

# MARKETING A NEW BUSINESS

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Low Cost Resources

## THE INBOUND MARKETER

VS.

## THE OUTBOUND MARKETER

**"NEW MARKETING"** is  
"any marketing tactic  
that relies on earning  
people's interest  
instead of buying it."



Communication is  
interactive and two-way.



Customers come to you:  
• Via search engines,  
referrals, social media



Marketers provide value.



Marketer seeks to entertain  
and/or educate.

**"OLD MARKETING"** is  
"any marketing that  
pushes products or  
services on customers."



Communication is one-way.



Customers are sought out:  
• Via print, TV, radio, banner  
advertising, cold calls



Marketer provides little to  
no added value.



Marketer rarely seeks to  
entertain or educate.

# Outbound marketing

## **Outbound marketing “the old way”:**

- TV, print, and radio ads
- Cold calling
- Billboards

## **Disadvantages:**

- Tends to be more costly
- Market is more diverse now
- People don't want to be told what to buy

## **Advantages:**

- Fast to implement
- Relatively easy to track & measure ROI

# Inbound marketing

**Offering content to users they want.**

- Social media
- Website
- Blogs
- Videos, pictures, multimedia & more

**Advantages:**

- Generally cost-effective
- Offering users value over a selling proposition
- Encourages engagement

**Disadvantages:**

- Generally takes more time to see results
- Can be time-consuming

# Developing your marketing strategy

**Research your target audience** – what products do they use? How do they find new businesses? What services do they?

**Identify problems in your industry** – what are the failures? Where are the gaps? How can your business fill in the gaps? What sets you apart?

**Create a budget** – how much money do you have each month to devote to marketing? Is your budget going to grow? You may need to revise your budget over time, but you can start as low as \$100/month

**Get the scoop on your competitors** – what are others in the business doing? What are they doing right? What are they doing wrong?

**Decide how your target audience finds new business and direct your marketing dollars and energy towards that.**

# Example of gearing your marketing strategy towards your target audience

The business: retail store geared for teenage girls.

**Your market is obsessed with social media** – get your clothes on Facebook, twitter, Instagram, and Pinterest. Suggest outfits. Recommend accessories. Give them looks to emulate. Encourage them to Like or Follow You to get the latest news & deals.

**Their parents are most likely paying for their clothes** – get parents' email addresses and home address. Send them coupons once per month via email and once per month via regular mail.

**They wear what their friends wear** – create a referral program. If your customer refers a new customer, they get a free bracelet.

**Make products they actually want to wear** – fashion trends change rapidly, so make sure you sell clothes teenage girls actually want to buy. For example, Abercrombie & Fitch is struggling because teens no longer want to wear store logos on their t-shirts. The market shifted, and teenagers look for a more unique style.

# Creating a budget & a plan

## Factors to consider when creating a budget:

- **What are your marketing goals?** Consider whether you are trying to grow your business, bring in new customers, bring back old customers, or focus on customer retention. Or perhaps, you want to focus on B2B marketing and referrals.
- **How much extra revenue do you have to devote to marketing?**
- **How much time do you have each week to devote to marketing?** If your time is limited, you may consider outsourcing some of the tasks or hiring additional help. For example, if you might consider getting a marketing intern to help with certain projects. Or you might use a social media company to handle your social media posting. Consider spending at least eight hours per week on your marketing efforts. Plan your time effectively.

# Why is marketing important?

## PERCENTAGE OF SMALL BUSINESS OWNERS THAT HAVE THESE PROFESSIONAL WORRIES

#1	Finding new customers	42%
#2	Affording healthcare and other employee benefits	39%
#3	Keeping current customers	33%
#4	Paying bills for the business	33%
#5	Hiring good employees	29%
#6	Competition	21%



