customer perception is crucial to market share because it shapes how people view and value a company's products or services compared to competitors. A positive perception can boost sales, attract new customers, and foster loyalty, all of which contribute to a larger market share. Conversely, negative perceptions can decrease sales and shrink market share. Customer opinions influence purchasing decisions and word-of-mouth recommendations, directly impacting a company's ability to capture and maintain its portion of the market. Therefore, businesses often focus on improving their image and customer satisfaction to enhance their market position and grow their share of the industry.

To determine total sales in a market, try obtaining it from an industry trade association or marketing research firm, many of which track sales by year in different product categories.

A down-and-dirty way to determine market size is to:

* Estimate the number of customers in your market
* Estimate how much each person buys in a year
* Multiply those two figures to get the total size of the annual market
* Divide that figure by your sales units to determine your share

Market share gives you a simple way of comparing your progress with that of your competitors from period to period. If your share drops, you’re losing; if your share grows, you’re winning.

A strategic market share goal is a target percentage of industry sales a company aims to achieve. It guides business strategies and resource allocation, helping the company grow or maintain its competitive position. This goal focuses efforts on increasing the company's portion of the market over time, driving growth and measuring performance against competitors.

A market share post-mortem is a thorough analysis conducted after a specific period or campaign to understand why a company's market share changed. It's crucial because it identifies successful and unsuccessful strategies, reveals market trends and competitor actions, and provides insights into customer behavior. This analysis helps companies learn from their experiences, adapt their approaches, and make informed decisions for future strategies. By conducting post-mortems, businesses can improve their performance and make more effective plans to maintain or increase their market share.

Many experts believe that market share is a good long-term predictor of profitability, arguing that market-share leaders are more profitable and successful than other competitors.

Business units in marketing are distinct divisions within a company that focus on specific products, services, or customer groups. They're important because they allow large organizations to be more agile and responsive to different market needs. This structure enables better targeting of customer segments, quicker adaptation to market changes, and more efficient resource allocation. It also facilitates clearer performance measurement and accountability. By fostering specialization and innovation, business units help companies manage diverse product lines or markets more effectively, potentially boosting market share and profitability across various segments of the business.

Return on Investment (ROI) in marketing measures the profitability of marketing efforts by comparing the revenue generated to the amount spent, helping evaluate strategy effectiveness and justify budgets.

PIMS (Profit Impact of Market Strategy) in marketing is a research program that analyzes how business strategies affect financial performance across industries. It's important because it provides data-driven insights to guide strategic decisions on market share, product quality, and pricing, helping companies improve profitability and market position. Some PIMS data suggesting that a gain in market share seems to lead to a corresponding gain in ROI.

Loss of market share more often than not leads to loss of ROI.

If you’re a small firm with a narrow market niche, trying to grow your share by expanding aggressively can get you in trouble. Balance share growth with the need to avoid excessive risks.

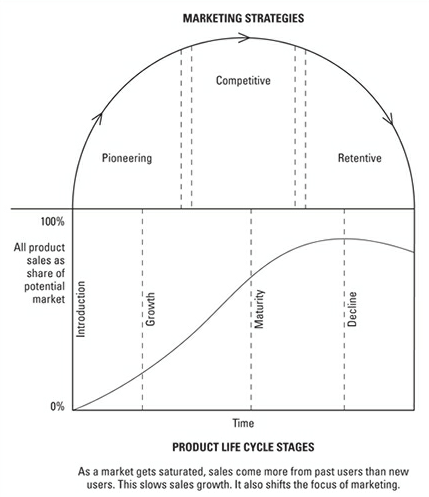
A distributor needs retail shelf space, so you may need to push to win a larger share of shelf space from retailers, especially if you’re dealing with large supermarkets. To earn the right to this shelf space, you may need to produce some consumer advertising or publicity, provide the stores with good point-of-purchase displays or signs, improve your product packaging or do other things to help ensure that consumers take a stronger interest in buying your products.

A sales projection is a forecast of expected sales revenue for a future period. It's crucial in marketing as it guides budget decisions, goal-setting, and resource planning, allowing marketers to align strategies with business objectives and measure campaign success against predictions.

Try collecting information about your competitors: current news, announcements, website changes, etc. This information can help you make strategic decisions about your own products and services.

Product category – the general grouping of competitive products to which your product belongs, be it merchandise or a service. Product categories have a limited lifespan due to the constant introduction of new products.

Over time, sales for a product follow a sigmoid, or “S” shaped growth curve. Typically, it levels off when the customer base grows. These fall off when replacement products enter the market.



There are three stages to the advertising life cycle:

1. Pioneering- when the majority of prospects are unfamiliar with the product
2. Competitive - when the majority of prospects have tried at least one competitor’s product
3. Retentive- when attracting new customers costs more than keeping old customers

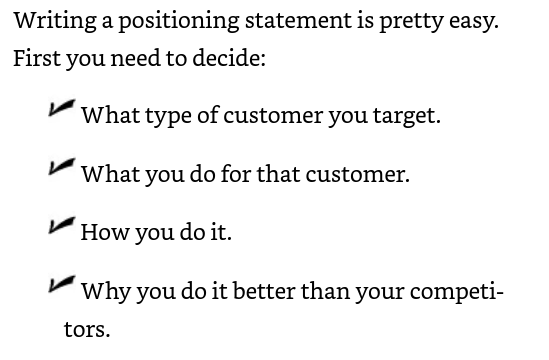
In the upper half of the above illustration, is the advertiser’s version of the life cycle with its helpful emphasis on what to do to win sales. It has been redrawn it slightly to make it tie into the product life-cycle drawing. Put the two together, and you have that finest of combinations: situation diagnosis plus practical prescription.

