Small Business Marketing
Connecting with Audiences Using the Art and Science of Marketing
What is Marketing?

Defined:
The action or business of promoting and selling products or services, including market research and advertising.
Marketing Complexity

• Assess the Complexity of Marketing
• Analyze Marketing Opportunities
• Market to Attract Your Target Audience
  • Get in Their Brain to Get the Best Results
Research Your Market

Market Research & Business Intelligence

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Essentials of Marketing Research

• Information
  • Reduce uncertainty
  • Focus decision making

• Types of Research
  • Exploratory
  • Descriptive
  • Causal
Exploratory Research

- Initial research conducted to clarify and define the nature of a problem
- Does not provide conclusive evidence
- Subsequent research expected
Descriptive Research

- Describes characteristics of a population or phenomenon
- Some understanding of the nature of the problem
Six Honest Men

I keep six honest serving men, (they taught me all I knew), their names are—

1. what,
2. and why (for what purpose),
3. and when,
4. and how,
5. and where
6. and who.”

Rudyard Kipling
Causal Research

• Conducted to identify cause and effect relationships
Reach Your Market

Using Marketing Strategy & Tactics to Reach, Penetrate, and Satisfy Market Needs
Today’s Marketing Functions

- Advertising & Promotion
- Content & Experience
- Social & Relationships
- Commerce & Sales
- Data
- Management
Advertising & Promotion

- **Mobile Marketing** (Text / SMS)
- **Display & Programmatic Marketing** (automated bidding on advertising inventory in real time)
- **Search** (Paid and unpaid ads) & Social Advertising
- **Native** (Ads appear like the content) & Content Advertising (whitepaper)
- **Video Advertising**
- **Television & Radio**
- **Traditional Print & Online Print**
- **Public Relations**
Content & Experience

- Mobile Apps
- Video Marketing
- Interactive Content
- Email Marketing
- Content Marketing
- Optimization, Personalization, & Testing
- DAM (Digital Asset Mgmt) & MRM (Marketing Resource Mgmt)
- SEO – Search Engine Optimization
- Marketing Automation & Campaign / Lead Management
- CMS (Content Mgmt Systems exa. Wordpress) & Web Experience Management
Social & Relationships

- Call Analytics & Management
- ABM – Targeted Account Based Mktg
- Events, Meetings, & Webinars
- Social Media Marketing & Monitoring
- Advocacy, Loyalty, & Referrals
- Influencers
- Feedback & Chat
- Community & Reviews
- Experience, Service, & Success
- CRM
Commerce & Sales

- Retail & Proximity Marketing
- Channel, Partner & Local Marketing
- Sales Automation, Enablement & Intelligence
- Affiliate Marketing & Management
- Ecommerce Marketing
- Economic Platforms & Carts
Data

- Audience / Market Data & Data Enhancement
- Marketing Analytics, Performance & Attribution
- Mobile & Web Analytics
- Dashboards & Data Visualization
- Business / Customer Intelligence & Data Science
- iPaaS – Integration Platform as a Service
  Cloud/Data Integration & Tag Management
- DMP – Data Management Platform
- Customer Data Platforms (Analysis of multi-touch points)
- Predictive Analytics – Climate change!
Marketing Process Management

- Talent Management
- Product Management
- Budgeting & Finance
- Collaboration
- Projects & Workflow
- Agile & Lean Management
- Vendor Analysis
Retain Your Market

Apply Human Behavior and Consumer Marketing Know-How
Understand Buyer Behavior

- Understand the Types of Buyers
  - Individual Buyers
  - Business Buyers
- Understand What It Takes to Fulfill Buyer Needs
  - Maslow’s Need Hierarchy (Physiological, safe, love/belonging, esteem, self-actualization)
- Apply Buyer Behavior Concepts to Marketing Decisions
Social Networking

• Social networking now affects nearly every part of life, from how we spend our free time to whom we call “friends.”

• As people shift their attention from traditional locations to social networking sites, how to market products and services successfully will continue to undergo change.
Loyalty Marketing

Loyalty marketing is an approach to marketing, based on strategic management, in which a company focuses on growing and retaining existing customers through incentives.
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• Help us help you!
• Be prepared to become a success story!
References

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