# Your inbound digital marketing strategy

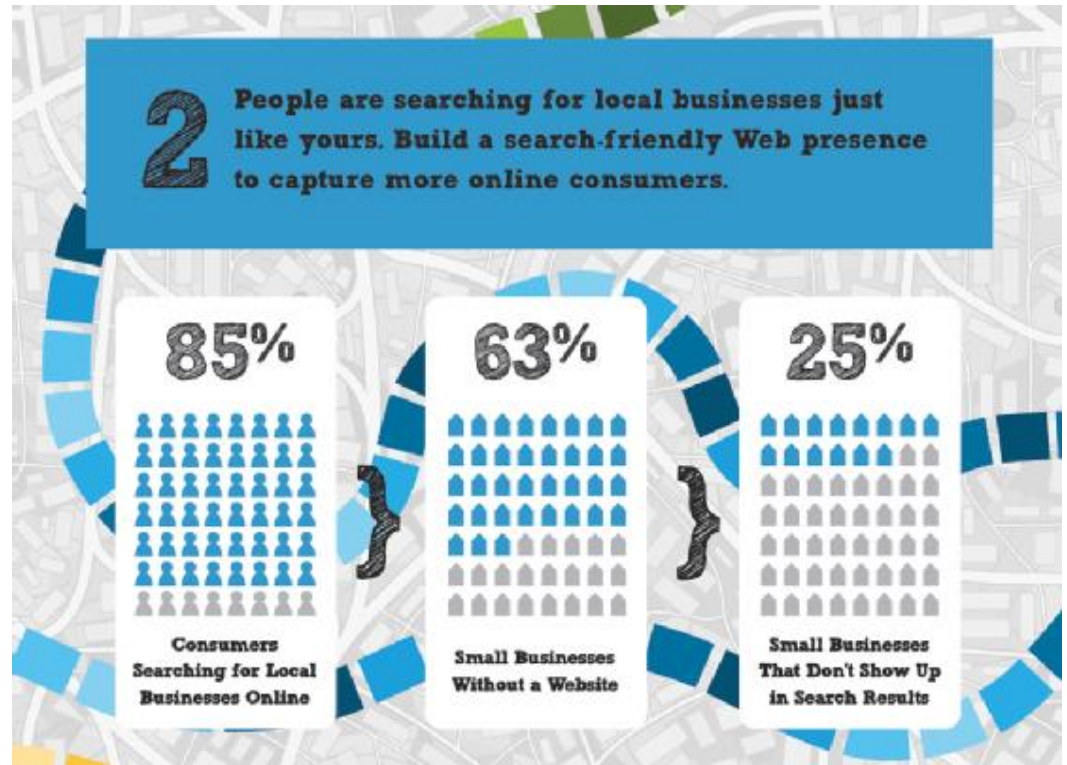
- **STEP ONE: WEBSITE**
- **STEP TWO: SOCIAL MEDIA**
- **STEP THREE: ONLINE BUSINESS LISTINGS**
- **STEP FOUR: EMAIL CAMPAIGN**
- **STEP FIVE: TRACKING**
- **STEP SIX: MAINTAINING**



# Step one: your website

## Contents

1. Registering, and hosting a website
2. Design
3. Content
4. Adding content
5. SEO



# 1. Register & host a site for \$160 or less

**Register your domain with GoDaddy: \$12/year**

- Choose a domain that represents your business & is easy to remember

**Sign up for hosting through BlueHost: \$142/3 years of hosting**

- My favorite host because they are inexpensive & reliable & very helpful

## 2. Designing & building your website

Download Weebly or Wordpress:

**Both are free platforms for website building**

- Weebly – drag & drop
- Wordpress – somewhat intuitive, there are themes & templates for you to use
- Use images but not too many
- Make your site clean & easy to navigate

You might want to hire a professional for your website, unless you have some experience. Your site is your online storefront. It's your presentation to the rest of the world of what you're all about.

# 3. Putting content on your website

## **Have at least five pages:**

- Home
- About Us
- Services
- Products
- Contact & location

## **TIPS:**

- Prominently display your phone number, address, & hours of operation
- Make your writing clean & concise. Put all relevant information towards the top of the page
- Always include a call to action in your writing
- Consider adding multimedia features, such as videos
- Make it as easy as possible for people to get the information they need. People don't read. They skim.

# 4. The Basics of SEO

## What is SEO?

- Search engine optimization
- It's how search engines find & rank your site

## How you can do your own SEO for cheap:

- Research the right keywords your customers are using to find you
- Insert the appropriate keywords into your text
- Build internal links
- Build external links using business listings (next slide)
- Include meta descriptions, meta titles, and ALT tags for your photos



