

Marketing

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Presentation for IDEASAMERICA

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Prime Core Processes

- Operations processes, the way you make your product or provide your service
- Accounting process, the flow and management of all monies and information
- **Marketing process is the way you get your message to your target audience and generate interest in what you do**

(Other processes include, HR, sales, and customer-retention)

Incumbent to Success

- Clarity
- Transparency
- Complete business planning:
 - mission and vision
 - core values
 - strategic goals
 - benchmarks

Robert F. Bell

“...requires proper understanding by everyone of the process, management support of the system, encouragement and meaningful rewards, and a structure to make sure nothing falls through the cracks.”

Bell, Robert F. “Constructing an Effective Suggestion System.”

IIE Solutions. February 1997

Socialized Media

Internal, Employee Centric, Marketing Plan

- Find out what your employees are doing and doing on social media
- The results may be very different based on employee demographics
- You may find you will need more than one approach
- Consider group texting and podcasts of success stories

Reinforce and Repeat

- In working environment
- On-line while working at home
- At home with postcard mailings
- Annual report of stories and successes
- Update results from previous awards, ala Shark Tank
- Roll out the program once a year, keep the message and relevance up-to-date

Questions?

**Thank you for making
this opportunity to
share with you possible!**