

## **Market & Grow: Step-by-step DIY marketing**

No marketing experience required! Get your marketing done with this video series guiding you in just a few minutes a day.

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## Mission: Agent of Marketing

- Lead your team
- Execute with Expertise
- Adjust
- Discipline (applied)



## Step 1: Planning: Who will own marketing management?

While business owners are motivated *periodically* to address marketing, few are well-suited for what it takes to manage the marketing process long term. Typically, the best person to sustain a marketing campaign is:

- Disciplined
- Organized
- Articulate

EXAMPLE: SMALLBIZ had Mary acting as office administrator. She had dedicated 3 years to the company and owner, BILL, was not sure how to promote her because they needed her to continue to "run" the office's daily tasks.

Marketing was a perfect match for MARY to grow her career and she was excited about the opportunity. BILL gave her the business objectives and pointed her to his preferred marketing guidance. With a few priorities around what he wanted to make sure was included in their plan, he let MARY run with the plan and check with the team along the way to make sure they could support the campaign (answer phones using their tagline, respond to leads they received, ask for referrals, etc).

BILL gave MARY a 2% allocation of their annual budget and asked her to set up a twice monthly check-in.

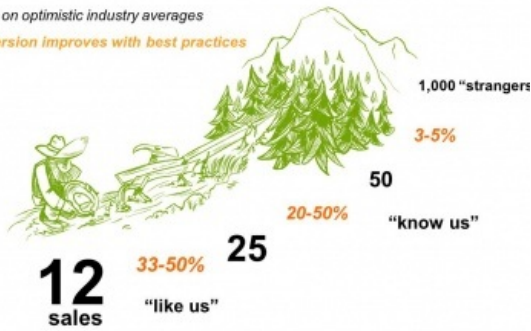
### PRACTICE:

List 1-3 people in your office who might match this qualification list. Decide what sort of career development or compensation is involved in asking them to take on the additional responsibility of managing the marketing for your company.

## Forecast, how many do you need?

Based on optimistic industry averages

Conversion improves with best practices



## Step 2: How many do you need?

Marketing industry averages estimate that with traditional techniques, you'll need to touch 1,000 strangers to make 12 sales. But, if you apply a few best practices, your conversion could be better.

The idea is to start talking to as many people who "know" you as possible (increasing your odds)

### EXAMPLE :

In early days, COMPANY would buy lists and mail to 500 companies at a time. Later, COMPANY discovered that the personal networks of the employees were a better source of leads and the company began to "make friends" with the employee networks through a series of lunch workshops and only needed a fraction of the contacts that they did from the "stranger" lists.

### PRACTICE:

Begin with the end in mind (Covey) and set a goal for how many new sales you want this campaign to generate. Assume that you can close X% of those you are able to meet or interact with. How many qualified prospects to you need? \_\_\_\_\_

If you have a LinkedIn account, visit your contacts list and see how many people are in your network. List which are "referral sources" and which are "targets (more on targets later)". Do you have enough in your network? \_\_\_\_\_

(do this manually if you don't have LinkedIn but I highly recommend you get a LinkedIn account for tracking)

Do you have enough in your network? If not, how many more do you need? \_\_\_\_\_

## Market size

- Don't over extend initially. You need "enough"
- Who do you have ACCESS to?



## Step 3: Market size

Don't overextend your numbers. You need "enough". Start by asking, "who do you have access to?"

EXAMPLE: One vase artist had a friendship with the local BMW dealer and displayed her vases in the window of the showroom. Starting there, she found a target market with Women BMW owners. She expanded from there to career women and expanded from there.

PRACTICE:

Write down: Who are the people that tend to buy from us today? What is their common characteristic and how many of them do we have access to?

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Map out a number over time that represent a growing number of these as you broaden from the initial base of customers. Create your own "wedge" as seen in this illustration.

## How people come to know you

- Seek** (SEO, directory)
- See** (signage)
- Get** (email, postcard)
- Meet** (event, webinar)
- Like** (Facebook)
- Love** (customer loyalty, rewards)



Plan on at least 3 ways for people to discover you differently.

## Step 4: Decide how people can come to know you

It takes more than a web page or a brochure to be discovered. Customers should experience you in several different ways because humans are hard-wired to validate a concept if it comes from different sources. Make yourself show up in different ways.

EXAMPLE: COMPANY had been working to create fantastic looking materials, but only when they started reaching out and mailing postcards and hosting events did they attract new customers.

### PRACTICE:

From the list of options shown in the illustration, choose 3 ways you plan to be available. Pick what you feel most comfortable doing: (HINT: Almost *everyone* needs to have something that customers "get" from you - newsletter, email, postcard, etc)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_



## Step 5: Get ready to create your marketing...

In the following steps of this video series, we'll write up:

1. Your tagline
2. Your value message (that you should reuse in ALL of your materials)
3. Your promotional offer that will attract new prospects and get them to take action.
4. Your referral policy.
5. Your calendar of marketing activities.

Your options are:

- a) Attend a Gather & Grow Workshop (visit [www.gather-and-grow.com](http://www.gather-and-grow.com) to find an upcoming workshop)
- b) Purchase the next series of videos
- c) Try it on your own and test how it goes.

If you've gone this far in the series and you have a question about your marketing before you are ready to proceed, I'm happy to answer your question via email. Send it to: kris (at) fuehr (dot) com.