# Example of using keywords

The business: a divorce law firm in Karachi City

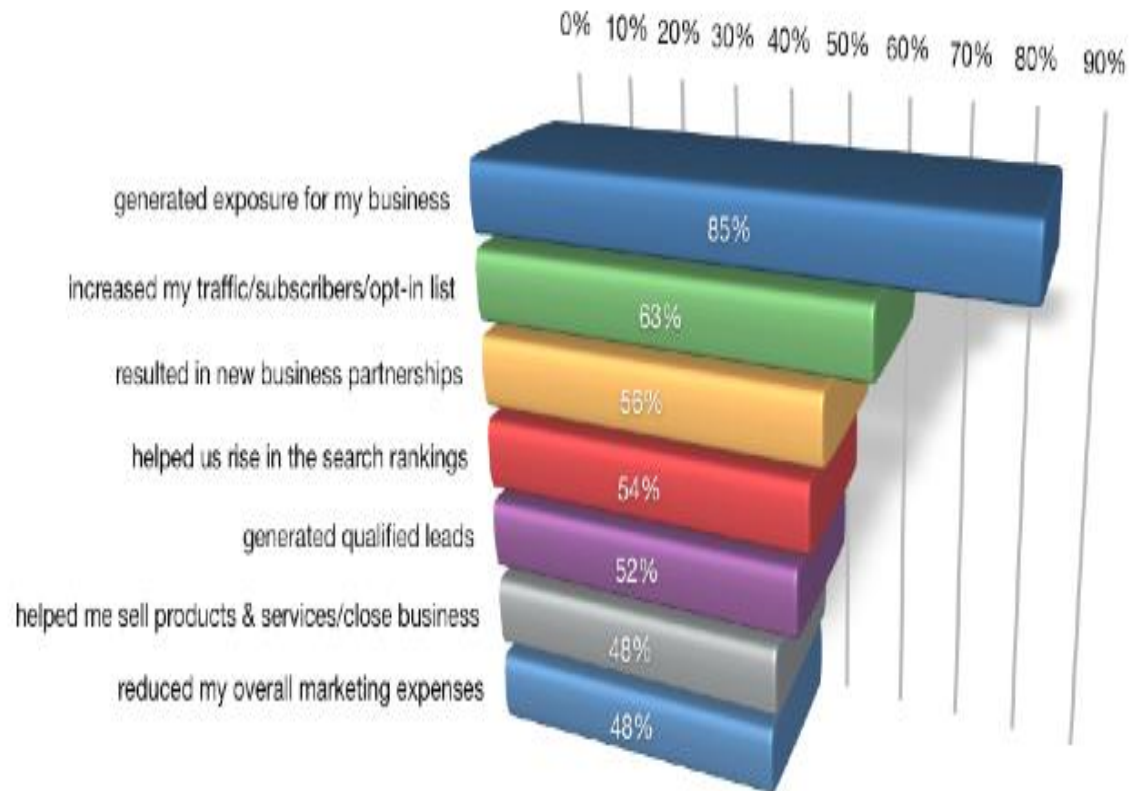
- Keyword research – what words and phrases do people type into search engines to find divorce law firms in Karachi City? Examples may include “Karachi divorce lawyer,” “Karachi family law attorney,” and “divorce lawyer in Karachi ”
- Keyword + GEO = make your content focused on the geographical areas you serve. The lawyer does not want clients from Lahore, so target the content for Karachi.
- Inserting keywords naturally into content – use about 1 keyword per every 200 words. Try to be as natural sounding as possible. “The law firm of Sumera & Khalid houses a team of divorce attorneys who serve clients in and around Karachi . To contact a divorce attorney in Karachi today, give our firm a call.”
- Use synonyms – think about the different words people use to describe your products or services. “Lawyer,” “attorney,” “law firm,” “legal counsel.” Use a mix of singular & plural.

# Step two: social media

## The benefits of social media marketing

### CONTENTS

1. Best social networks
2. Building followers
3. Blogging





# 1. Best social media sites

- **Facebook** – everyone uses it. You need it.
- **Twitter** – easy to use and update.
- **Pinterest** – very search engine friendly, help boosts your online presence
- **YouTube** – world's second largest search engine.
- **Instagram** – directed towards visual marketing.
- **LinkedIn** – great for B2B marketing
- **Google+** - not a huge social following, but great for SEO. Google loves Google.



# Examples of using the same content across multiple platforms

**Example: an infographic.** Make an infogram (use [Pikochart.com](http://Pikochart.com) or Infogram) to explain a certain concept of your industry.

**Write a blog about it** – develop written content about the infographic & include the image in the body of the blog

**Post it** – post the same infographic on Facebook, Twitter, Instagram, Google+, and Pinterest

**Include it on a page on your website** – if one of your content pages relates to the content on the infographic, include the infographic on that page

**Turn it into a SlideShare presentation** – break up the content of the infographic into a presentation, and upload it on SlideShare

**Turn it into a YouTube video** – same concept. Break up the content of the infographic and make a YouTube video out of it.

**Send it to bloggers/journalists** – pitch the information included on the infographic to journalists & bloggers and see if they want to include it on their site, and then link back to your website.

**Send it out in your newsletter** – put your infographic in your biweekly newsletter to send the information to everyone on your list.

**Print it** – put the infographic on a postcard & send it to your customers. Or print it on nice cardstock and keep copies at your store.

