

FOUNDATIONS FOR LAUNCHING & SUSTAINING A PROFITABLE MARKETING PLAN

Presented by:

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#1 THE '5 KNOW'S'

*Ya Gotta Know the Territory!**

- Know the Industry
- Know Competition – *SWOT*
- Know the Target Market
- Know Yourself - *SWOT*
- Know How to Meet Market Needs



*The Music Man

#2 YOUR TARGET AUDIENCE

- Exactly who do you want to serve?
- Horizontal vs Vertical



ANY BODY, CATEGORY, or GEOGRAPHIC??

WHO KNOWS WHO NEEDS YOU?

Fusion Marketing:

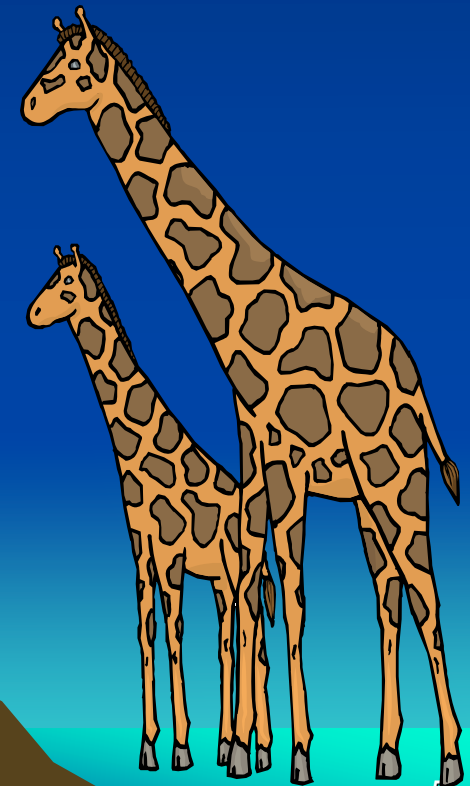
Cooperative coordination of marketing outreach by related companies for the purpose of generating mutually-beneficial exposures to enhance business opportunities; i.e., 'Power Teams'.

#3 YOUR UNIQUE MESSAGE

DOMINATE . . .

DIFFERENTIATE & PAR

- **Quality**
- **Value**
- **Service**
- **Convenience**
- **Experience**



EMOTIONAL DECISIONS

- Sentiment
- Self-confidence
- Past experience
- Fears
- Control
- Security
- Desire for gain
- Freedom
- Independence
- Safety
- Winning
- Lifestyle change
- Pride
- Herd mentality
- Boredom
- New challenges
- Easy
- Love
- Hate
- Health
- Courage
- Make a statement

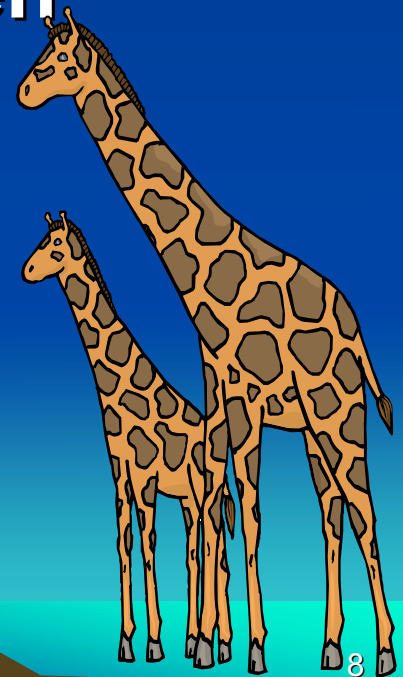
YOUR 'ESP' MESSAGE

- Needs behind the Needs?
- Emotions in decision-making
- Getting to 'Yes'
 - ✓ *Needs vs Wants*
 - ✓ *Pain vs Urgency*

