



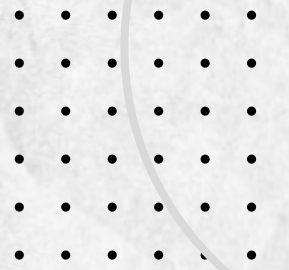
GUIDE TO:

# MARKETING, BRANDING & SELLING

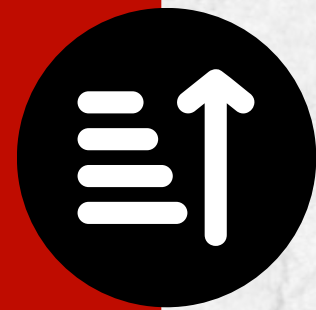
2024



# what is marketing?



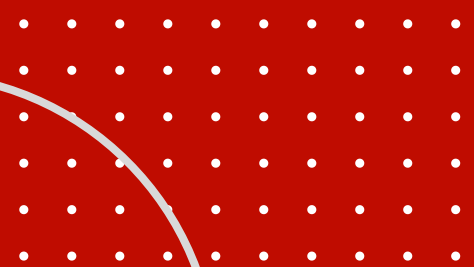
Philip Kotler defines marketing as "Satisfying needs and wants through an exchange process"



Marketing is what you say and how you say it when you want to explain how awesome your product is and why people should buy it.



The action or business of promoting and selling products or services, including market research and advertising



# TARGET MARKET:

A target market is a group of people that have been identified as the most likely potential customers for a product because of their shared characteristics, such as age, income, and lifestyle.

*why is it important?*



# The Marketing Mix!





## **PRODUCT:**

the tangible or intangible offering that a business provides to meet customer needs or wants.

## **PRICE:**

the amount customers are **willing** to pay for a product or service.

## **PROMOTION:**

the channels and locations through which customers can access the product or service.

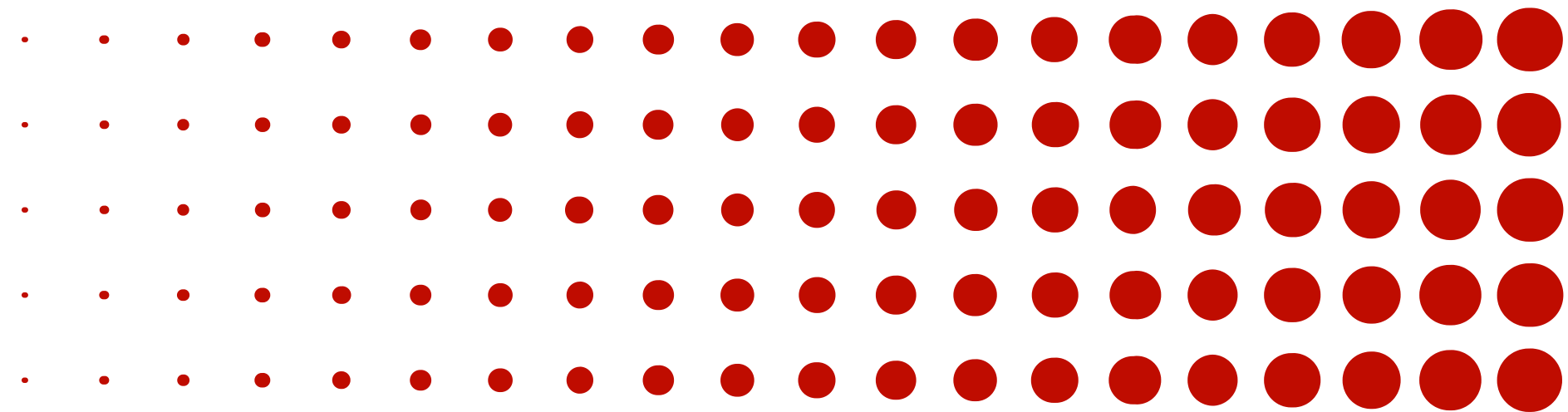
## **PLACE:**

the various tactics used to **communicate the value of the product or service** to the target market and persuade them to make a purchase.

Includes **advertising, public relations, sales promotions, personal selling, and digital marketing efforts**

# THE PROCESS...

**Awareness**  
**Association**  
**Attitude**  
**Attachment**  
**ACTION**





**BRANDING**

WHAT IS BRANDING?