## 2. Building your social media following

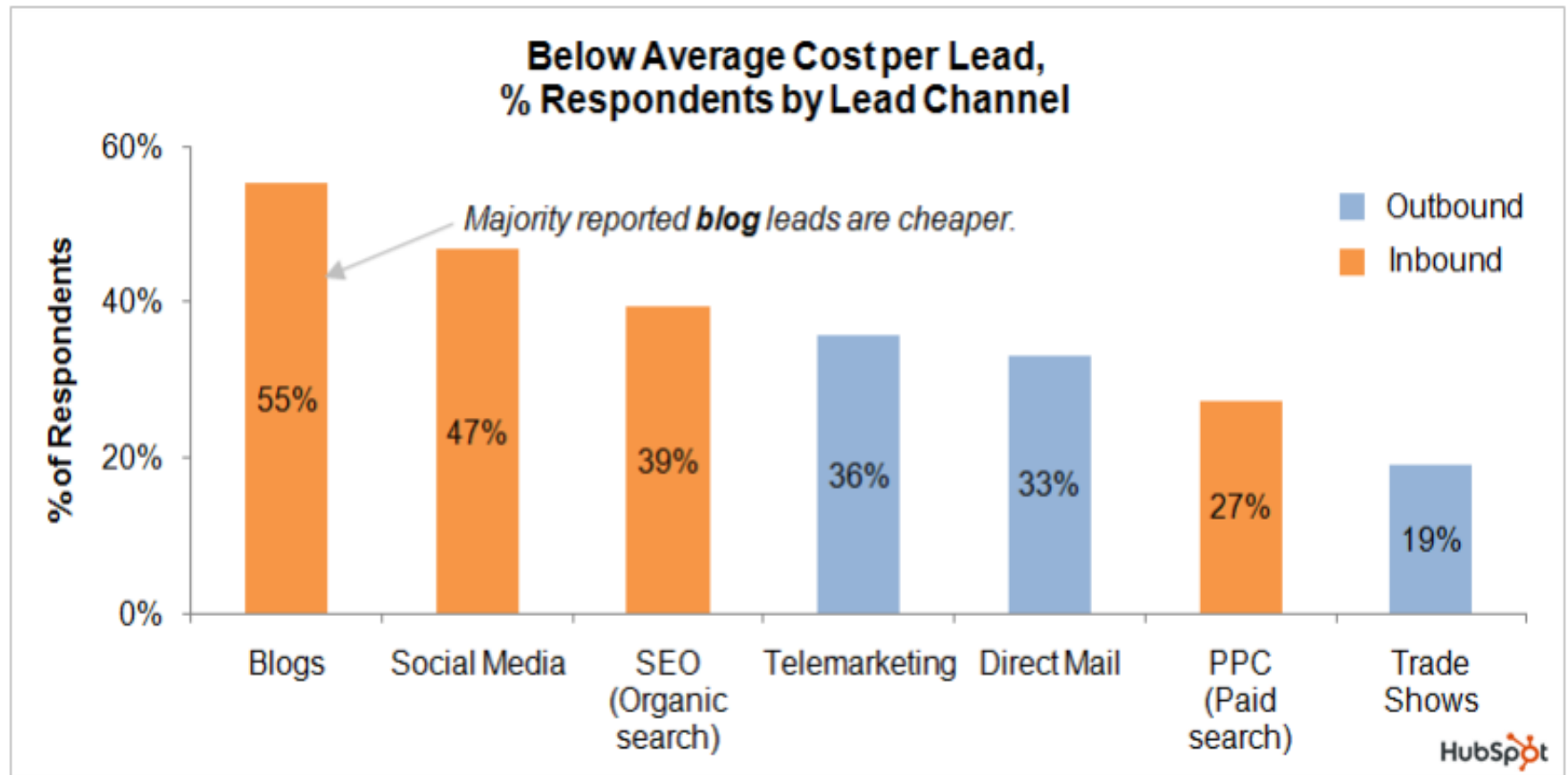
- Invite all your friends & family
- Include your social networks in your email signature
- Include links to your social networks on your website
- Put a couple important social networks on your business card
- Offer an incentive – e.g. “Like Us on Facebook and receive a free workout class!”
- Post regularly and offer interesting content

# 3. Blogging

## CONTENTS

1. Why do I need a blog?
2. What do I write about?
3. How often do I update?

# Benefits of blogging



# The Benefits of Small Business Blogging

## More Interesting Facts



Small businesses with blogs generate 126% more leads



Interesting content is one of the top 3 reasons people follow brands on social media



