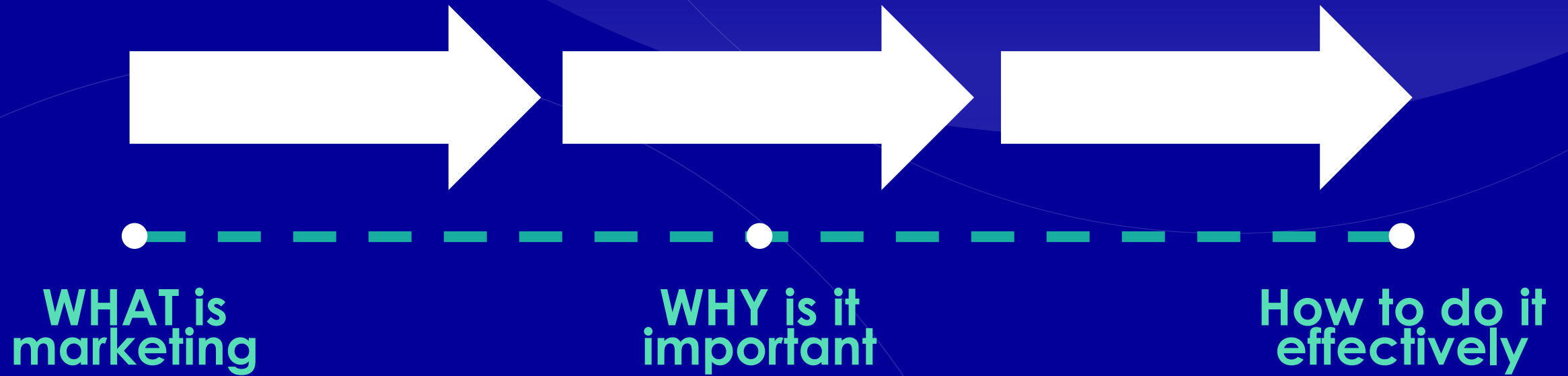


Marketing 101

Marketing overview

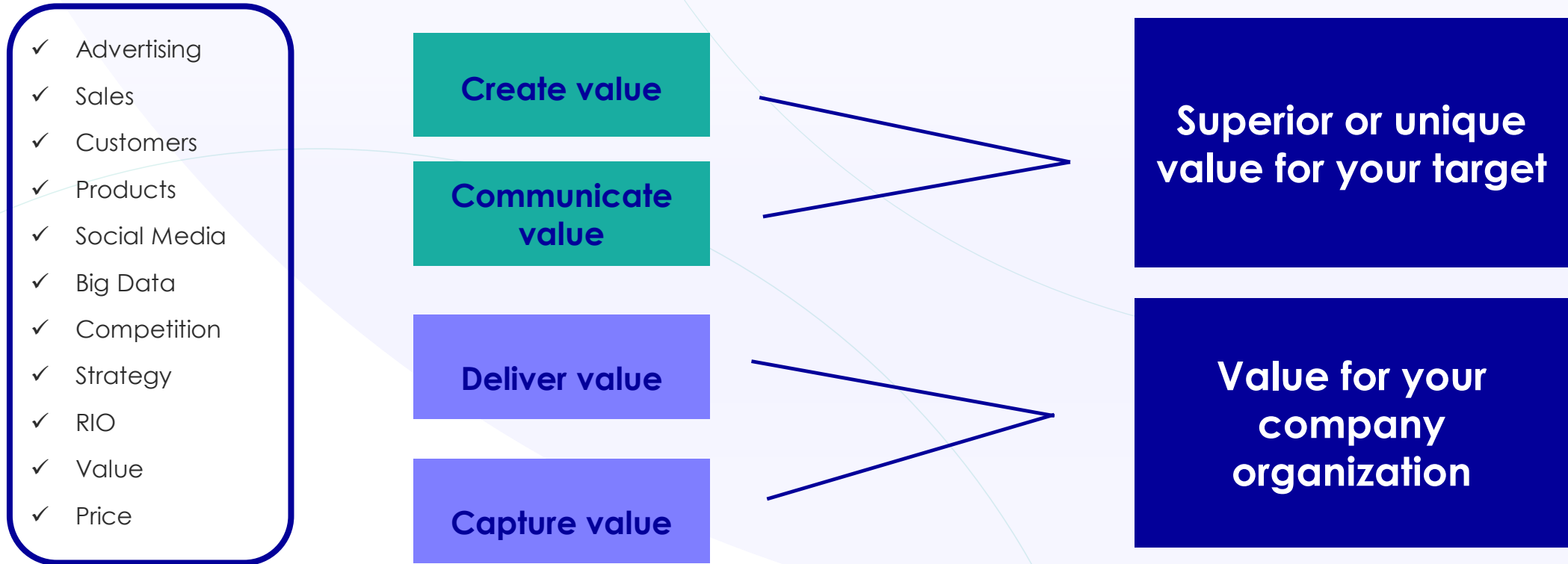




What is marketing?