When a market is saturated, you can no longer grow just by finding new customers. Your ambitions are limited by the rate at which customers replace the product and your ability to steal customers from your competitors. Competitive, share-orientated marketing is the way to go, and you need to focus on refining your points of difference from competitors and communicating them clearly to customers.

A positioning strategy takes a psychological approach to marketing. This strategy focuses on getting customers or prospects to see your product in a favorable light. The positioning goal you articulate for this kind of strategy is the position your product holds in the customer’s mind.

Some options for positional strategy include:

* Take a position against your competitor
* Emphasize a distinct benefit
* Affiliate yourself with something the customers value



Simplicity marketing is a marketing approach that values clarity and concision, communicating complex ideas in a straightforward and easy-to-understand way. By using clear messaging, simple language, concise storytelling, and visual clarity, simplicity marketing helps customers quickly grasp the value and benefits of a product or service. This approach increases clarity, engagement, and credibility, ultimately building a competitive advantage in a crowded market. By stripping away unnecessary complexity, simplicity marketing makes it easier for customers to understand and do business with a brand, leading to stronger connections and a more effective marketing strategy.

All else being anywhere near equal, a majority of customers choose the higher-quality option. You can’t just say you’re better than the competition; you really have to deliver. But if customers see you as superior on even one dimension of quality, by all means emphasize this in your marketing.

A reminder strategy is good when you think people would buy your product if they thought of it – but might not without a reminder.

Point-of-purchase marketing (POP) is often an effective way to implement the reminder strategy. POP marketing simply means doing whatever advertising is necessary to sway the consumer your way at the time and place of their purchase. For retail products, this strategy often means a clever in-store display or sign to remind the consumer.

Take some time to write your marketing strategy down clearly and thoughtfully. Put your strategy in summary form in a single sentence.

After you develop a marketing strategy, make sure you follow it. You may need to write your strategy down and display it so that you- and others- can’t forget it. In fact, we highly recommend that you do some formal planning to figure out exactly how you’ll implement your strategy in all aspects of your marketing.

Most successful businesses– small or large, new or old – write a careful marketing plan at least once a year. Every successful business needs a marketing plan.

Marketing plans usually have these components:

* Current market position
* Results accomplished in previous marketing period
* Current marketing strategy
* Details of the marketing activity
* Numbers: sales projections and costs
* Determining results to new plans that need to happen before committing to a higher level of action

Economies of scale refer to the cost advantages a business achieves by increasing production and operating at a larger volume. As a company grows, it can reduce fixed costs, negotiate better prices, improve efficiency, and lower marketing costs, leading to lower average costs and increased competitiveness. This can create barriers to entry for new companies, making it harder for them to match the efficiency and cost structure of larger businesses.

Aim for an 80% match in marketing, this means targeting a sweet spot where your product or service meets about 80% of the target audience's needs, wants, or expectations. This realistic goal acknowledges that perfect matches are rare and allows for flexibility and compromise. By focusing on the essential 80%, you can develop a product or service that meets critical needs, craft effective marketing messages, and make adjustments based on customer feedback, resulting in a more efficient and effective marketing strategy.

Some things to avoid in marketing:

* Don’t ignore details
* Don’t imitate competitors
* Don’t be confined by last period’s budget and plan
* Don’t engage in unnecessary spending

You may find that you need to work up one plan for selling products and another plan for convincing product buyers to also use your services.

To break planning down into smaller, easier, chunks for processing:

* Analyze, plan, and budget by territory
* Project revenues and promotions by individual product and industry
* Plan promotions by product line or broad category
* Plan and budget publicity by the company as a whole
* Plan and budget for publicity materials

A good executive summary should be a powerful advertisement for your marketing, communicating the purpose and essential activities of your plan in such a compelling manner that everyone who reads it eagerly leaps into action and does the right things to make your vision comes true. Draft and write this document early in the year to guide your thinking and planning.

It’s helpful to include a paragraph in the executive plan outlining what is the same, and different, in the current year’s plan.

Be sure your executive summary is clear on whether it is efficiency oriented or effectiveness oriented.

Objectives are the quantified, measurable versions of your strategies. A well-written objective is a clear and specific statement that defines a measurable and achievable goal, aligned with overall values and constraints, and includes a deadline or timeframe for completion. It should be concise, yet detailed enough to provide direction and focus for achieving a specific outcome.

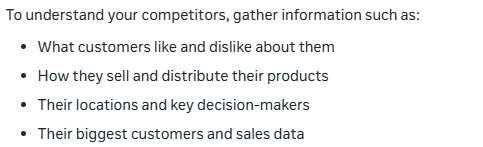
If you write clear, compelling objectives, you’ll never get too confused about what to write in other sections. Try to write this part of the plan early, but keep in mind that you’ll rewrite it often as you gather more information and do more thinking. Objectives are such a key foundation for the rest of the plan that you can’t ever stop thinking about them.

A situation analysis examines the context, looking at trends, customer preferences, competitor strengths and weaknesses and anything else that may impact sales. At its most basic, it says “what’s happening?” Only if your situation analysis is better than your rivals’ can you gain market share on the competition.