81% of US consumers trust advice and information from blogs

**+97%**

Companies that blog have 97% more inbound links

**+67%**

B2B marketers using blogs generate 67% more leads

**+434%**

Websites with blogs have 434% more indexed pages

**+97%**

Websites with blogs have 97% more indexed links



**61%**

of US consumers have made a purchase based on a blog post

**37%**

of marketers believe blogs are the most important type of content marketing



**90%**

of consumers find customer content useful



**60%**

of consumers feel a company's positivity after reading the site



**82%**

of consumers enjoy reading relevant content from brands

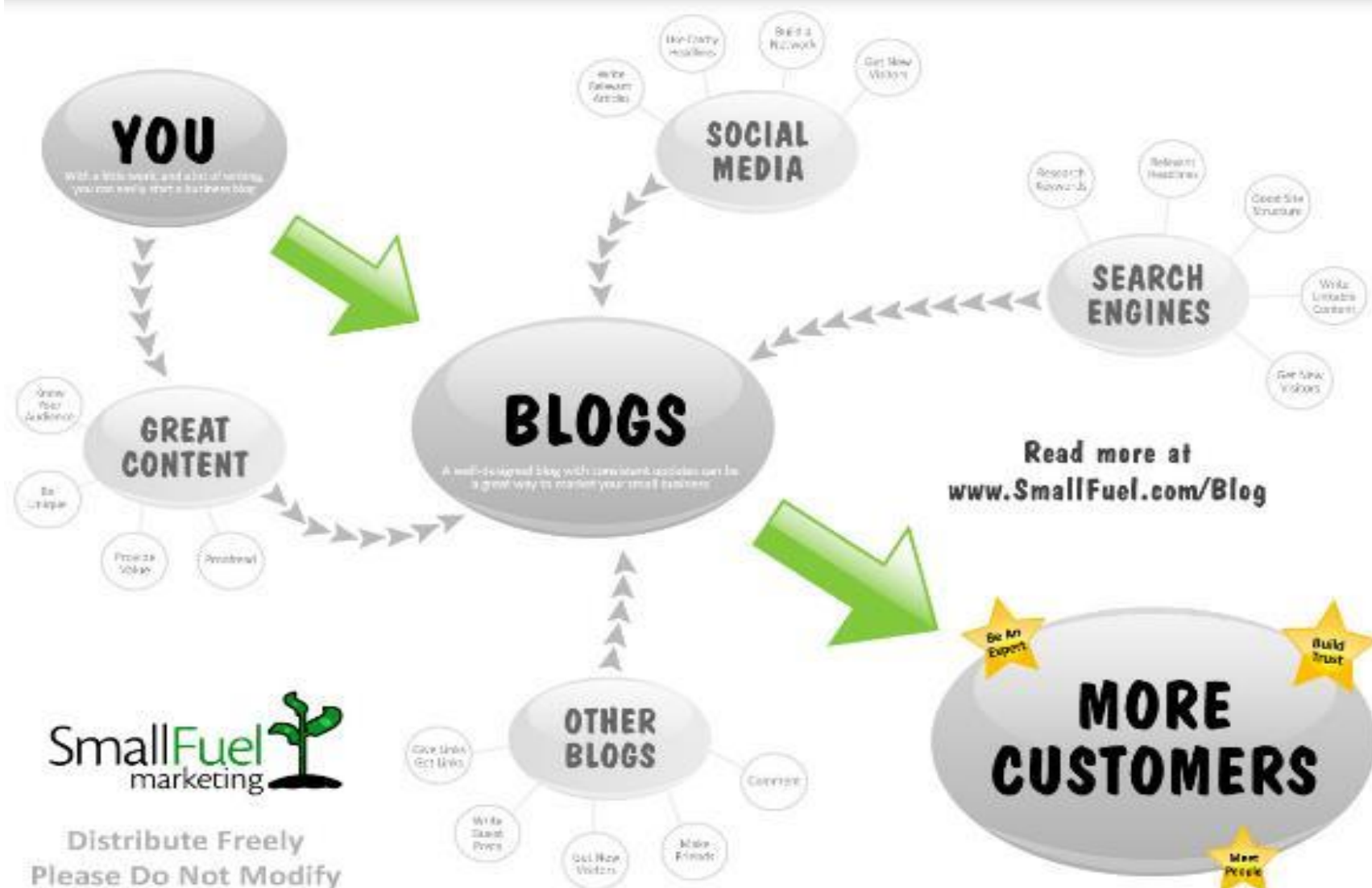


**70%**

of consumers learn about a company through articles rather than ads



# Small Business Blogging Map



## 2. What do I write about?

**Answer questions** – does your customer base have common questions? Answer them in the form of a blog post.

**Offer information** – retail store? Suggest outfits based on what's in stock. A restaurant? Suggest various food & wine pairings.

**Company news** – share what's new. New products, new staff, new location, new services – tell us what's new.

**News about your industry** – are there big developments? Interesting news? Things your customers need to know?

**Stories about your customers/staff** – don't be afraid to get a little personal. If a customer had a good experience in your store, let the world know (with their permission, of course)



### 3. How often should I blog?

The more the better.