**Branding is a popular buzz word, but what does it really mean?**

**“Your brand is what other people say about you when you’re not in the room.”**

~JEFF BEZOS, AMAZON





# WHY IS BRANDING IMPORTANT?

WHAT'S IN A NAME?

We now have greater control of our own destinies.

With that comes **increased** responsibility and competition.

To get ahead, we must manage the **impressions** others have of us.

With a strong brand, you:

- **Differentiate** yourself from others.
- **Maximize** your business potential.



## STRONG BRANDS ARE:

1. POWERFUL
2. AUTHENTIC
3. CONSISTENT
4. VISIBLE
5. VALUABLE





# WHAT IS YOUR CURRENT BRAND?

**IDENTITY, ATTRIBUTES, VISION, VALUE, TRUST**

# ASK YOURSELF

## WHAT MAKES MY BUSINESS...

### UNIQUE

WHAT MAKES IT SPECIAL?

WHAT DIFFERENTIATES IT  
FROM OTHERS?

### STRENGTHS

BEST ATTRIBUTES?

ACCOMPLISHMENTS?

### VALUE

HOW DOES MY  
UNIQUENESS TRANSLATE  
TO VALUE?

WHAT DO PEOPLE COME  
TO ME FOR?

### DIRECTION

WHAT AM I KNOWN FOR?

WHAT DO I WANT TO BE  
KNOWN FOR?



# HOW TO STRENGTHEN YOUR PERSONAL BRAND

# WHAT ARE YOUR GOALS?

## TARGET AUDIENCE

WHO'S ATTENTION IS YOUR  
BRAND INTENDING TO SPEAK  
TO?

## POSITION

HOW IS YOUR CURRENT BRAND  
POSITIONING YOU TO ACHIEVE  
YOUR GOALS?

## CHANGES?

WHAT CHANGES SHOULD YOU  
MAKE IN ORDER TO ACHIEVE  
THE DESIRED RESULTS?



# GET FEEDBACK

Is the perception of others consistent with your perception of yourself?

- Talk to trusted colleagues, friends, and family.
- Use surveys, if possible.
- Review past performance reviews.



# FILL IN THE GAPS

- Education
- Experience
- Relationships
- Begin to act the part
- Introduce yourself
- Speak the language
- Share your story

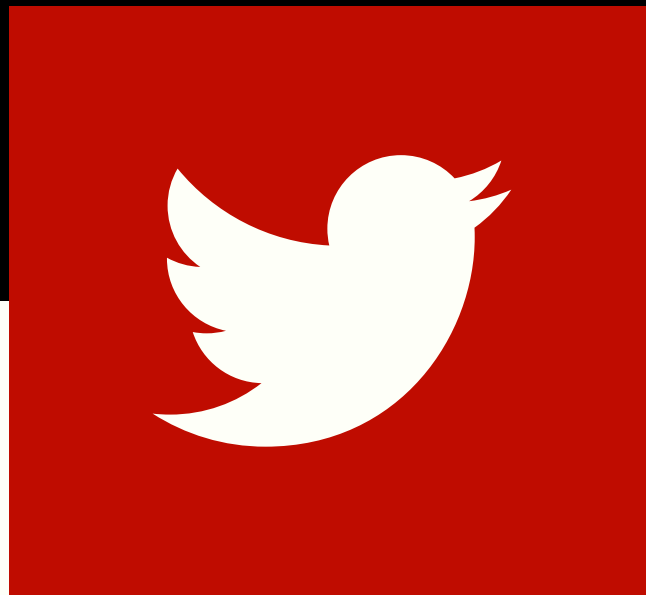


## SHOWCASE YOUR BRAND!

- Build influential relationships.
- Get involved in cross-functional projects.
- Use volunteering to strengthen or develop skills.
- Take on a leadership role in a relevant organization.
- Start a website or blog.



