

Understanding Your Critical Marketing Mix

CMM = Everything you do to promote yourself and your business

Have a Marketing Strategy

- **What do you want to accomplish, what are your goals**
- **What are your Strengths, Weaknesses, Opportunities, and Threats**
- **Clearly define what your product or service is**
 - What is your Unique Selling Proposition (USP)
- **Define your Target Market, What is their *Profile***
 - Who are they
 - Where are they
 - Physical location
 - Virtual location
 - What are their buying habits
 - Store
 - Internet
 - Timing
 - What are their interests
- **Know your competition**
- **Marketing budget**
 - Costs in money
 - Costs in Time

Relationship Marketing:

“People do business with those they Know, Like and Trust”

What’s in Your “Critical Marketing Mix” (Express version)

You need to develop a specific Critical Marketing Mix unique to your business, and target market.

- **Branding**
 - Logo
 - Image
 - Consistent theme and look throughout
- **Signage**
 - Name Tags
 - Car wraps and signs
 - Store fronts

- Display signs
 - Meetings
 - Locations
 - Clothing
 - Chotchkies, pens, cups, pads
 - **Printed Material**
 - Business Cards
 - Brochures
 - Handouts
 - Mailers
 - **Networking, Meet and Greet**
 - Networking plan
 - ***Elevator speech***
 - It is all about them
 - Image
 - Target events
 - Chambers of Commerce
 - Networking groups
 - Charlotte County Business Connection
 - BNI
 - The Bridge
 - Civic organizations
 - Rotary
 - Civic Centers
 - Target people
 - Professional Organizations
 - Young Professionals Association of Charlotte County
 - Association of Professional Women
 - Charlotte-Desoto Builders Industry Association
 - American Institute of CPA's
- **Trade Shows**
- **Media**
 - Chambers of Commerce newsletters
 - Business online
 - Friday Facts
 - Newspapers
 - Articles
 - Event pictures
 - In the News
 - Ads
 - Magazines
 - Coffee News
 - Radio , TV
 - Guest speaker
 - Ads

Internet / Digital Marketing

- **Website is “The Great Equalizer”**
 - *Build it and they will not come*
 - The center hub of your internet marketing
 - Provide value, a resource, the go-to place
- **Permission Based Marketing**
 - Emailing
 - Mine email addresses
 - Opt in and opt out
 - News letters
- **Social Media Networks (virtual relationship marketing)**
 - Facebook (500 million)
 - Facebook Business Page
 - LinkedIn
 - Twitter
 - Blogs
- **Volunteering**
 - Committees
 - Nonprofits
 - Boards
- **Get out and speak.**
- **Utilize Your Customers**
 - Testimonials
 - Loyalty discounts
 - Share tips, techniques and strategies
 - Ask for referrals
- **Your file cabinet, a gold mine of potential business.**
 - Old clients
 - Current Clients
- **Customer Relationship Management, CRM (follow up)**
 - Outlook
 - Act
 - Salesforce.com
- **Tracking your results**
 - Unique phone number
 - Unique email address
 - Survey says
 - Increased sales
- **Git-R-Done**
 - Action Steps
 - Marketing Calendar

“Every encounter is a Marketing Moment, so be prepared.”

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