YOUR 'ESP' MESSAGE

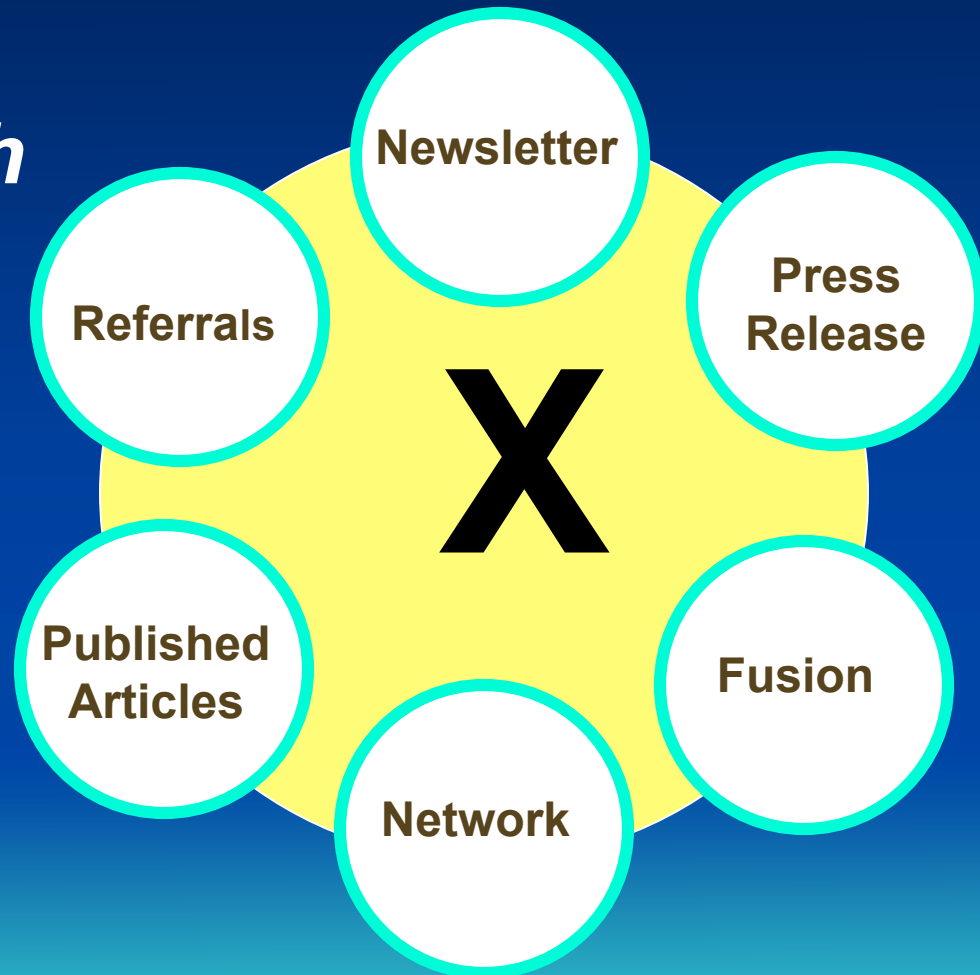
It' all about THEM

- Customer-centric mindset
- 'Market Driver' vs 'Market Driven'
- WII-FM vs WWD
- Bottom line: Benefits



'FULL-CIRCLE' MARKETING

- *Will tactics reach my target?*
- *How to support each tactic?*
- *Long-term Affordability?*



YOUR MARKETING PLAN

- Uses: Time, Energy & Imagination
- Every Element of Contact
- Key Words:
Every, Repeat & Referral
- It's '*Full-Circle*'
- Extremely Flexible

YOUR MARKETING PLAN

- *Just-in-Time*
- Unconventional
- Non-traditional
- Not *By-The-Book*
- Exposures to Get Noticed
- Strategies & Systems

YOUR MARKETING PLAN

- Investment, Not Expense
- When You Spend \$\$
 - Enhance Value
 - Brand Identity
 - Service
- Validation of the Buying Decision

YOUR MARKETING PLAN

- Building Relationships
- Repeat & Referral
- Setting Goals for Profitability
- Evaluating & Measuring Results

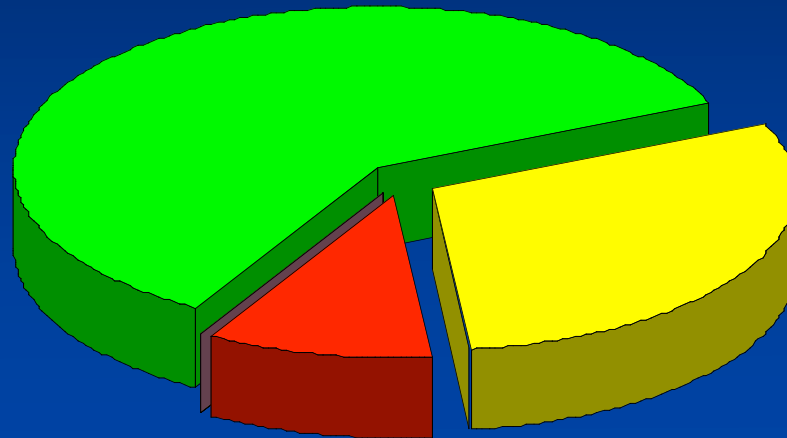
GETTING & KEEPING CLIENTS

MARKETING 24/7/360

- Changing Marketplace
- Changing Needs
- Diminishing Brand Loyalty
- Erosion of peer to peer influence
- Unlimited Competition: *on/off line*
- Timing
- Trust
- Support Exposures
- Client Turnover ~ Fill Pipeline