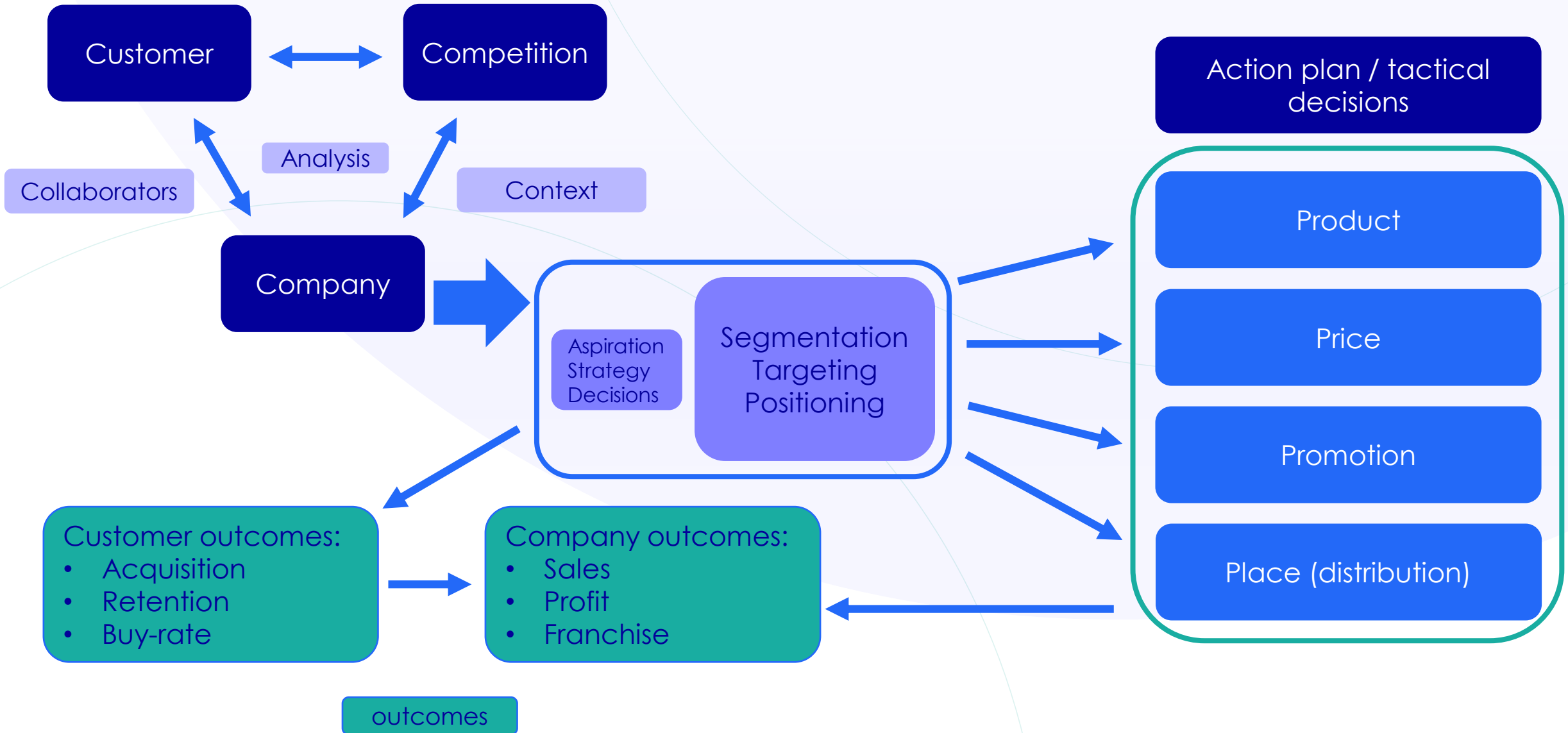


A process that helps you design offerings that



Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. - American Marketing Association 2013

Marketing strategy framework



Why is it Important?

1 Marketing Informs → In a competitive marketplace, marketing tells customers about your products and gets customers understand their value. It creates brand awareness, making the company known.

2 Marketing Engages → It keeps the conversation going and your company in people's minds before they make a purchase or after a transaction is over — and before they need you again.

3 Marketing Helps Build Relationship → By establishing trust and understanding with your customers you can develop relationships and gain loyal customers who will sustain your business.

4 Marketing Builds Brand & Reputation → Supports establishing credibility, build trust and engender goodwill toward your company, ultimately building the brand equity of the company.

5 Marketing Sells → Marketing extends your reach and draws attention to what you're selling so that people can buy it. By being reminded of your brand, it can trigger consumer purchasing decision.

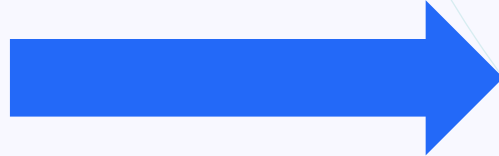
6 Marketing Grows Businesses → By educating customers, keeping them engaged, and creating a positive, strong brand reputation you can attract new customers and grow them into repeat customers.



Why is it important?

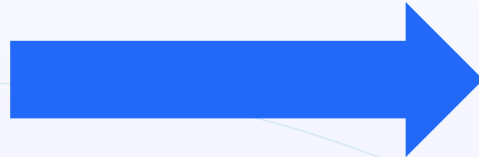


1. Marketing informs



In a competitive marketplace, marketing tells customers about your products and gets customers understand their value. It creates brand awareness, making the company known.

2. Marketing engages



It keeps the conversation going and your company in people's minds before they make a purchase or after a transaction is over — and before they need you again.

3. Marketing helps build relationship



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Supports establishing credibility, build trust and engender goodwill toward your company, ultimately building the brand equity of the company.

5. Marketing sells



Marketing extends your reach and draws attention to what you're selling so that people can buy it. By being reminded of your brand, it can trigger consumer purchasing decision.

6. Marketing grows businesses



By educating customers, keeping them engaged, and creating a positive, strong brand reputation you can attract new customers and grow them into repeat customers.

1. Determine your Goal

2. Conduct Market Research (market & audience)

3. Determine Segmentation, Targeting, Positioning

4. Develop Product Value Proposition (the secret sauce)

5. Set Measurement & Expectations Goals

6. Define Marketing Strategies (be relevant)

7. Determine Marketing Mix

8. Build Marketing Plan

9. Review, Reassess, Launch



Takeaway's

- 1 Set your goals & intentions
- 2 Determine your audience and UVPs
- 3 Set your KPI's and measurement strategy
- 4 Execute & Observe