



**ActionCOACH**  
business coaching



# Marketing Matters

‘How to make your marketing more effective.’

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# Seminar Outline

- Who are we?
- Marketing – What Is It?
- Magic Marketing Formula: PIPE
  - Preparation
  - Inspiration
  - Perspiration
  - Evaluation
- Top Marketing Tips
- Marketing MOT



# TLC Business

- Marketing company specialising in helping ambitious SMEs grow.
- Over 5 years experience.
- Part of The Lifetime Company.
- Experience of working with and as an SME.
- Focused on results not fluff.



# Marketing – what is it?

What does marketing mean to you?

- “Advertising”
- “Sales”
- “Websites”
- “Expensive”
- “We don’t do marketing”



# Marketing – what is it?

“Marketing is not an event, but a process...It has a beginning, a middle, but never an end... You improve it, perfect it, change it, even pause it. But you never stop it completely.”

Jay Conrad Levinson; ‘The Father of Guerilla Marketing’



# Marketing...

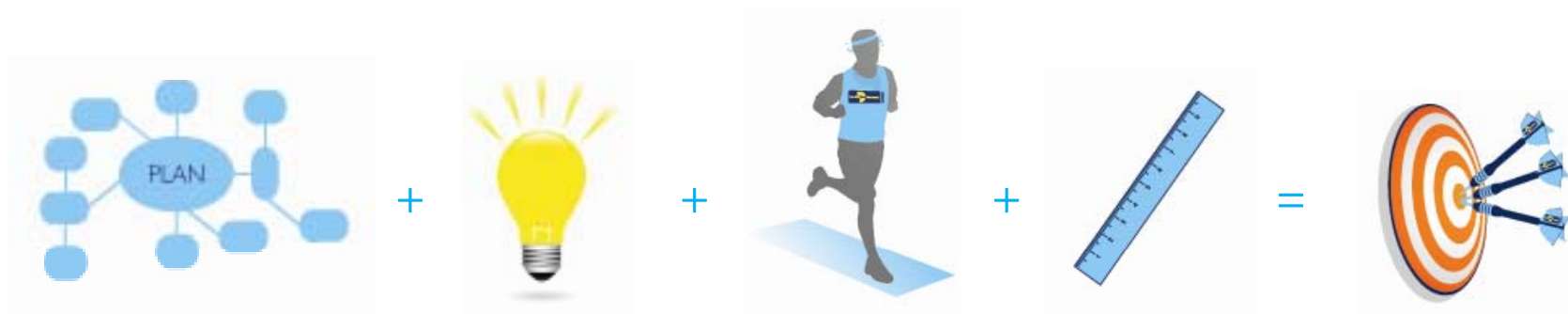
Put simply, The Chartered Institute of Marketing (CIM) defines marketing as:

*“The management process responsible for identifying, anticipating and satisfying customer requirements profitably.”*

Marketing is all about your customer.



# Magic Marketing Formula



Preparation

Inspiration

Perspiration

Evaluation

Realisation

P

I

P

E



# Preparation – why it is vital

- This is the area that most SMEs ignore.
- It is arguably the most important because:
  - it will tell you who your customers are, what they want and how to give it to them;
  - it will tell you what your strengths and weaknesses are;
  - it will give you facts, not assumptions, on which to base your plans;
  - it will save you time and money.



# Preparation...

- The Times 100 website cites 'poor marketing' as a primary factor for why 1 in 2 start-ups fail within the first 2 years.
- UK Insolvency Helpline identifies 'Failure to focus on a specific market because of poor research' as a primary factor in SME failure.
- SMEs traditionally adopt a **short-term attitude to decision making**, with entrepreneurs shunning planning, in favour of 'actively pursuing their business interests'.



# Preparation...

- Research shows that there is a direct link between long-run profitability and the ability of a firm to understand its customers' needs.
- Many of the activities included within the 'Preparation Phase' address just this area.



# Preparation - includes

- Competitor analysis
- Market research
- Customer surveys
- STP
- Database building
- Internal marketing analysis – marketing audit
- SWOT



# Preparation...

How does this work in practice?

