MARKETING YOUR START-UP BUSINESS

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Marketing

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.
Two or more different qualities, things, or people placed, combined, or considered together meaningfully to your customers.
**target**

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

anyone interested in my products or services

good defined target

Your most likely to be customer

small business owners, homeowners, stay-at-home moms
define target market

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

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

Advertise with us!
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**  
make them want to try your product or service  
take action, by asking for more information or actually buying the product  

**Desire**  
make them want to try your product or service  

**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

time and money are interchangeable

free samples are often cheaper than paid advertising

it's what you say that matters most

don’t forget about your competitors

look for low cost / high return

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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