



Where could
your business grow
with a share of
\$500,000?

"The **EnterPrize Challenge** helped us take a look at our business strategies and determine if our business plan was solid" – Tim Dannels, The Oxbuilt Company

Visit AmarilloEnterPrizeChallenge.com for more information and registration!

Thursday, October 17th 2013
Group Coaching: Marketing

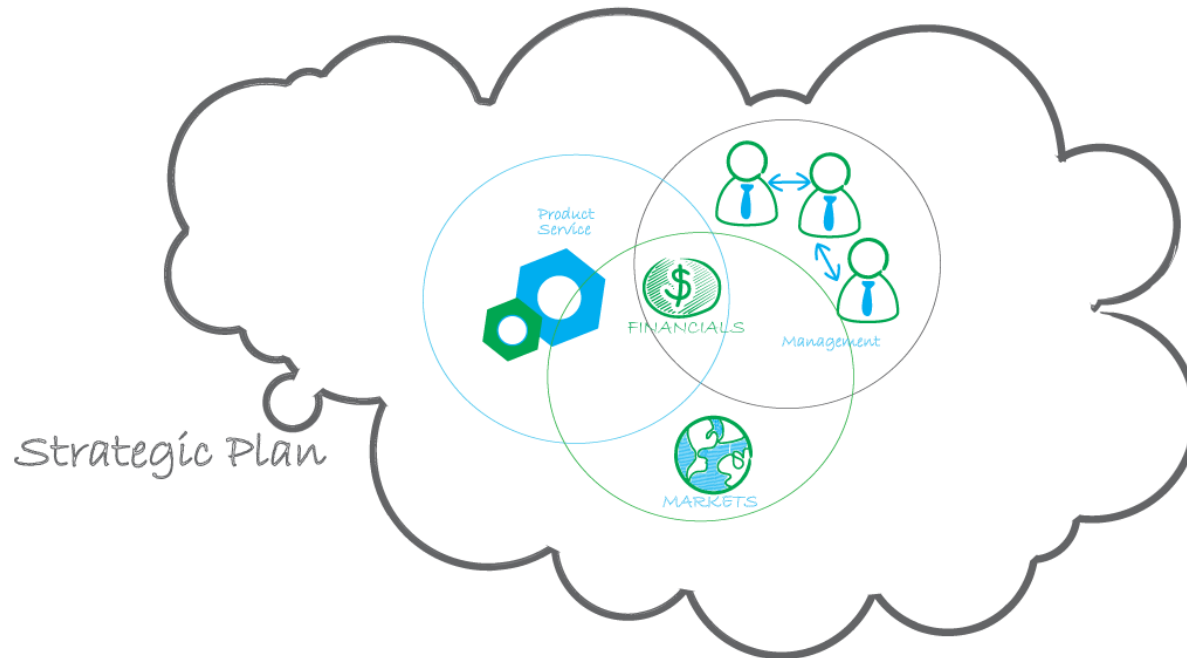
A program of

WTEnterpriseCenter

Program funded by

AMARILLO TEXAS
The Amarillo Economic Development Corporation

Strategy / Marketing



What is the REAL problem, need and opportunity

REAL problems are the ones the customer is constantly struggling with, or problems you anticipate will become real in the future.

What is the “burning problem” you are solving and how “burning” is the problem? If an idea has REAL opportunity, who cares about it and how do you fit into that market space?

Target Market

- Where your product/service fits best
 - Demographic, who cares?
 - Geographic, where are they?
 - Psychographic, why do they care and how does the market make decisions

 - Define the Market Segment

 - Step into your customer's shoes and understand how they would like to feel.

Competitive Environment

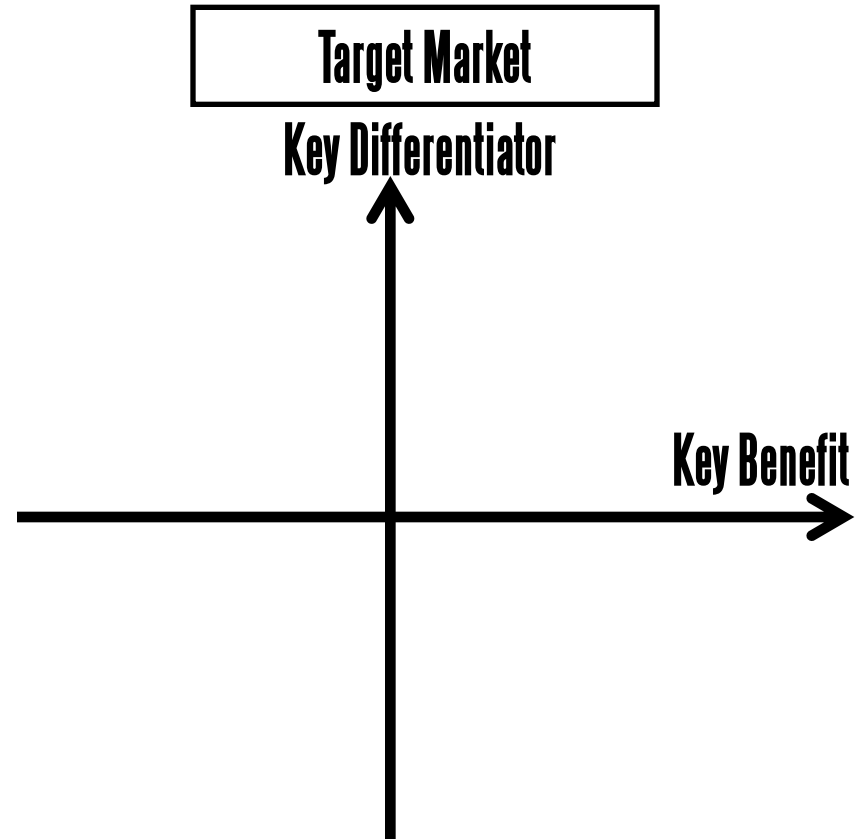
SWOT Analysis

Strengths
Weaknesses

Internal

Opportunities
Threats

External



Marketing Strategy

Marketing is everything you do to attract, retain and satisfy customers

Positioning, Pricing, Place & Promotion

the order matters....

Categories to consider:

Advertising (creative and media placement)

Direct marketing (mail, telemarketing, email)

Internet (website, online advertising, social media, etc.)

Consumer Promotion (discounts, samples, coupons, etc.)

Trade promotion (allowances/discounts depending on distribution channel)

Sales force (materials, commission, travel)

Public relations (non-paid media)

Customer Service (order taking, customer support, email communications)

Other (sponsorships, events, etc.)

Promotional Strategy

Strategic promotion depends on understanding of the other 4 P's first...



The order matters . . .

Five ways to increase
your PROFITS exponentially

NUMBER OF LEADS 5
X CONVERSION RATE 2

= CUSTOMERS
X NUMBER OF TRANSACTIONS 4
X AVG. \$ SALE 3

= REVENUE
X PROFIT MARGIN 1

= PROFIT

Source: Action Coach 2008



Tying it all together

- Be Realistic
- Do your marketing efforts support your projected sales?
- What are your priorities, what are your systems for the plan?
- How will you measure, evaluate, respond?
- Who's responsible for marketing follow through?
- Keep in mind this a 3 year plan, not just one year of marketing

Questions?

www.AmarilloEnterPrizeChallenge.com

Or call

806-374-9777