A situation analysis that is effective includes:

* You should know as much as your leading competitors
* You should have insights into the market that your competitors don’t have

A pro forma situation analysis is a thorough examination of a company's internal and external environment, identifying strengths, weaknesses, opportunities, and threats. This analysis is crucial in marketing, informing decision-making, strategy development, and market understanding, and in helping marketers gain a competitive advantage.



A useful tool may be a competitor analysis table consisting of: company name, key personnel, financial information, sales/distribution/and pricing information, product/service analysis, scaled assessment of product/service, a rating that objectively compares yourself to that competitor.

In marketing, the cash position refers to the amount of money a company has available to spend on marketing activities, such as advertising, promotions, and other campaigns. It's an essential consideration in marketing planning, as it determines the scope and scale of marketing efforts.

Defining marketing objectives and strategies can be a challenging task for some writers. To clarify: an objective is a specific goal that a business aims to achieve within a certain timeframe, typically a year. In contrast, a strategy outlines the overall approach and plan to accomplish that objective, providing a roadmap for success. In other words, the objective defines what you want to achieve, while the strategy determines how you will achieve it.

A marketing plan is a written document outlining a company's marketing strategy, tactics, and goals for a specific period. It defines target audiences, marketing mix, budget, and performance metrics.



Your strategies accomplish your objectives through the tactics (the seven Ps) of your marketing plan. Make sure that your strategies are achievable!

Include a summary of each competitor’s strategy in the “Strategy” section of your plan. Add a note explaining how your strategy differs from each of them.

Strategies that involve doing a lot of things you have little or no expertise in are really start-up strategies, not marketing strategies. Don’t put your entire marketing plan at risk by basing it on a strategy that takes you into unfamiliar waters.

Your marketing mix refers to the blend of marketing activities designed to persuade a specific target audience to buy a product or product line. To create a cohesive marketing mix, start by analyzing your touchpoints - the various interactions customers have with your brand - and then integrate the right combination of marketing elements to effectively reach and engage your target customers.

Prioritize by picking a few primary touchpoints – ones that will dominate your marketing for the coming planning period. This approach concentrates your resources, giving you more leverage with certain components of the mix.

Determine the initial cost for each component of your marketing plan, and then calculate the total cost. Assess whether the total cost is realistic, considering your projected sales. If the cost is too high, revise your budget until you reach a figure that works from both a financial and practical standpoint. This process may involve some back-and-forth adjustments until you arrive at a budget that meets both your needs and any financial constraints.

If your marketing plan targets multiple customer groups, you'll need to create separate marketing mixes for each group, as their needs and preferences may differ. To organize this, use multiple spreadsheets, one for each customer group, to outline the unique marketing strategies and tactics tailored to each group's specific needs.

Focus on the marketing elements you can control and avoid elaborating on aspects that are outside your scope, such as pricing policy, product development, or distribution strategy, if those decisions are made at a higher level or are fixed. Instead, concentrate on the marketing components that you can influence and adjust to achieve your goals.

In your marketing plan's “Situation Analysis”, include a "Constraints" section to identify any limitations or restrictions that may impact your marketing efforts, such as budget, resources, regulations, company policies, or external factors. Acknowledging these constraints upfront enables you to develop strategies that work within them, ensuring a more realistic and effective marketing plan that minimizes potential roadblocks and maximizes success.

The “Management” section of a marketing plan outlines the key activities required to execute the marketing mix, and assigns specific responsibilities to individuals or teams. This section considers factors such as each person's strengths, workload, and supervision needs, ensuring that everyone knows their role and responsibilities in bringing the marketing plan to life.

Cash basis: an accounting method that records revenues and expenses when payment is received or made, focusing on actual cash flow. In marketing, this approach is crucial for tracking customer payments, measuring campaign effectiveness, managing budgets, and analyzing customer behavior. By using the cash basis, marketers can optimize sales strategies, evaluate financial impact, allocate resources effectively, and refine targeting and messaging. This approach helps marketers make informed decisions that drive business growth and revenue generation, providing a clear picture of a company's financial health and marketing performance.

Some techniques for projecting sales includes:

* Build up forecast: A method of sales forecasting that starts with a base amount and adds or subtracts factors like market trends, seasonality, and pricing changes to arrive at a forecasted amount
* Indicator forecast: A method of sales forecasting that uses economic or industry trends, or market indices, to predict future sales
* Time period forecast: A method of sales forecasting that predicts sales for a specific period, such as a month, quarter, or year

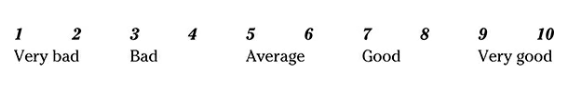
The last section of a marketing plan typically includes tracking. Identify some benchmarks and state them clearly. These will give you a way to monitor performance and implement your plan.

If the marketing plan you wrote at the start of the year is no longer relevant because business conditions have changed quickly, tear it up and start again – don’t stick rigidly to something that’s no longer relevant just because it’s there.

Many companies conduct market research through focus groups, where a small, diverse group of potential or existing customers gather to share their thoughts and opinions about a product. Led by a trained moderator, the participants engage in an open discussion, unaware that their conversations and body language are being recorded by hidden video cameras, providing valuable insights for the company.

Embrace research because it’s the first step to making your company customer-orientated rather than product-orientated. Choosing the most effective advertising medium, making a more accurate sales projection or working out what new services your customers want are all examples of important decisions that research can help you make.

