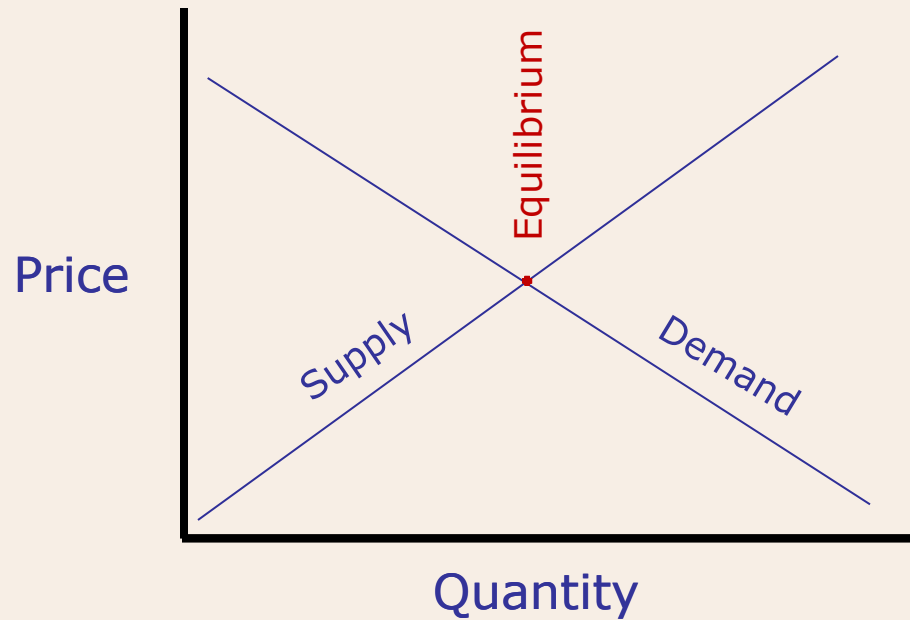


Marketing



Marketing Basics (10 of 10)



Equilibrium is where supply and demand meet and are equal.

A Marketing Model (4 of 4)

Define your company's strategy and how your products or services support the strategy.

- Outline the goals of your product/strategy in terms of market share, profitability, customer adoption, timing and milestones.

Develop programs that support the strategy

- Promotions
- Lead generation
- Partnership
- Advertising
- Events
- Product/service launch

Generate awareness for the programs that support your products and services.

- Internal communications
- Community relations
- Public Relations



Program Objectives (1 of 2)

- ✦ Define the elements of Marketing.
- ✦ Explore tips to market and brand your business.
- ✦ Develop key positioning statements and messages for your products and services.



Program Objectives (2 of 2)

- ✦ Use a three-step process for market research.
- ✦ Understand the benefits of Internet Marketing.



Definition

- ✦ The process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.



Marketing Basics (1 of 10)

- ✦ Utility: Customer satisfaction and consumer needs
- ✦ Form Utility: The form in which the product is available
- ✦ Place Utility: Where the product is available and the convenience of the location
- ✦ Time Utility: When the product is available



Marketing Plan (8 of 12)

Product Marketing/Pricing:

1. Determine pricing.

- Determine the pricing method:
 - Value-based pricing: The price is set by the customer's perceived value of the product or service.
 - Cost-based pricing: The price is set by adding a mark-up to the cost of the product.
 - Competitor-based pricing: The price is set by following competitor's prices.



Marketing Programs (3 of 3)

Before developing a marketing program, consider:

1. What is the objective of the program?
2. Who is the audience?
3. What is the desired outcome?
4. What are the key elements of the program?
5. What is the time frame?
6. Is there a budget?



Develop Brand Positioning



Measure Your Success



Measure Your Success

Decide what you want to measure:

- Traffic to your website, phone calls to your company, number of requests for product samples, leads from a trade show
- ✦ Establish a “baseline” to measure against. This is a starting number.
- ✦ Next, begin to track and measure progress against the baseline.



Internet Marketing Basics (1 of 3)

- ✦ Internet marketing includes:
 - Advertising.
 - Promotions.
 - Marketing research.
 - Public relations.
- ✦ To successfully use internet marketing, there must be:
 - Maintenance of user profiles.
 - Records of visits to the website.
 - Analysis of advertising and promotional results.



Search Engine Optimization

www.readysatpresent.com

Page 14

Search Engine Optimization (6 of 6)

Before pages can be optimized, research must be done to determine which keywords to target. This involves:

- ✦ Finding relevant keywords.
- ✦ Determining their popularity.
- ✦ Assessing the amount of competition.
- ✦ Deciding which keywords can be best supported with quality content.



A gravel path leads into the distance, flanked by a black metal fence on the right and dense greenery on the left. The path is surrounded by lush green grass and tall trees, creating a serene park atmosphere. The sky is bright and slightly hazy.

What is your
next step?

Download “Marketing” PowerPoint presentation at **ReadySetPresent.com**

167 slides include: 10 slides on marketing basics, 10 points on the benefits of marketing, 13 points on a marketing model, 3 points on advertising, 14 points on marketing strategy, 20 points on marketing programs, 16 points on branding, 30 points on the 3 steps to market research, 12 slides on marketing plan, 3 points on your role as a marketer, 12 good marketing examples, 10 points on marketing and branding as a business, 5 points on developing brand positioning, 18 points on creating a marketing plan, 12 points on getting customer feedback, 6 points on reinforcing messages, 5 points on if it's broken, fix it, 4 points on measuring your success, 5 points on matching your price to value, 3 points on putting business processes in place, 4 points on communicating clearly, 3 points on getting out to the market, 14 points on product, company and service naming, 54 points on marketing materials, 3 slides on internet marketing basics, 23 points on internet marketing, 13 internet marketing action steps, 13 points on search engine optimization, 8 search engine optimization action steps, 8 points on the future of marketing, 6 points on a marketing action plan, and finally 16 action steps.

Royalty Free - Use Them Over and Over Again.

Updated & Expanded 2013
Now: more content, graphics, and diagrams

