



# Small Business Marketing Strategies

Presented by

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# The Entrepreneur

- One who:
  - organizes,
  - manages, and
  - assumes the risks of a business or enterprise
- Risk Takers...Market Finders

# Is Entrepreneurship For You?

- Are you a self-starter?
- How well do you get along with different personalities?
- How good are you at making decisions?
- Do you have the physical and emotional stamina to run a business?
- How well do you plan and organize?
- Is your drive strong enough to maintain your motivation?
- Can you plan? More importantly, can you implement?

# On the Upside

- You get to be your own boss.
- Hard work and long hours directly benefit you, rather than increasing profits for someone else.
- Earning and growth potential are not limited.
- A new venture is exciting. YOU CAN GET RICH!
- Running a business will provide endless variety, challenge and opportunities to learn.

## On the Downside

- You are responsible.
- You won't be sleeping until noon and/or working 4 hours a week.
- Having a great idea does not necessarily mean \$\$\$ or success

# Some Common Reasons for Small Business Failure

- Lack of experience
- Insufficient capital
- Cash flow
- Poor inventory management
- Over-investment in fixed assets
- Poor credit arrangements
- Personal use of business funds
- Unexpected growth
- Competition
- Poor location
- Low Sales

# Marketing 101

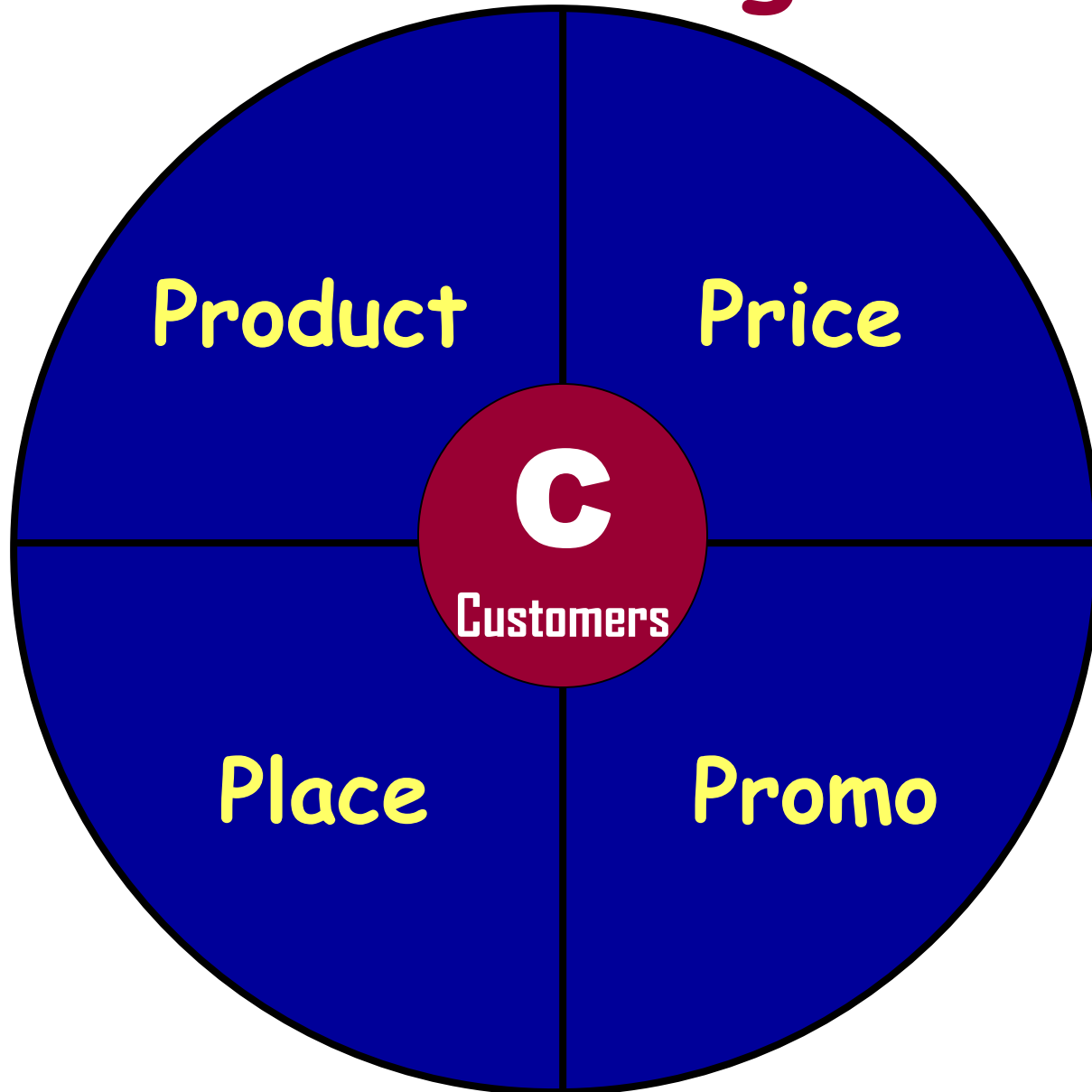
- Who is the customer?
- What do they want?
- How do we reach them?
- What's your U.S.P.?