Customer surveys are useful in getting feedback to see what customers are thinking. These often feature a scale of points the customer can use to score your services, and which can be later calculated to determine customer satisfaction. These can help identify areas for improvement.



A few things to keep in mind while gathering customer ratings:

* Graph results to get a visual idea of your findings
* Offer customers a reward of some kind for completing a survey

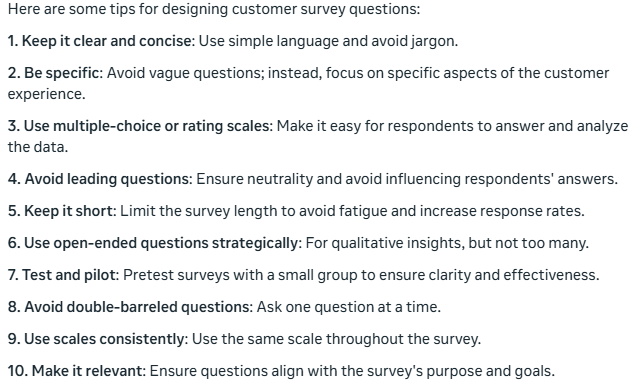
Start research with a careful analysis of the decisions you must make. This might include looking at whether to expand on product offerings or introduce new products, if your current marketing plan is effective, or whether to change product imaging. For questions that might give way to a risky decision, consider other questions that may help reduce the risk.

Primary research gathers data from people by observing them to see how they behave or by asking them for verbal or written answers to questions.

Going “back to the floor” is a tactic where management engages the public at the sales level. This is often done to get a first-hand experience and to help management fully realize issues they can then address.

Professional research firms can provide a location for customers to visit and use your products or can even put their people into the homes of willing customers. This allows for valuable insights into how the customer directly interacts with the product, perhaps leading to new ways to meet customer needs.

Try to design a customer satisfaction measure that portrays your company or product in a realistic light. You can measure customer satisfaction with survey questionnaires or with the rate of customer complaints; measures combining multiple sources of data into an overall index are best.



You can find useful guidelines on how to design a questionnaire on the website of the Market Research Society.

The life cycle of any piece of research should last no longer than your next marketing plan – any longer and the market or competition will have moved anyway.

When you compare your marketing approach to your competitors’, you easily find out what customers like best. Make a list of the things that your competitors do differently to you.

Where technical writers often develop personas to study an audience, decision makers involved in marketing could utilize this method to develop a profile of customers to know how best to address their needs.

Another way to get customer input is to have some sort of event where you can interact and talk about products or services.

Email surveys are another useful tool in gathering customer feedback.

A secret shopper is a trained individual who poses as a regular customer to evaluate a business's customer experience, service, and quality. This marketing tool provides authentic feedback, helping businesses identify areas for improvement, evaluate employee performance, and enhance customer satisfaction. By using secret shoppers, companies can gain valuable insights, benchmark against industry standards, and make data-driven decisions to improve customer retention, loyalty, and overall experience.

Email salespeople, distributors, customer service staff, repair staff or willing customers once a month, asking them for a quick list of any important trends they see in the market. You flatter people by letting them know that you value their opinion.

As important as it is to do research to find areas for improvement, it is also important to do research to determine what the strengths are for the business. This allows the business to make sure they continually deliver on those strong points.

Short surveys, asking three focused questions, is a very simple way to get feedback where the customer is not off put by lengthy processes. Even a 5 per cent response rate gives you a steady stream of input you wouldn’t otherwise have.

Marketing materials are also an important facet where feedback is important. Often, companies will seek input at the beginning of material creation to allow for them to fix/address any discrepancies before rollout. Getting customer feedback on this aspect is useful in knowing what did or did not work for future campaigns.

Lost customers or clients hold the key to a valuable piece of information: what you do wrong that can drive business away. Talk to enough of these lost customers/clients and you may see a pattern emerge. Sometimes, these efforts turn these individuals into fervent supports because it shows you are trying to get their input and make changes to make your product/service more effective.

One other tactic in staying ahead in the world of marketing involves getting input from younger people. They often know what the new trends are and it can help the business to grown and adapt with those changes.

A world of free data exists out there, if you know where to look for it. Also keep in mind that free data generally falls into a category known as secondary data – meaning the information has already been collected or published by someone else – so you get it second-hand. While this data’s useful stuff, remember that it isn’t specific to your company and your competitors can easily access it too.

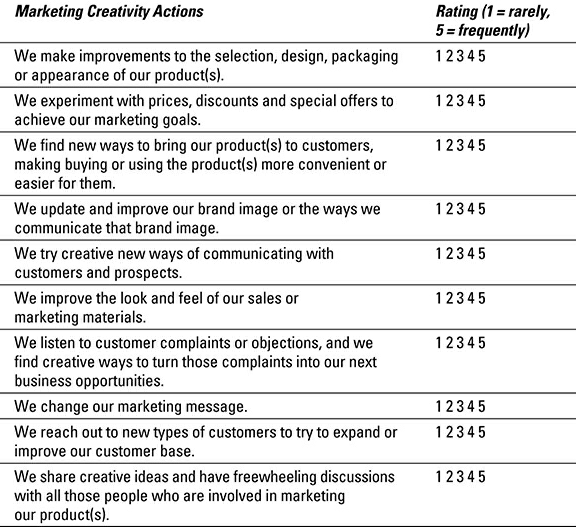
Internet searches, libraries, and governmental sources can provide ways to find valuable marketing information.

