

Welcome to the Portland chapter of SCORE

Marketing & Marketing Communications

Griff Lindell's Portion Only



Marketing Analysis

Griff Lindell

The Marketing Perspective

“Marketing is **analysis**”

- Your industry
- Your customer
- Your offering
- Your distribution
- Your price
- Your “conversations” with potential customers

The Marketing Perspective

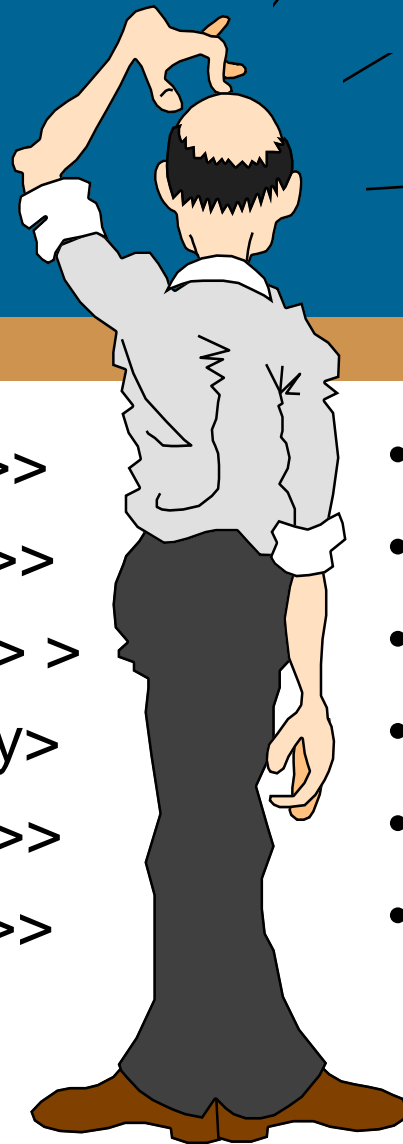
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Understanding Your Industry From Two Perspectives

Product Domain

Market Domain

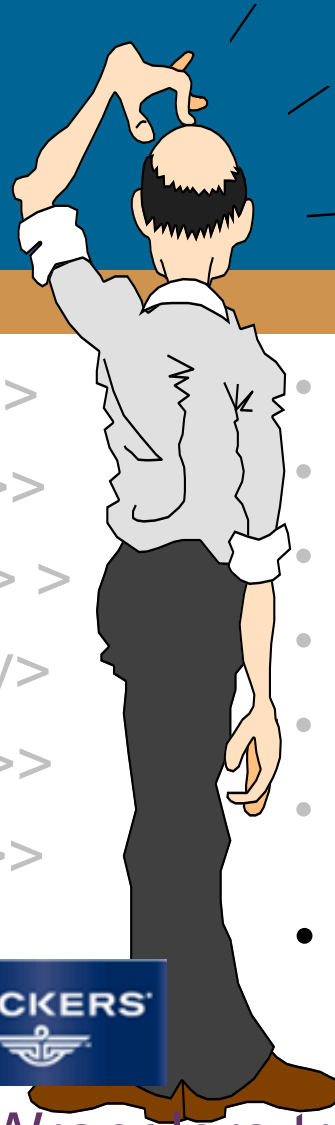


- Railroad Company>>
- Oil Company >>>>>>
- Cosmetics Co. >>>> >
- Television Company>
- Copy machine Co. >>
- Encyclopedia Co.>>>

- Transportation Co.
- Energy Company
- Beauty Company
- Entertainment Co.
- Office-productivity Co.
- Information-development Co.

Product Domain

Market Domain



- Railroad Company >>
- Oil Company >>>>>
- Cosmetics Co. >>>> >
- Television Company >
- Copy machine Co. >>
- Encyclopedia Co. >>>
- **Jeans, Pants**

- Transportation Co.
- Energy Company
- Beauty Company
- Entertainment Co.
- Office-productivity Co.
- Information-development Co.
- **Comfort (Apparel)**

Levi's OWNS that concept: Wranglers trying to take it!