Daily updates are best, but take a lot of discipline, aim to update your blog as least twice per month

Outsource your blogging if you're unsure of how to do it

- You want both relevant content + optimized posts.
- To get the most out of blogging, you'll need to put in the right keywords, links, pictures, meta information, and alt tags
- You'll also need to syndicate your content across all your social media platforms

# Step three: Online business listings

Getting your business listed on directories and listing sites is essential

## CONTENTS:

1. Business listings everyone needs
2. Listings targeted for your industry

# 1. Business listings everyone needs

- Google +
- Bing
- Yahoo
- Foursquare
- Yelp
- Yellow Pages
- Use a service like Yahoo Listings or Yext to manage all your business listings from one place. There is a small monthly cost but you won't have to worry about setting up and tracking 50 different profiles. I use Yext.



## 2. Listings specific to your industry

There are countless directories that are directed to specific industries. Research the best ones and submit your site.

### EXAMPLES

- Attorneys: Avvo, Martindale, Nolo
- Home services: Thumbtack, Angie's List
- Consultants: Professional networking sites

Consider local listings such as the Chamber of Commerce, Patch.com, and more.

# Step four: Email Campaigns

## CONTENTS:

1. Building a List
2. Selecting an email service
3. Developing content



# 1. Build your list

Keep a database in an Excel document of all your business, customer, client, and personal contacts – keep first and last name, email address, phone number, and physical mailing address.

- Ask for name & mailing address when customers check out
- Ask for name & email when clients make appointments
- Offer free downloads on your site. Ask for an email address to download.
- Allow users to sign up for your newsletter/email list on your website
- Allow users to sign up for your newsletter/email list on your social networks

## 2. Choosing an email service

MailChimp and Constant Contact are the most popular

- You can use various templates to make your newsletters look good
- You can upload spreadsheets of your customer contact information
- You can schedule out multiple emails to go out at different times

Send out an email campaign or newsletter biweekly or once a month. Sending too often will annoy people and have them unsubscribe. Sending too infrequently serves no purpose and is a waste of time.

# 3. Developing content for your email campaign

What to include:

- **Deals** – everyone email should have some sort of offer. 20% off, free trial, buy one get one. Include a deal with an expiration date so people are inclined to act right away
- **Information** – give people content they want. Include links to your latest blogs, web pages, articles, and more.
- **Multimedia** – don't be afraid to include pictures, videos, infographics, downloads, e-books, and more
- **Company news** – do you have a new service coming soon? Tell your readers to look out for the latest offerings from your company.

## Content tips:

- Make it comprehensive, but concise.
- Not too long.
- Easy to read, especially on mobile devices
- Don't use it as a bragging platform or a huge self-promotion. You will turn people off.
- Make it interesting and enticing enough so people won't unsubscribe
- Re-use content that's already on your website



# Step five: Tracking: What's your ROI?

Tracking allows you to figure out what's going right and what's going wrong.

- Google Analytics for your website – install Google Analytics on your site. It's free and offers insanely valuable information, such as
  - Insights for your social media – Facebook, LinkedIn, and others offer free insights about your new likers, followers, engagement, and more.
  - Insights for your business listings – using a service like Yahoo Listing or Yext let's you track the number of website clicks
  - Tracking for your email campaigns – email services lets you know who opened your email, who clicked, and who unsubscribed.
- 
- Ask your new customers how they found you! Keep track.
  - Create and update a monthly chart of where your marketing efforts are most and least effective – download a free template online

## Step six: Maintaining your digital marketing campaign

Marketing is an ongoing effort. You cannot set up a website and never update it. You cannot establish social media accounts and never post. You will see not see results.

### CONTENTS:

1. Maintaining your website
2. Maintaining your social media
3. Maintaining your business listings
4. Maintaining your newsletter



# 1. Maintaining your website

- **Never have outdated information** – do not have the wrong phone number, address, outdated menu items, old pricing, etc. Make all relevant consumer information accurate and up to date.
- **Add blogs frequently** – keep your content fresh and relevant.
- **Change design periodically** – keep up with current design trends.
- **Keep promoting** – never stop sending leads to your site.

## Tips:

- Write 5 blogs at once and schedule them to post on different days/times. Have them automatically post on your social media networks. There are different Wordpress plugins to help with automation.
- You might consider hiring a pro to maintain your site. You can find a writer to make regular updates.
- Put your website address on your business card and email signature.

## 2. Maintaining your social media campaign

- Schedule posts in advance
- Consider automation services, such as HootSuite, to track and link your social networks
- Post updates, contests, giveaways, promotions, blogs, and more.
- Be funny and relevant
- Ask questions and encourage engagement
- Post “link bait” – stuff people will share
- Hop on trends and comment on big news stories

### 3. Maintaining your business listings

- Add deals
- Make sure all information listed is correct
- Update menus/services/products/offerings

## 4. Maintaining your newsletter

- Send out biweekly or monthly
- Refresh the content
- Add new deals
- Add new images/videos

# Advertising

- Advertising is any paid form of nonpersonal presentation of ideas, goods, and services by an identified sponsor.