Four simple steps for turning an idea into an action:

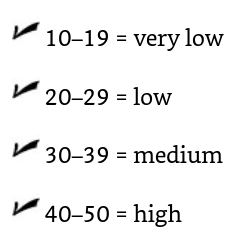
1. Recognize a need or opportunity and ask questions to begin the process
2. Think up ideas based on those opportunities or questions
3. Taking your ideas, develop a focused plan for how you physically can put your idea in motion
4. Take action by implementing your plan

Harnessing creativity in your business allows you to do things differently. This means not only differently from before but also differently from your competition.

A marketing audit is a simple way to determine if you may need to get more creative in marketing strategies.



Add up all the numbers you circled to get a score between 10 and 50. See where your score falls in the range following this paragraph to find out what your Marketing Creativity Score means.



The easiest way to determine creative roles is to determine your general temperament:

* Entrepreneur: Sees a need and asks "Why?" to initiate the creative process. Excels in stage 1 of the creative process.
* Artist: Imaginative and free-thinking, generating many alternatives. Excels in stage 2 of the creative process.
* Inventor: Practical and detail-focused, refining an idea until it works. Excels in stage 3 of the creative process.
* Engineer: Practical and businesslike, making inventions workable. Excels in stage 4 of the creative process.

Try soaking up information, questioning issues, tossing ideas back and forth with an associate and then setting the whole thing aside to incubate in the back of your mind while you do something else. This can help with creative thinking, which can help revitalize marketing strategies and draw customer interest.

Some simple approaches toward generating creative new ideas include:

* Look for ways to simply
* Think like a customer
* Make changes to things and observe the effects
* Reduce pricing
* Look for new ways to distance yourself from the competition
* Take inspiration from other business examples
* Find new places to advertise
* Find agents to generate interest

Brainstorming is a great way to increase the number and variety of ideas. The goal of brainstorming is to get people to generate a very long list of unusual ideas beyond their normal thought patterns or experience. To brainstorm, you first state the problem and then ask participants to offer solutions. Any solution that comes to mind is fine; the more creative the better. Each solution is written down or recorded.

When brainstorming is used in a business environment, there are a few rules to keep in mind:

* Quantity is what you’re looking for, never mind if quality seems off
* No one should critique any other person’s idea
* All ideas produced are thrown out and not “owned” by any one person

Free association is when participants allow their mind to wander from one concept to another, no matter what the association may be between the old and new concept.

Advertising benefits from the use of a creative brief, an information platform on which to do your creative thinking. A creative brief lays out the basic purpose and focus of the ad, and provides some supporting information that provides helpful grist for your creative mill.

Creative briefs contain these three elements:

1. An objective statement
2. A support statement
3. A tone or character statement

The creative brief is useful for any marketing material or for any situation in which you must design something creative to communicate and persuade. The creative brief gives you a clear focus and some good working materials as you apply your creativity to developing a great ad or other promotional piece.

A brand image refers to the perceptions, feelings, and beliefs that customers have about a particular brand. It's the sum total of all the experiences, interactions, and exposures that customers have had with the brand. A strong brand image is crucial in marketing as it helps to establish trust, credibility, and loyalty with customers. It differentiates a brand from its competitors, makes it more relatable and memorable, and ultimately drives business growth. A well-defined brand image also guides marketing strategies, advertising campaigns, and overall brand messaging, ensuring consistency and coherence across all touchpoints.

Impact is the single most important difference. Good communications have the desired impact; bad communications don’t. The key to this idea is the word ‘desired’. You can easily make an impact for all the wrong reasons.

A powerful ad is nothing if customers don’t remember what it was trying to tell them and which brand it was promoting. Equally, a turgid explanation of why your product is worth buying won’t grab the customer’s attention for long enough to even begin to get that message across. So you need to combine stopping power with persuasion.

Clarity is the first job of the marketer. Creativity, excitement and persuasion are actually secondary to clarity.

To create a compelling marketing message:

* Position the marketing in the customer’s minds
* Craft a motivating message that gets your positioning across
* Find a creative idea that is appealing and includes your message
* Develop, edit, simplify, and clarify your idea

Deciding whether to appeal to logic or emotion in marketing is important because it determines how effectively you connect with your target audience and drive desired actions. Logical appeals resonate with customers who make rational decisions, while emotional appeals engage customers who make intuitive and impulsive decisions.

Each person tends toward one end or the other of this range and makes decisions more rationally or more emotionally. So, you can pitch your marketing communications at the rational buyer or at the emotional buyer. You can even segment your market based on this difference, and design separate marketing campaigns for each.

An image strategy shows people your product and its personality – it presents a good image of your brand, product, service or business.

An information strategy communicates facts that make your business appealing.

A motivational strategy builds a compelling argument or feeling that should inspire prospects to take action and make a purchase.

A demonstration strategy leverages the fundamental appeal of the product itself simply by making that product available to prospects.

Stopping power is the ability of an ad or other marketing communication to stop people in their tracks, make them sit up and take notice. Communications with stopping power generate ‘What did you say?’ or ‘Did you see that?’ responses. These communications generate a high level of attention.

Pulling power is the ability of marketing communications to draw people to a place or event.

Your ads need to have much more stopping power than most if you hope to get a significant number of people to remember and think about your product.

To make an ad with strong stopping power:

* Make it naturally dramatic and broadly appealing
* Demand audience participation
* Force an emotional response
* Stimulate curiosity
* Surprise the audience
* Communicate expected information in unexpected ways
* Purposefully bend the rules and defy category traditions

For maximum pulling power, give people a strong reason to act.

