



MARKETING YOUR START-UP BUSINESS

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mar-ket-ing

{ The action or business of promoting and selling products or services }

The means by which an organization communicates to, connects with, and engages its target audience to convey the value of and ultimately sell its products and services. However, since the emergence of digital media, in particular social media and technology innovations, it has increasingly become more about companies building deeper, more meaningful and lasting relationships with the people that they want to buy their products and services.

Marketing is branding, naming, pricing, and the bridge between paid and earned media.
It is NOT sales.

mix

Two or more different qualities, things, or people placed, combined, or considered together



meaningful to your customers

tar-get

a person, object, or place selected as the aim of an attack



anyone interested in my products or services



small business owners, homeowners, stay-at-home moms



well defined target
Your most likely to be customer





define target market

age
location
gender
income level
education level
marital or family status
occupation
ethnic background

personality
attitudes
values
interests/hobbies
lifestyles
behavior

current customers

they give you a clue



competition

find a niche they are overlooking

products & services

who needs what your benefits fulfill?

business plan

brand

is the identity of a product or service. It's the name, the logo, the design, or a combination of those that people use to identify, and differentiate, what they're about to buy. A good brand should deliver a clear message, provide credibility, connect with customers emotionally, motivate the buyer, and create user loyalty

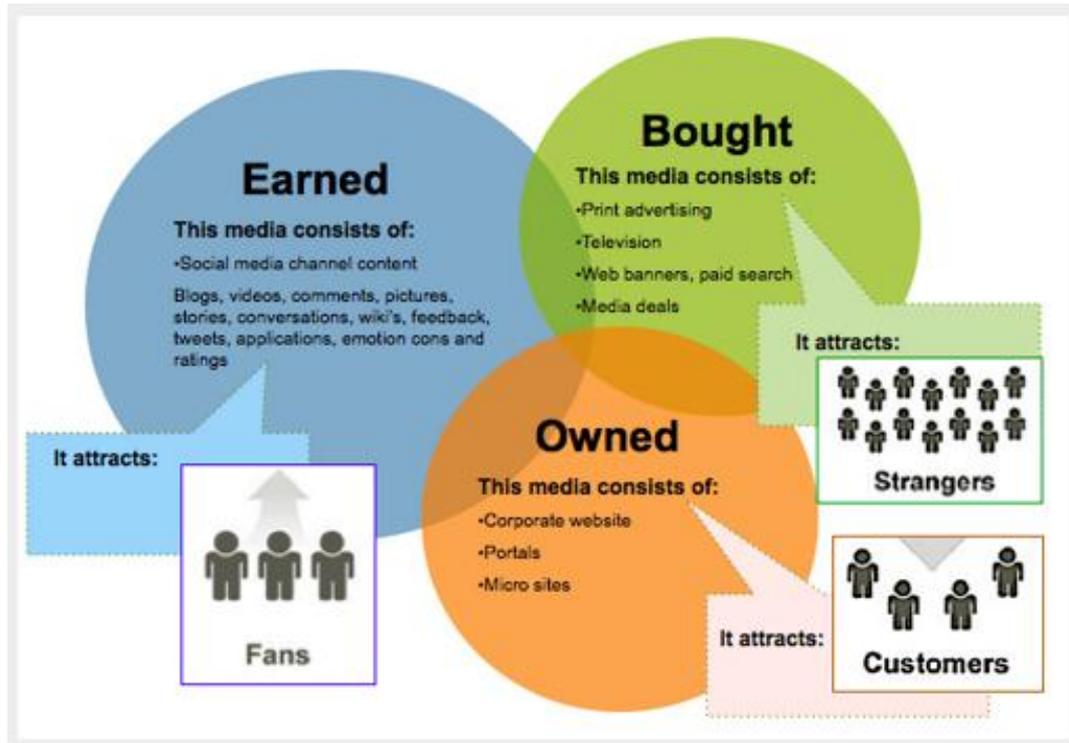
your promise



~ a reason to choose ~

me-di-a

communication channels through which news, entertainment, education, data, or promotional messages are disseminated



holistic
marketing
strategy

ad-ver-tis-ing

direct line of communication



Make customers aware of your product or service

Convince customers that your company's product or service is right for their needs

Create a desire for your product or service

Enhance the image of your company

Announce new products or services

Reinforce salespeople's messages

Make customers take the next step (ask for more information, request a sample, place an order, etc.)

Draw customers to your business

To call the public's attention to your business, usually for the purpose of selling products or services, through the use of various forms of media, such as print or broadcast notices

start-up phase

You're new in the market

need to establish your identity.

Your company needs high levels of promotion and publicity to grab consumers' attention

goals



it's all about AIDA

awareness make prospective customers aware that your product or service exists

pique their interest in what your product or service can do for them **interest**

desire make them want to try your product or service

take action, by asking for more information or actually buying the product **action**



define your market

establish your budget

plan which media you will use

create an advertising strategy

must-haves

1 professional identity materials

2 website

3 customer communications

4 social media

5 sales materials



must know

“you have to have your heart in the business and the business in your heart” ~ Thomas Watson

don't look at advertising as an expense, it is an investment

it's what you say that matters most

time and money are interchangeable

free samples are often cheaper than paid advertising

look for low cost / high return

don't forget about your competitors

bought, owned and earned media – all are important

social media is powerful – but use it wisely

is not about the sale is about creating a relationship with your customers – relationship marketing

Don't always pay attention to conventional business wisdom

for fun...

<http://youtu.be/QUCfFcchw1w>

Thank you!

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