# Types of Advertising

- Retail advertising
- Service advertising
- Trade advertising
- Industrial advertising
- Institutional advertising





# Types of Advertising Media

- Television
- Radio
- Newspaper
- Magazines
- Outdoor billboards
- Specialty advertising
- Cinema (movie houses)
- Other means such as catalogs, samples, handouts, and the like



# Personal Selling

- Personal selling is that method of promotion that is direct, personal and often a face-to-face interchange between the company's salesperson and the consumer.
- Personal selling is a very important complement of the other method promotion.



# Types of Salesperson

- The types of salespersons are the following:
  - Order getters;
  - Order takers; and
  - Support personnel.



# Order Getter

- The task of the order getter is to increase the firm's sales by selling to new customers and by increasing sales to present customers. Order getters may be classified as follows:
  - Current customer salesperson New business salesperson



# Order Taker

- The responsibility of the order taker is to seek repeat sales from current customers by making sure that product quantities are there where and when they are needed. Order takers are classified as follows:
  - Inside order taker
  - Field order taker



# Support Personnel

- The job of the support personnel is to facilitate the selling function. Their function includes locating prospects, educating customers, building goodwill, and providing service after sale. Support personnel may be classified as follows:
  - Missionary salesperson
  - Trade salesperson
  - Technical salesperson



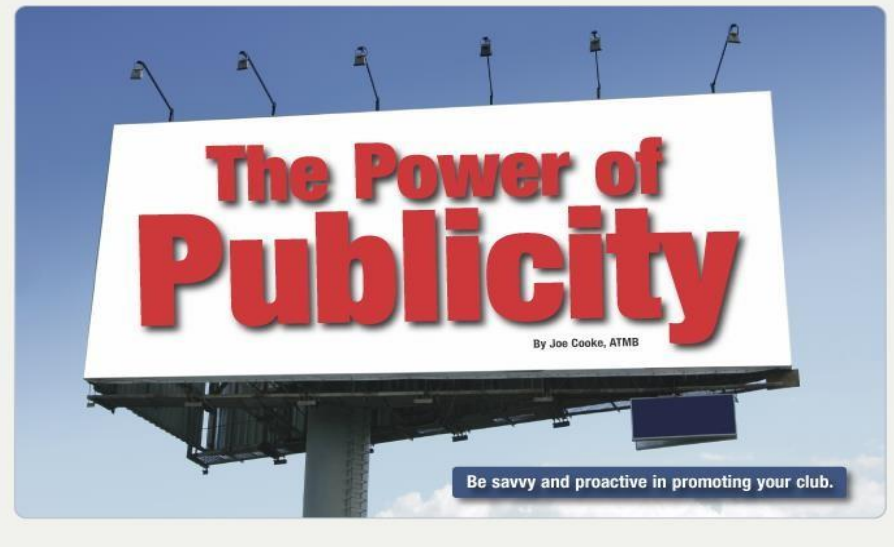


# Selling Process



# Publicity

- Publicity is a method of promotion where news is generated about the firm or its products or services and appearing in print, broadcast, or electronic media and not paid for by the firm.





## Publicity (cont.)

- Publicity is one of the promotional methods which can be tapped by the cash-strapped small businessman. The only requirement is a prepared publicity release describing any of the following:

The existence of the firm and the products or services offered;