For most local and regional advertising, print probably provides the most flexible and effective all-around marketing medium, although Internet advertising is fast eating into this lead.

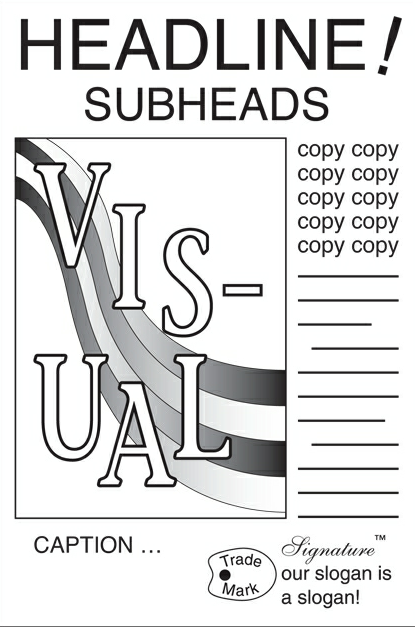
Print advertising and print-based marketing are the backbone of most marketing campaigns, even in today’s high-tech world.

The basic elements of good print advertising are good copy and visuals alongside eye- catching headlines.

Try to make any print materials related to a campaign with consistent style and colors for recognition by the customers and clients.

Print materials often contain these parts:

* A headline: the prominent title that grabs attention, conveys the main idea, and entices readers to engage with the content.
* A subhead: a secondary headline that provides additional context and supporting information to the main headline, usually appearing below or beside it.
* Copy- also called body copy: the main text of an advertisement, article, or content piece that provides detailed information, explanations, and messaging beyond the headline and subhead.
* Visuals: illustrations or images associated with the message or story being conveyed.
* Captions: copy attached to a visual to explain or discuss that element.
* Logo: a unique design representing the brand or company.
* Signatures: a company’s trademarked version of its name.
* Slogan: an optional element consisting of a short phrase evoking the spirit or personality of the brand.



Design is an aesthetic concept and, thus, putting it into precise terms is difficult. Simply put, design refers to the look, feel and style of your ad or other printed marketing materials.

Great advertising has to rise off the page, reach out and grab you by the eyeballs. In the cluttered world of modern print-based marketing, this design goal is the only one that really works.

Whether you design your own print materials or have experts do the work for you, you want to be familiar with the design stages. These are:

* Thumbnails: usually small, quick sketches in pen or pencil
* Roughs: full-size sketches with headlines and subheads drawn carefully enough to give the feel of a particular font and style
* Comprehensive layout: a comp should look pretty much like a final version of the design, although designers produce a comp on a one-time basis, so it may use paste-ups in place of the intended photos, color photocopies, typeset copy, and headlines
* Dummy: a form of comp that simulates the feel – as well as the look – of the final design

Designers refer to a computer-made comp as a full-color proof.

The traditional way to submit a design to a printing firm was to generate what printers call camera-ready artwork, a version of the design suitable for the printer to photograph with a large-scale production camera in order to generate color keys (to convert colors to specific inks) and films, clear sheets for each layer of color to be printed. You (or the designer) would produce this camera-ready art by making a mechanical or paste-up, in which typeset copy, visuals and all the other elements of the design were transferred on to a foam-core board, using a hot wax machine. If you’re quick and able on a computer and like to work in design and layout programs (such as Adobe InDesign or Quark XPress), you can do the same kind of creative rough designing simply by searching for images on the web.

Plates are metal or plastic sheets with your design on them – the printer applies the ink to the plates when the printing press does its thing.

A font is a particular design’s attributes for the characters (letters, numbers and symbols) used in printing your design. Typeface refers only to the distinctive design of the letters (Times New Roman, for example). Font, on the other hand, actually refers to one particular size and style of a typeface design (such as 10-point, bold, Times New Roman).

A reverse font (light or white type on dark paper) may be just the thing for a bold headline, but if you use it in the body copy, too, nobody reads your copy because doing so is just too hard on the eye.

A clean, sparse design, with a lot of white space on the page and stark contrasts in the artwork, deserves the clean lines of a sans serif typeface – meaning one that doesn’t have any decorative serifs (those little bars or flourishes at the ends of the main lines in a character).



A richly decorative, old-fashioned sort of design, in contrast, needs a more decorative and traditional serif typeface, such as Century or Times New Roman. Some of the more popular fonts are listed below.



You can change just about any aspect of type. You can alter the distance between lines – called the leading – or you can squeeze characters together or stretch them apart to make a word fit a space.

Stick with popular fonts, in popular sizes, except where you have to solve a problem or you want to make a special point.

When designers and printers talk about point sizes, they’re referring to a traditional measure of the height of the letters. Ten-point type is too small for most body copy but you may want to use that size if you have to squeeze several words into a small space.

Your eye can’t distinguish easily between fonts that are only one or two sizes apart, so specify a larger jump than that to distinguish between body copy and subhead or between subhead and headline.

