



Celebrating 25 Years

Developing Your Marketing Plan

Featuring Nancy Jackson

Oklahoma Small Business Development

Durant, OK



This year what's in Your Plan?

Our Agenda

- WHO's Using You?
- Why USE you?
- Where are YOU?

- The PLAN to Increase Business!



WHO's Using You?

- Who's our most frequent customer?
- Which type of customer spends the most?
- Where do they get your information?
- Why do they come to US?
- What Influences our Customers?

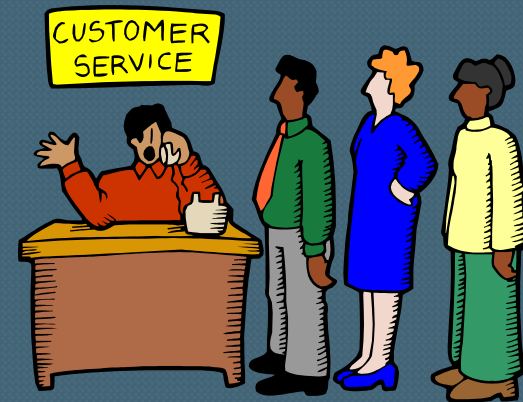
Market Research on a shoe-string

○ Surveys

- Survey Monkey
- Email Customer survey, quarterly
- Stand outside and ask questions
- Walk the area
- Digital Media

○ Customer Feedback

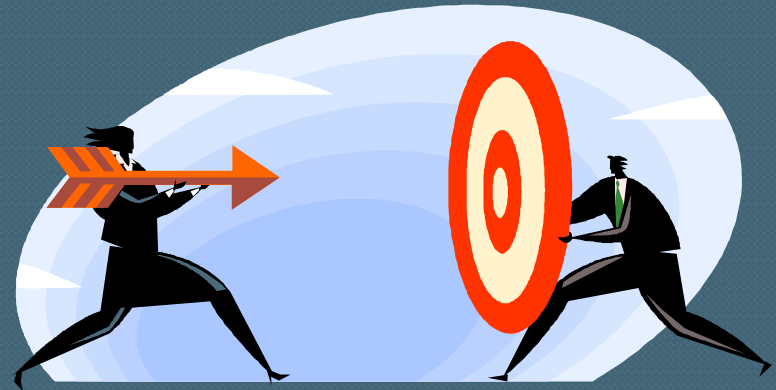
○ Industry Research



Who do we want?

And Our Target Market is?

- Demographic
- Geographic
- Psychographic
- Behavioristic



What are we *really* selling?

Quick Exercise – Take 2 minutes

Use the Marketing Plan handout

- Write down what you offer to customers.
- Now write down how you describe it to a customer.

Who do we want to *be*?

Why USE you?

Quick Exercise – Take 2 minutes

Use the Marketing Plan handout

- Write down the benefit of your product or service and how it solves a customer need.



Perception – Why People Buy

Value?

- Your Product or Service

- What customer need are we solving?
- What makes us “special”?

- Uniqueness

- Differentiation

- Reputation

- Recognition



Where are YOU??

Location Distance to:

- Target Market
- Competition
- Marketing Locations



- Newspaper
- Radio
- Email
- Website
- Direct Mail
- Social Media
- Word of Mouth
- Advertising

The PLAN I

Who YOU are

Different from competition

What you DO

Perception of Products / Services Offered

Who Benefits

Target Market Segments

- What they buy
- Value you bring to them

The PLAN II

Brand

Different from competition
Reputation
Recognition

Delivery

Target Market Segments

- Where they find you

ROI



Q & A