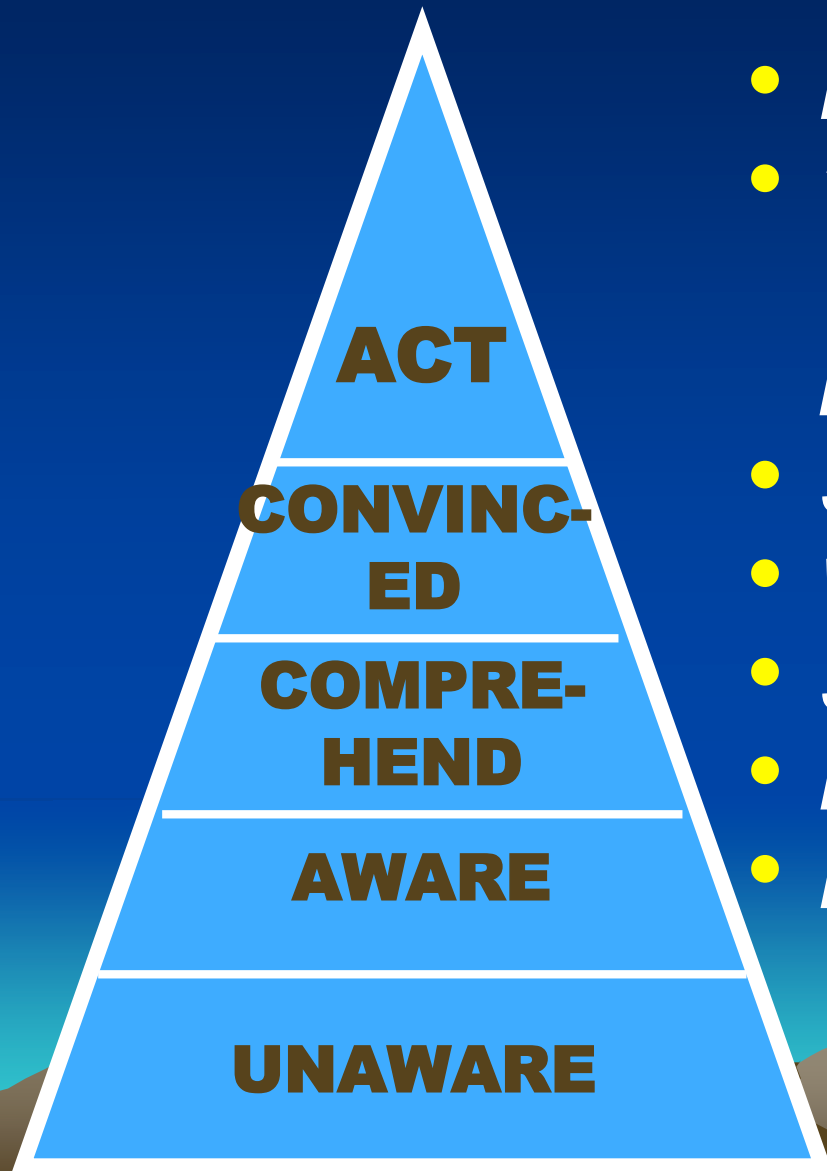
MARKETING FORMULA

Rule of 60-30-10



- Current Clients
- Prospective Clients
- The 'World'

MARKETING EXPOSURES



- *Leveraged Collateral*
- *Technology: Database, Web Site, Email & Internet Resources*
- *SOCIAL MEDIA*
- *WOM: Networking, Referrals*
- *Speaking / Writing*
- *Fusion Marketing*
- *Promotion:*
 - *Cause-Related Marketing*
 - *Trade & Events*
 - *Media*

MARKETING TIMELINE

MARKETING TACTIC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Networking	X	X	X	X	X	X	X	X	X	X	X	X
Press Release	X			X			X			X		
Referral Program												
Website	X					X						
Collateral	X					X						
Articles			X				X				X	
Charity		X			X			X			X	