To avoid creating an attractive, but pointless, brochure that doesn’t achieve a sales goal, make sure that you know:

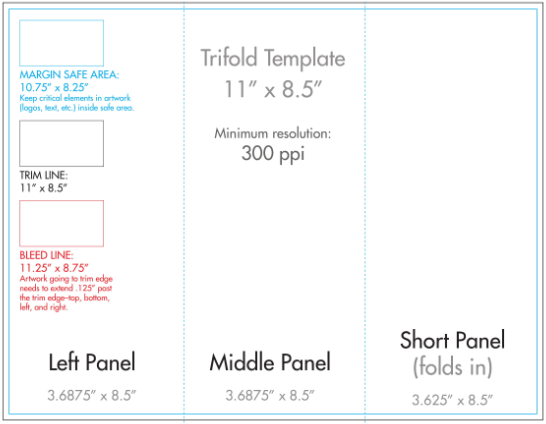
* Who your audience is
* How they will obtain the document
* What you want them to know and do after reading the document

Fact base: the essential information being communicated in a brochure or pamphlet.

Your copy should read as if you’re listening to customers’ concerns and answering each concern with an appropriate response. You can write subheads in the format: ‘Our Product Doesn’t Need XXX’ and ‘Our Product Brings You XXX’ so that salespeople or prospects can easily see how your facts (in copy and/or illustrations) overcome each specific objection and highlight all the major benefits.

Don’t forget to communicate in a punchy headline and a few dozen words of copy, along with an appropriate and eye-catching illustration.

The most common brochure is simple and inexpensive because you print it on a single sheet of 490mm × 210mm paper that you then fold three times.



Media buying: purchasing print ad space.

Rate card: a table listing the prices of ads by size and also showing the discount rate per ad if you buy multiple ads instead of just one.

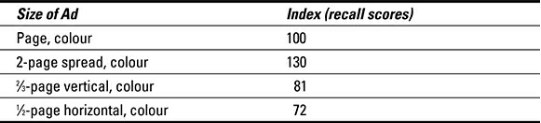
Schedule or forward features list: tells you when ads for each issue need to be placed and what the topics of future issues will be.

If a single ad costs 5 per cent or more of your marketing budget for the entire year, throw the rate sheets away and forget about advertising in those publications. Your business isn’t currently operating on a large enough scale to be able to do this kind of advertising. Instead of blowing that much money on a single ad, spread it over more economical forms of advertising and marketing, such as brochures, mailings, search engine advertising and emails.

One great way to advertise for less is to take advantage of the tens of thousands of newsletters published by professional groups and interest groups. You can buy ad space in 10 or 20 such newsletters for far less money than buying one ad insertion in a national daily newspaper.

Also explore local newspapers. You can find hundreds of newspapers and weeklies with circulation (readership) only in the tens of thousands, which means their rates for ads are one-fifth to one-tenth the price of a national newspaper.

Remember: the bigger the ad, the bigger the impact. But also consider the fact that the percentage of readers noticing your ad doesn’t go up in proportion to the increase in size. Doubling the size of your ad gives you something like a quarter more readers, not twice as many.



Direct response ads: ask readers to participate in a measurable action such as calling, texting from a mobile phone or going to a shop, gives you a clear indication of that ad’s effectiveness within days of its first appearance.

Indirect-response ad: an ad that creates or strengthens an image or position in order to encourage sales. A great deal of brand advertising is indirect, leaving it to the retailer or local office to close the sale. To know if this type of ad worked, you can go to a market research firm and have your ad tested for effectiveness.

Pretesting: exposing people to the ad in a controlled setting and measuring their reactions to it.

Ask people to look at your ads for 20 seconds, and then quiz them about what they remember. If they missed much of the ad, you probably need to rewrite it.

Outdoor advertising reaches people outside their homes through billboards, bus shelters, mall displays, and more. It's important in marketing because it offers a wide reach, increases brand awareness, and complements other marketing channels. Outdoor advertising also includes what the experts call ambient advertising, which means putting an ad in an unexpected place to catch people by surprise.

Signs are displays with brand or company names on them and sometimes a short marketing message or useful information for the customer, too.

Most basic signs are normally permitted for outdoor display, but some others will require planning application consent from your local authority.

If you rent retail or office space, your landlord may have put some restrictions regarding signs into your lease. Research these possible constraints.

To stand out next to those shiny, high-tech signs and project a quality image, have your sign designed and painted by an artist or consider hiring a cabinet-maker, stained glass artist or oil painter. Most signs have little real art about them so unusual and beautiful ones tell the world that your company is special. signs can and should promote your image and brand name.

At its most basic, a sign should have two sections- a header that grabs the public’s attention and pulls them in, and a section that communicates essential information about your product or service and how to obtain it.

Signs permit innovation in two interesting areas. You can be innovative with the copy and artwork, just as you can in any print medium, from a magazine ad to a roadside billboard. But you can also innovate in the form of the sign itself. Experiment with materials, shapes, lighting, location and ways of displaying signs to come up with some novel ideas that help your sign grab attention.

Movement is eye-catching. So, think of flags as more dynamic kinds of sign, and try to find ways to use them to build brand awareness, to make your location(s) more visible or to get a marketing message displayed in more forms and places than you could otherwise.

For retailers, awnings and canopies often provide the boldest and most attractive form of roadside sign. Awnings combine structural value with marketing value by shading the interior and can even extend the floor space of your shop by capturing some of the pavement as transition space.

If you’re planning to use posters to advertise, one of the first things to think about is how much time customers will have to read your ad and how far away they’ll be. This information will help you decide how much you can say in your ad and how to say it.

Sometimes you need to limit your message to a few, bold words and images to avoid your poster becoming a mess that no one can read. Especially take this into consideration at times when people may be viewing these posters from a distance or while in movement.