SCORE Client

- Vivace Voices
 - Professional voices (not amateur)
 - Acting ability
 - All know “how to connect”

Product Domain?

Singers

Market Domain?

Entertainment

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Customer - Target Markets

- Who are you targeting?
- What do they have in common?
- Based on Customer Dilemmas
 - What do they need?
 - Why do they need it?
 - What elements of value are significant?

Target Market Needs

6 Key Questions

- What are the needs of the members?
- **Do they even know their needs?**
- Are their needs spoken or unspoken?
- How are they currently being met?
- Why are these needs critical to them?
- How do you meet them?

Range of Target Markets

Name of Target Market					
Main Characteristics					
Elements of Value					

SCORE Client Example

- DINKS
- Women who have recently been graduated from college
- Single women
- Struggling entrepreneurs
- Women in first job
- Divorced women
- Just married (women)
- New Moms

Range of Target Markets

Name of Target Market	Women -- graduated - college	Single women	Women in first job	Divorced women	Just married
Main Characteristics					
Elements of Value					

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Understanding your offering – an overview

- A way to look at your product/service from customer's perspective
 - What all do I get with it? Packaging
 - What and how well will it work? Performance
 - Who is it that's providing this? Persona
 - What am I going to pay for this? Price

Analyzing Your Offering from a Customer's Perspective



Analyzing Your Offering From a Customer's Perspective

From Analysis

Brand

Stable

x x x x x

Cutting Edge

To a Plan

Price

out of
league

x x x x x x

Easy to
justify

10 Buying Secrets Revealed!

A Workshop on Positioning & Messaging

- **Differentiate** yourself from your competition
- **Communicate** a distinctive benefit
- **Don't** make too many promises

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Distribution

- Direct Selling - 1 to 1
- Indirect
 - Wholesaler
 - Manufacture's Rep

FREE counseling!

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Pricing

- Is always about

Value
Expectations

FREE Counseling...

...will help with your pricing needs.

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- Your industry
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- Your price
- **Your “conversations” with potential customers – later this morning**

Marketing

“Marketing is **analysis**, **planning**, **implementation**, and **control** of **carefully formulated programs...**”

SWOT Analysis

- Strengths
- Weaknesses
- Opportunities
- Threats

Implementation Program

INTERNAL

EXTERNAL

Objective

Strength

Weakness

Opportunity

Threat

Programs

The Marketing Perspective

“Marketing is ... implementation, and control of carefully formulated programs...”

Marketing Communications Programs

- Impersonal
 - Advertising / PR / Direct Mail / eBusiness
 - Promotions / Signage / Coupons / Flyers
- Personal

A Word About Sales

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The Marketing Perspective

“Marketing is...voluntary exchange and relationships...”

- SALES

- Attitude

- Action plans

SCORE Sales workshop

Networking

- “working”
- Set Goals
 - How much business do you want from referrals?
 - Who are these people?
 - What kind of business do you expect to get?
 - How many networking functions will you attend?
 - How many referrals do you want/week?

Effective Networking

- Not socializing
- Not attending meetings
- IS building connections
- IS building relationships
- IS providing recommendations
- IS W O R K

More - Networking

- List 5 people who can provide testimonials about you – WOM
 - Be selective
 - Need to be connecting with your TM but in a different way than you
 - Influential enough to be heard

More - Networking

- Remember – Givers Gain
 - “You are the gatekeeper to the resources locked inside your network.”
- Some questions to ask:
 - What do you like most about what you do?
 - What’s new in your business?
 - What’s the biggest challenge for you in your business?
 - What sets you apart from you competition?

What To Communicate About Your Business

- Your customer-focused
 - passion
 - purpose
 - plans

Elevator Pitch

- Who you are targeting?
- What they are looking for?
- What you are offering?
- Why it is so very special?
- How it is unlike others?

For entrepreneurs and small business owners looking to achieve success in their business, SCORE provides **FREE** counseling services, a business library with Internet access, and a wide range of reasonably priced workshops. Unlike a purely academic setting, our proven experience as entrepreneurs and executives provides this community with compelling business processes and trusted guidance.