Wishing You

A LIFETIME OF
Marketing that Sells

Vicki Lynne Morgan, CMS

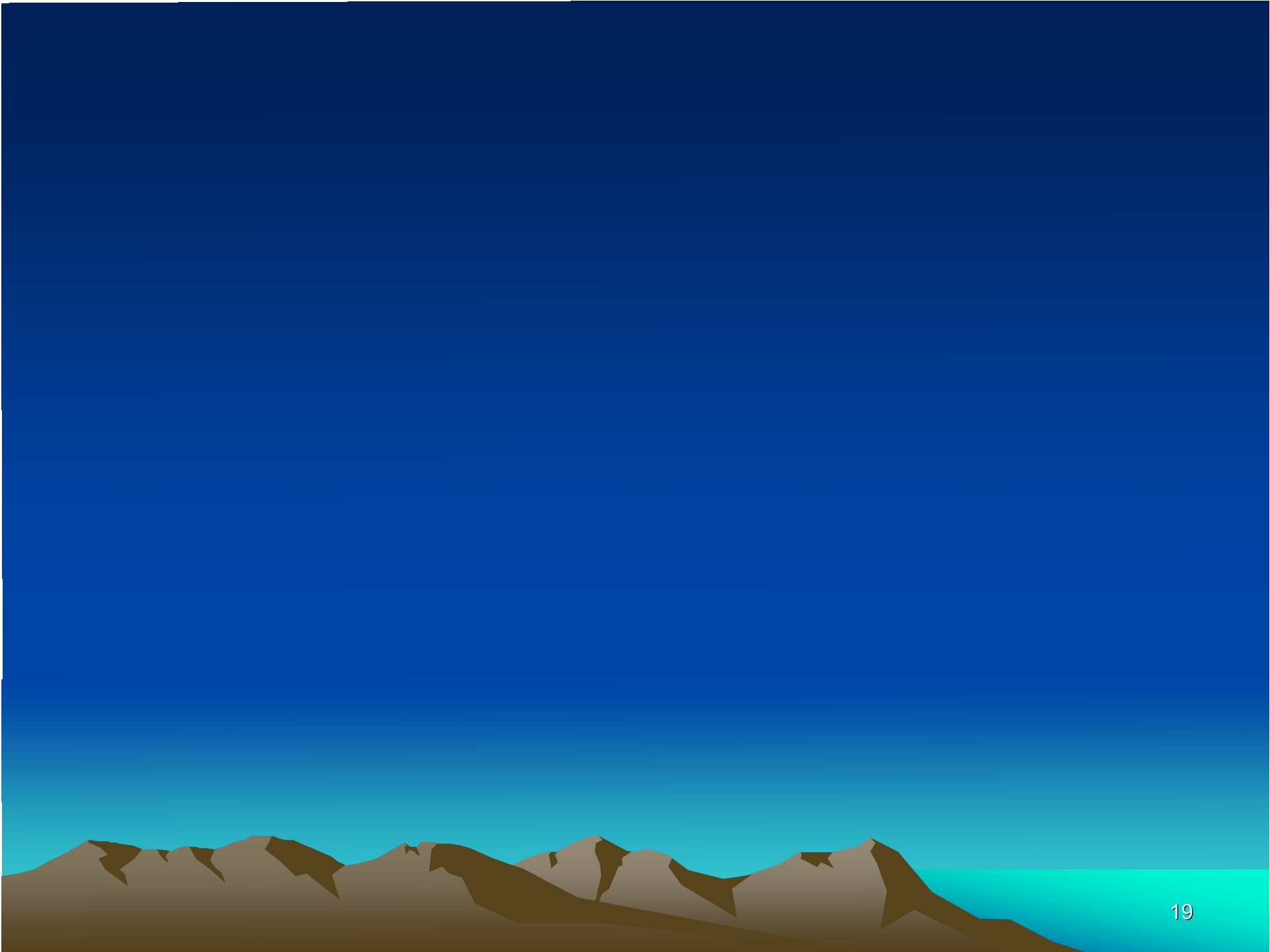
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AGENDA

- **Foundations**
 - #1** The '5 Know's'
 - #2** Your Target Audience
 - #3** Your Unique Message
- **Your Full-Circle™ Marketing Plan**

FUSION MKTG ~ POWER TEAMS

- Graphic designers, printers, ad agencies, PR agencies, ad specialty companies, media
- Software developers, hardware companies, software distributors, integrators, and VARs
- Contractors, architects, interior designers, developers, real estate developers, realtors, property managers, relocation services, landscapers, utility companies

FUSION MKTG ~ POWER TEAMS

- Doctors, hospitals, clinics, non-profits, therapists, assisted living, peers, retailers
- Financial & tax consultants, accountants, investment firms, investment banks, brokerages, law firms, finance companies
- Bookstores, publishers, office supply, gift shops, information consultants & research firms--businesses related to specific book genres, i.e. cooking, automobiles, business, computers, etc.

Q & A

YOUR CALL TO ACTION

- Marketing is a 'state of mind' ~ 24/7
- Know Your Target Audience
- Your Unique Message
- Your Full-Circle™ Marketing Plan