# HOW TO LEVERAGE SOCIAL MEDIA





# CHOOSE YOUR PLATFORM(S)

- WHO IS YOUR TARGET AUDIENCE?
- WHICH SOCIAL MEDIA PLATFORMS DO THEY USE?
- OPTIONS INCLUDE:
- BLOGGING
- WORDPRESS, LINKEDIN PUBLISHING PLATFORM, ETC.
- MICROBLOGGING SITES
- TWITTER, LINKEDIN, FACEBOOK, GOOGLE+, ETC.
- VIDEO & AUDIO SITES
- YOUTUBE, PODCASTING, SLIDESHARE
- IMAGE POSTING





# ESTABLISH YOUR VALUES

MAXIMIZE YOUR SOCIAL MEDIA

- YOUR OWN CONTENT
- CURATED CONTENT
- ENGAGEMENT

- OFFLINE PRESENCE
- MAKE CONNECTIONS  
OFFLINE

- KEEP YOUR MESSAGE  
CONSISTENT WITH YOUR  
TARGET AUDIENCE!

# MANAGING YOUR SOCIAL PRESENCE



# STAY PROACTIVE



## PROMOTE

PROFESSIONAL  
EVENTS

YOUR  
ACCOMPLISHMENTS



## SHARE

ACCOMPLISHMENTS

ACCOLADES &  
AWARDS

RELEVANT  
INFORMATION



## COMMUNICATE

OFTEN &  
EFFECTIVELY



## ENGAGE

YOUR AUDIENCE

SIMILAR PAGES

OFFLINE



# BE STRATEGIC & INTENTIONAL

- Choose your associates wisely.
- Have a positive attitude.
- Dress and act the part.
- Maintain a professional image online.





**SELLING**

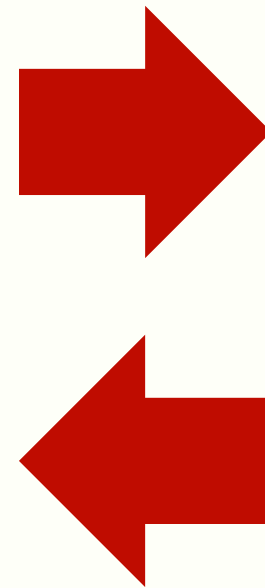
**Selling is a huge part of being a business owner.  
If you're in the start-up phase, chances are you are  
your own sales department.**

How do you feel about selling your product/service?

What are your biggest fears?



**Industry**  
**Target Market**  
**Customer/Client**



**Product/Service**  
**Problem/Solution**  
**USP**



.....

# WHAT IS YOUR USP??

## UNIQUE SELLING PROPOSITION:

The essence of what makes your product or service better than competitors.

CREATE a clear statement that explains the **benefits** of your product, how it **solves** customers' problems, why it is **different** from the rest, and **why customers should buy it?**



# Creating the Target Customer Profile

1. Who (Name/Company) is it?
2. Where are they?
3. Key Characteristics?
  - a. Demographics
  - b. Psychographics
4. What problems do they have?
5. Who is currently solving their problem?
6. What problems exist with whom or how they are getting the problem solved?

**STRATEGY...HOW WILL YOU REACH THEM?**





# YOUR GUIDE TO SUCCESS

## 1. **Smile!**

A friendly face goes a long way. Smile over the phone. Smile in person. Let your first impression be a good one.

## 2. **Actively work on your call/email list.**

Make a list of who you'd like to contact, business cards you've gathered from events or around town. Check off as you have made contact. Make notes after the conversation. Research who are going to speak with before you make contact.

## 3. **Create and send a personalized emails.**

Don't just use a generic email for everyone. Go the extra mile and put information you've learned (names, interesting facts, etc.) into the email.

## 4. **KNOW the industry you are targeting.**

KNOW the potential customer. KNOW your own product.

You should be able to discuss your industry, your product/service well enough to convey why your goods are solving industry-related problems, but more specifically the prospects problems.

## 5. **Be prepared for opposition.**

Opposition is inevitable. The more prepared you are in understanding why a person may say no, the better (more comfortable) you will become in overcoming why they may be opposed to accepting your offer.

# BONUS\*

Always be prepared to close a deal. If your meeting goes well, have your prices, contracts, or any other documents you need to close the deal.

**Do NOT let a hot lead go cold!**





# ALWAYS REMEMBER....

- PREPARATION IS KEY.
- REMAIN CONFIDENT.
- STAY THE COURSE!



# QUESTIONS...?