# The Marketing Mix

- Product
- Price
- Place
- Promotion



# The Marketing Mix





# Product

The needs satisfying agent that is offered.

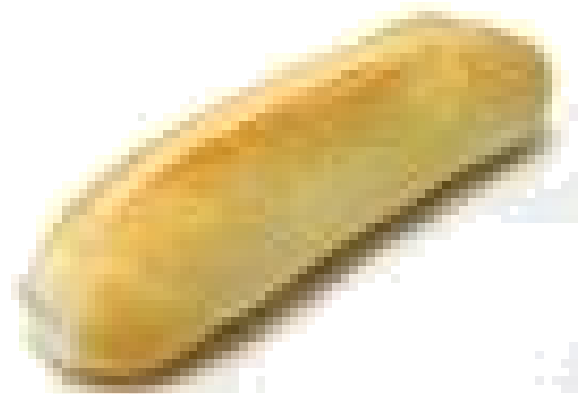
- Convenience Goods
- Shopping Goods

# Convenience Goods

Products the consumer needs but isn't willing to spend much time shopping for

- **Staples**

- Examples: Milk and Bread



# Convenience Goods

Products the consumer needs but isn't willing to spend much time shopping for

- Staples

- **Impulse goods**

- Examples: Candy, Checkout staples



# Convenience Goods

Products the consumer needs but isn't willing to spend much time shopping for

- Staples
- Impulse goods
- **Emergency goods**
  - Examples: Medicine, Repairs

# Shopping Goods

Products a customer feels that are worth the time and effort to compare

- **Homogeneous Goods**

- Different but alike



# Shopping Goods

Products a customer feels that are worth the time and effort to compare

- Homogeneous Goods
- **Heterogeneous Goods**
  - Different



# Shopping Goods

Products a customer feels that are worth the time and effort to compare

- Homogeneous Goods
- Heterogeneous Goods

## • Specialty Goods

- Goods so different that the customer will go to great lengths to get it



# Price

- What's the cost?
- What's the equilibrium?
- What's the strategy?
  - Skimming
  - Penetration
  - Floating



# Place

- How will goods and services be distributed?



# Promotion

- Personal Selling
- Advertising
- Publicity
- Sales promotion

# What's Your Plan?

## Can Your Product be:

- Described and sold without being seen, touched or tried?
- Easily or quickly shipped?

## Can Your Business:

- Handle more sales volume?
- Use more sales leads and contacts?

## Options

- Handle transactions. Promote and sell products directly to customers on-line.
- Communicate and provide information to customers and business partners on-line.
- Use the Internet as a "sales brochure" to generate interest, desire and sales leads for your product.

Remember business is about recognizing and meeting customer expectations. Customers expect to get information but they may or may not want to conduct the sale on-line.

# The Two Components of Advertising

- The Media
- The Message

# Types of Media

- Print
- Broadcast
- Sight

# Print Media

- **Newspapers**
- **Magazines**
- **Direct Mail**
- **Directory Advertising**
- **Specialties**

# Broadcast

- **Radio** (old)
- **Television** (old)
- **Film** (old)
- **Tele Marketing** (old)
- **Electronic/Internet** (used to be new)
- **Social** (Is now past emerging)

# Sight

- Point-of-Purchase
- Signs
- Outdoor Advertising
- Packaging
- Business cards



# Advertising is Communicating

- Who
- What
- When
- Where
- How
- WHY

# Advertising TIPS

- Use Unique Selling Points
- Use Descriptive Words
- Use Exciting Words
- Use Action Words
- Be truthful and avoid dogmatic words and tired phrases

# Free or Near Free Marketing Ideas

- Think like a customer
- Identify yourself
- Unique Selling Points
- Achieve Critical Mass in promotions
- Make the top three
- Suggestive Selling
- Strategic Merchandising
- Strategic Pricing
- Signage
- Adjust Hours
- Show-off
- Customer Relations
- Employee Relations
- Draw on allies
- Know your competition

# Do You Know

- Who the customer is?
- What they really want?
- How to reach them?
- What's your Unique Selling Point?