Some outdoor venues to consider for signs, posters, or other advertisements:

* Roadside areas such as bus stops
* Transportation sites like airports and train stations
* Retail and other point-of-sale locations
* Non-traditional formats like reusable grocery bags, thermoses, and floor stickers

Consider consulting with outdoor advertisement companies rather than services that charge subscription fees for information about the effectiveness of different advertising materials and places.

Transport advertising is any advertising in or on railway or underground systems, airports, buses, taxis, on the sides of vans and more. These can work well since people in traffic may take interest in advertisements as they move to and from work locations. It typically delivers high frequency of viewer impacts in a short period of time. Public transport vehicles generally travel the same routes over and over, and so almost everyone along the route sees an ad multiple times.

Ambient advertising is one of the fastest-growing sectors within outdoor advertising because you can create a lot of impact for relatively little outlay. The nature of ambient advertising also means it can offer you precise targeting by area or by audience type. Car park tickets and chalk advertisements on sidewalks are a few examples of creative ambient advertising.

T-shirts, bumper stickers, and umbrellas are all classic ways of branding objects as a means of advertising. While they may seem very boring and conventional, they are actually easy to implement and almost everyone likes to have a t-shirt or umbrella around.

When designing advertising, don’t be afraid to use wordplay, interesting images and logos, and large lettering to catch the attention of your audience.

Media marketing through video is a great way to get some attention. But it is also very expensive. An alternative may be to consider web advertisements which can cost less and still reach a large audience.

When creating audio advertising, make sure that you try to paint mental images for your audience so they have a conception of what service or product you offer, and include a call-to-action to request your audience to act on. Also- be sure to include information about how/where they can locate additional information to order or participate.

One thing to keep in mind with audio advertisement: be sure to explicitly identify all sounds used in the advertisement so that the audience is not left guessing about what you want them to hear.

Experts often talk about how the traditional media environment is fragmenting, with fewer people watching TV and more people accessing entertainment online and through their mobile phones. While radio will be affected by this development, in many ways it will also benefit. Radio fits with people’s increasingly mobile lives. It allows people to listen to it while doing other things – like cleaning, driving, sitting on the bus or getting stuck in a traffic jam.

Here’s another option for radio advertising that you may not have considered. How about running ads over the internal broadcasting systems used in many shops? This opportunity gives you another great way to target a particular audience going about a particular task.

Many marketers don’t realize that the limiting factor in inexpensive or homemade video is usually the sound quality, not the picture quality. So as long as you plug in a remote microphone and put it near anyone who’s speaking, you can probably make usable video yourself.

If you choose to try and create some video advertising, some simple suggestions include:

* Have a clear script for use
* Try to reduce clutter and background items that are not necessary to your shoot
* Shoot everything more than once, in case you later feel that your initial take is not good
* Try to shoot in quiet environments with a good microphone to ensure clean dialog and effects
* Consider drafting locals and volunteers into your advertisements to save money

Hire an experienced production company to help you do the ad or do what many marketers do and hire a big ad agency (at big ad agency prices) to design and supervise its production. This choice costs you, but at least you get quality work.

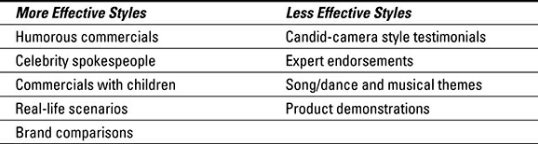
One other consideration for creating video advertisements: sometimes local students are able to help small businesses get the results they might expect from a bigger company. This is mutually beneficial: they help the business to put together an ad, and the ad itself becomes an advertisement for the services they can offer other people.

Emotion is a particularly powerful tool to use in advertising. Try to pair the emotions you’re trying to evoke with visuals that embody and amplify those emotions to reach your audience.

Also keep in mind that video is a great way to demonstrate how well your product or service works. Being able to show the product or service in action is a great way to get viewers interested.

A storyboard is an easy way to show the key visual images of film, using pictures in sequence.

Style is a consideration that must be planned for in effective advertising. Certain messages may call for a limited palette of expression to be considered respectful and fitting. Be sure to research the different ways that something can be said, as well as newer innovations in how it can be said, to find a way to communicate your message appropriately and with maximum effect.



TVRs is industry jargon for television ratings. Audience delivery for advertising is measured in TVRs. Insights into the particular audience that subscribes or tunes into a particular station can prove vital when deciding the best venue for your advertising. Timing for advertisement is also an important factor to take into consideration. The actual number of times viewers are exposed to a commercial break is called impacts.

Some additional factors to consider with advertising on television:

* Season
* Length of your advertisement
* The size of the region being broadcast across

Because of the complexity of some of these calculations, think hard about using a media agency to plan and buy the airtime. You can let a media agency know what you’re trying to achieve with your ad and what type of people you need to target and then let their experts do the rest. Many of these agencies buy up chunks of airtime in advance, so you benefit from an agency-wide deal and don’t have to negotiate individually with the TV sales houses.

Branded content: a term used to describe something that’s not quite an ad but which can be used to communicate a commercial message. The official term for which is advertiser-funded programming or AFP. This type of communication is becoming increasingly frequent, although many restrictions are still in place about what you can or cannot say about your product. But asking your agency, or the radio stations and channels themselves, about these opportunities is worthwhile because they allow your message to stand out from the clutter of all the other ads.

Sponsorship is an alternative to AFP. Relevant programs can help you to advertise related products or services for mutual benefit.