

AN EASY MARKETING PLAN? NO WAY...

6 STEPS TO A PRODUCT/SERVICE SPECIFIC MARKETING PLAN

- List the qualities that set you apart from your competition

- Price, method, quality of service, size, color

***Pro Tip:** “New” is not a selling proposition

***Bonus Pro Tip:** Remember your “Why” (Simon Sinek)

SELLING PROPOSITION

- Break down your target customer - it is NOT everyone!

- Characteristics: age, gender, socio-economic status
- Identify their motivation for wanting your product

***Pro Tip:** You can have more than one target audience but break them down individually.

TARGET MARKET

- Your materials should be specific to your targeted group.

- People respond more favorably to custom content.

***Example:** If you own a massage therapy office, you may be targeting those with back problems and those dealing with stress. Two kinds of materials can draw two different groups of people.

MARKETING MATERIALS

VALUE ADDED

- What is in it for your customer?

- How do you add value to their lives?

***Example:** Instead of saying your computer is faster, say that it will improve their daily efficiency by 50%. Keep it personal.

WHERE IS YOUR AUDIENCE

- Take those target markets you identified and figure out where they get their information.

- Social media, news outlets, mail, TV, radio, etc.

***Pro Tip:** Think about where your target audience frequents as well. You may find some out of the box advertising opportunities.

POSITION YOURSELF

- Place yourself in front of the eyes of your target customers.

- Think about magazines, blogs and websites.

***Pro Tip:** Location specific content can be extremely effective (ie colleges, airports, etc.)

***Bonus Pro Tip:** Start your own info based blog and become the expert

BONUS

TAKE YOUR NEW PRODUCT/SERVICE SPECIFIC MARKETING PLAN AND CREATE SMART GOALS BASED ON THEM!

