

# **WELCOME**

## **Marketing For Your Business**

**Sponsored by Surry Community  
College Small Business Center**

# Marketing For Your Business

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# Marketing Basics

- Demand for your industry
- Benefit of your business
- Inherent Drama
- Believability
- Get people's attention
- Motivate
- Communicate clearly
- Tools
- Measure



# Demand

- Apparent Demand
- Examples of Demand
- Industry Growth
- Sectors within an Industry
- Trends within an Industry
- Competition Analysis
- Competitive Advantage



# What is the benefit?

- What benefit do customers get when they buy your product?
- What is the benefit customers get when they use your service?



# Drama

**What's your message?**

Can you present it in a dramatic way?

# Make It Believable

## Key words

- Almost
- Nearly
- Practically
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# GET THEIR ATTENTION







# Communicate

- Best Media
- Clear Message
- Bells and Whistles
- Easy Language
- Network
- Customer Feedback
- Follow Up



# Tools

- Adopt a highway
- Remember first names
- Answering the phone
- Congratulations
- Develop an email list
- Enthusiasm
- Gift certificates
- Networking



- Obtain testimonials
- Quality customer service
- Sending “thank you”
- Slogan/Theme
- Smiling
- Volunteer
- Referrals
- Your personal Appearance

# Tools

- Specialty items
- Bartering
- Business Cards
- Contest
- Club Memberships
- Sponsorships
- Donate
- Fair booths
- Flyers
- Gift Certificates
- Greeting cards
- Frequent promotions
- Product Samples
- Signs in and out
- Web site
- Newsletter



# Tools

- Attending conferences
- Brochures – on line and off
- Catalogs
- Co-op advertising
- Creative packing design
- Email campaigns
- Grand opening
- Inserts
- Trade Show



- Logo design
- Print media
- Promotional events
- Radio/TV
- Sponsorships
- Signage

# Measure

Measure your advertising



- Measure the finished advertisement against your marketing plan.
- Does your advertisement clearly state your message?
- Measure the results.
- Evaluate Customers

# Promotions

- Retail
- Seasonal
- Contests
- Volunteering
- Sponsorships
- BOGO
- Bundle





# Marketing Plan

Advertising Medium	Quantity/Size	Frequency	Monthly Cost
Newspaper:			
Flyers			
Brochures			
Business Cards			
Signage			
Internet/website			
Yellow pages			
Trade magazines:			
Promotions			
Social Media -			
Social Media -			





# QUESTIONS

# Thanks!

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