The unique characteristics of the new products or services of the firm

The firm's unique method of doing business

# Types of Publicity

News publicity

Business feature articles

Service feature articles

Finance releases

Product releases

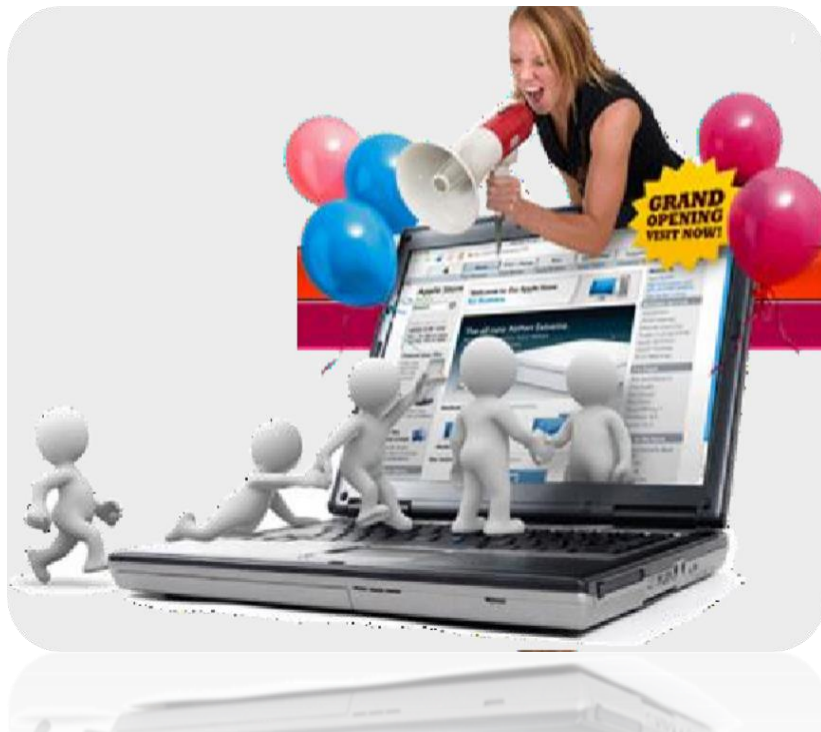
Pictorial releases

Background editorial releases

Emergency publicity

# Sales promotion

Sales promotion is a method of promotion other than advertising, personal selling, and publicity that increase sale through temporary sale incentives.

A promotional banner for a website design service. At the top, it says 'SPECIAL Promotion!' in large, bold letters. To the right, it says 'RM888/- ONLY' in large, bold letters. Below this, it says 'IMPORTANT, Before You Continue...'. On the left, there is a photo of a woman in a white blazer. A yellow starburst graphic with the text 'HOT OFFER' is next to her. A large red arrow points from the woman towards the list of offers. The list of offers is as follows:

- 1. 3 STATIC PAGES WEBSITE DESIGN
- 2. FREE 1 YEAR HOSTING (100MB Space, 2GB Bandwidth, Unlimited Emails, Unlimited Sub-Domains, 1 MySQL Database)
- 3. YOUR CHOICE OF TEMPLATES (Click here to view the templates)
- 4. Free 50+ Search Engine Submission

At the bottom, it says 'EXTRA PAGE: RM150- DOMAIN.COM: RM10'. There is a 'PayPal' logo and an 'Order Now!' button. A small text at the bottom says '\*Terms & Conditions Apply.'.

# Major tools of sales promotion

- point-of-purchase displays;
- premium;
- trading stamps;
- sampling and demonstrations;
- retail coupons
- consumer contests and sweepstakes
- rebates; and
- trade show



## Point-of Purchase Display

- These are items used by the sellers to attract attention, inform, and persuade prospective customers to buy.



## Premium

- a special incentive in the form of a gift that is made available to customers who buy certain products of the firm.







## Trading Stamps

- sales promotion tools in which customers are given in relation to the amount of their purchase.

Variable



1 2 3 4 5

Statistic



Average = 3.75

Parameter



Average = 3.72

## Sampling

- to the process by which manufacturers give away free samples to introduce a new product.

## Product Demonstration

- customers are given the opportunity to observe the product benefits and performance before purchasing.



## Retail Coupons

- device that motivates consumers to buy from the retailer
- coupon entitles the buyer to a discount (or a free item)



# Consumer Contests

- customers compete for prizes by completing a contest



## Sweepstakes

- require the participants to submit some kind of entry form but are purely games of chance requiring no analytical or creative effort by the consumer.





## Rebates

- offers that return of money based on proof of purchase

## Trade Shows

- These are temporary exhibitions of products and services



## Word-of-Mouth

- a method of promotion wherein people are encouraged to tell other people products or services they have enjoyed



# Positive Word-of-Mouth

- competent employees;
- proper treatment of people;
- not overcharging;
- not using false claims in advertising;
- keeping promises to customers;
- having a good product or service; and
- keeping customers happy.

# Summary

- One of the most important tasks of the SBO is to convince the customers to buy this task is called promotion.
- Promotion is used to increase customers demand through recruiting new ones and maintaining current customers. If the promotion efforts are effective, the SBO may just achieve the target level of sales.
- Promotion consists of several methods including advertising, personal selling, publicity, sale promotion, and word-of-mouth. Each of their methods has its own advantages and disadvantages. However, they complement one another at times.

# Summary

The various types of advertising media include

- television, radio, newspaper, magazines, billboards, specialty advertising, public transportation, yellow pages, direct mail, local cable TV, cinema, and other means like catalogs, samples, handouts, and leaflets
- Salespersons may be classified as news, business feature articles, service feature articles, finances release, product releases, pictorial releases, background editorial releases, and emergency publicity.
- The major tools of sales promotion are point-of- purchase displays, premiums, trading stamps, sampling and demonstration, retailer coupons, consumer contests and sweepstakes, rebates and trade shows.
- A positive word-of-mouth is a result of having competent employees, good products and services, and good customer relations

Thank You!