

Marketing CPR

Breathe New Life into Your Marketing Plan



PERCEPTIVE
MARKETING

First Things First!

- **You've got your business plan**
 - **Decided what type of business model**
 - **Ready to get some customers**
- **Working on your marketing plan**
 - **Business owner or hobbyist – ????????**
 - **Understand your break-even point**

Define Your Position And Message

- **Who are you?**
- **What are your likes and dislikes?**
- **What makes you remarkable – Unique Selling Proposition**
- **Define your product!**
- **Understand your target audience**
- **How do you reach this audience?**

How do I look – Create a brand!

- **What is a brand?**
- **How do I create a brand?**
- **How do I communicate my brand?**
- **How do I establish a creative brand image?**
- **Brainstorm**

How do I look – Using Today's Technology!

- **Internet Explorer or Netscape**
- **PowerPoint**
- **Outlook**
- **Excel**
- **Acrobat**
- **Photoshop**

How do I look at Events

- **Dress the part**
- **Consider the location**
- **Create some sales events**
- **Promote! Promote! Promote!**

How do I look on my Websites

- Use your name – or name of company as domain name
 - Which one are you branding?
- Personalize your website – pictures of you and your family or pets
- Place summary of your book or pictures of art
- Keep record of upcoming events
- Write articles about appropriate topics
- Link to resources for your clients
- Put testimonials on each page

How do I look – Print and Advertising

- **Brochures and Postcards**
- **Posters and Greeting Cards**
- **Flyers, Newspaper and Magazine Ads**
- **Buttons N' Badges and T-Shirts**

How do I look when I – Star In my Own Shows!

- **Events — Trade Shows, Exhibitions, Conferences**
- **Special Events – see what is a fit with your target audience**
- **Sponsoring events**
 - **Networking events**
 - **Charity events**
- **Important Dates**

How do I look – Direct Marketing

- **Direct-action advertising**
- **Postcards**
- **Be easy for your customers to reach when they want to**
- **Get useful information**
- **Recognize and take care of repeat customers**
- **Collect data on the effectiveness of your direct marketing**

Thank you!



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