- In 2009 there were 61,125 registered for VAT/PAYE in Hampshire.
- 0.9% or 565 employed more than 100 people.
- 1,085 had a turnover of greater than £5,000,000.



# Preparation...

- If you are a business that is targeting Hampshire businesses that employ more than 100 people then your market is around 565 businesses.
- How would you market to just 565 businesses?



# Inspiration – it is all around you

- Having got the facts on which to base your decisions in the preparation phase, it is now time to get creative.
- Every business needs to make themselves stand out, to do something different and find their unique position in their market place. This is where you do this and come up with creative ideas to inform your plan.



# Inspiration...

- What makes your business unique?
- Why would someone use you over one of your competitors?
- Are you operating in a crowded marketplace?



# Successful USPs

- Guarantees – Dominos, John Lewis etc.
- Processes – Amazon
- Customer service - NatWest
- Price – Ryanair, Lidl
- Ethos / values – Innocent
- Branding – Go Compare
- Quality – Harrods, Waitrose etc.



# Inspiration – find the blue space



# Perspiration – there's no escaping

- This is the phase most small businesses are great at already. The best planned campaign will fail without hard work.
- It is important to utilise your energy where it will be most effective. It is very easy to be busy and achieve nothing.
- Create a plan and use it.
- Be consistent.



# Perspiration...

- Email marketing
- Website
- PPC
- Blog
- Telemarketing
- Advertising
- Social media
- Online forums
- Networking
- Referral networks
- Newsletters
- Strategic alliances
- PR
- Direct mail
- Seminars
- Exhibitions
- Events
- Leaflets / brochures
- Podcasts
- Sponsorship



# Evaluation – monitor & measure

- This is the other area most businesses ignore.
- 49% of B2B marketers confess to not measuring ROI.
- If you can't measure it, how do you know if it is working?
- If you don't know if it is working, how can you know whether to continue with it? Advertising is a prime area for this to be applied.



# Evaluation...

You can measure marketing in a variety of different ways:

1. Online statistics – using DMs, adverts, emails etc. driving the reader to specific landing pages, where you can monitor traffic.

2. Quotable codes – prompting the recipients of marketing collateral and adverts to quote a code unique to that advert or campaign allows you to track success.



# Evaluation...

3. Email marketing – it is great because it has inbuilt stats software that will go into huge amounts of detail.
4. Online alerts – using tools like Google alerts and other phrase monitoring sites you can monitor what is being said about your business and promotions online.
5. Use a CRM system – it will allow you to record and monitor the success of your marketing efforts.



# Top 5 Marketing Tips

1. Email marketing
2. Social Media – Twitter, Facebook, LinkedIn
3. Google Analytics
4. Competitor analysis
5. Blogging



# Email marketing

- Sugar CRM
- Mail Chimp
- Constant Contact
- Aweber
- Your CMS



# Email marketing - stats

Sector	Open Rate	Click Rate	Soft bounces	Hard bounces
Accounting	27.36%	4.13%	3.91%	10.67%
Financial Services	20.87%	2.47%	2.76%	3.98%
Marketing	20.52%	2.97%	3.32%	8.29%
Software	18.22%	3.26%	3.00%	6.01%
Recruitment / Staffing	27.59%	4.61%	2.82%	6.49%
Photography	34.17%	6.82%	1.73%	3.59%

(Mailchimp.com)

[www.tlc-business.co.uk](http://www.tlc-business.co.uk)

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# Facebook



Facebook –

- More than 500 million active users
- 50% of active users log on to Facebook in any given day
- Average user has 130 friends
- People spend over 500 billion minutes per month on Facebook
- End of 2009, more than 700,000 small businesses had active pages on Facebook



# Twitter



Twitter –

- In January 2010, 75 million people visited twitter.com.
- Over 65 million tweets are sent a day. 750 TPS.
- Alexa ranks Twitter as the 12 largest website worldwide.
- 2,940 TPS after Japan scored in WC.



# YouTube



## YouTube

- Exceeds 2 billion views a day.
- 24 hours of video uploaded every minute.
- Average person spends 15 mins on YouTube a day.
- 70% of YouTube's traffic comes from outside the US.



# LinkedIn



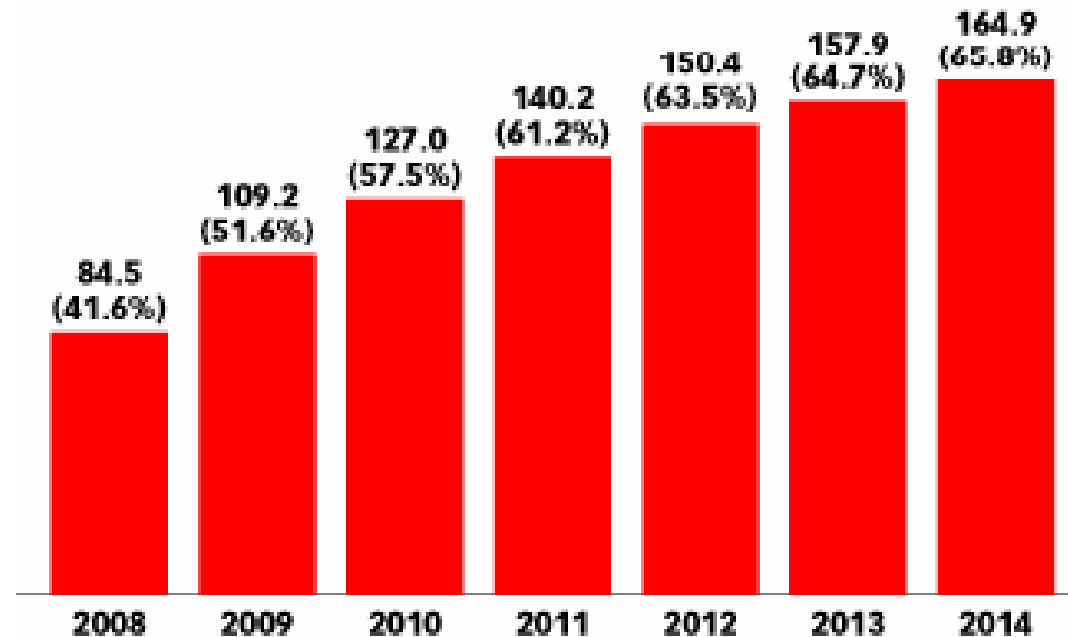
## LinkedIn

- At the end of 2009 LinkedIn had over 50 million users. (Currently in excess of 60 million.)
- Growing at a rate of 1 million new members every 24 days.
- There are in excess of 11 million members in Europe.



# Social Media...

**US Social Network Users, 2008-2014 (millions and % of Internet users)**



Note: use at least monthly via any device  
Source: eMarketer, April 2010

114808

www.eMarketer.com



# Social Media

Why is it important?

Gen Y (born between 1977 and 1995) now outnumber the Baby Boomer generation. (By over 1.3 million in the US)

96% of them have joined a social network.



# Google Analytics

- Most people have it on their website now.
- It is free.
- It is an incredibly powerful tool to help you understand and improve your website's SEO and overall effectiveness.
- 9 out of 10 buyers say that when they're ready to buy, they'll find you.
- 93% of B2B buyers use search to begin the buying process.

<http://www.google.com/analytics/>



# Competitor analysis

- Conduct one every 6 months at least.
- Research the market, don't just list those you are aware of.
- Include indirect competitors – those in a different sector but whose service/products satisfies the same need as yours.
- Look at what they offer, their USP, how they market themselves.



# Blogging

- In August 2009 there were over 200,000,000 blogs.
- 77% of Internet users read blogs according to Universal McCann.
- 56% say that their blog has helped their company **establish a positioning as a thought leader within the industry.**  
58% say that they are **better-known in their industry** because of their blog.
- 89% of journalists make use of blogs while conducting their online research



# Gorilla



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# Thank you



## Complimentary Marketing MOT

Free review of your marketing and hints and tips on how to make it more effective.

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