

# Marketing

"the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

American Marketing Society

“True Marketing is the art of creating genuine customer value and in its right context is customer/client-centric.

It is about becoming a ‘value-producing machine’ through innovation to meet market demands and wants.”

Vince Kostelnik, Ad Ej Solutions  
Strategic Marketing Boot Camp

# Marketing is NOT:



# Marketing's job:

Do what is necessary to deliver  
warm leads to salesforce

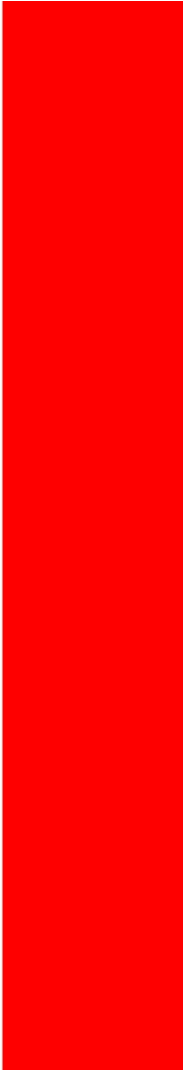

# Sales' job:

Do what is necessary to close  
sales from warm leads



Branding is not marketing:


Branding, or better yet, brand  
management is a marketing activity.



Your brand is the sum-total of all the “experiences” your customers have with your product or business.

The trick is getting your idea of what the customer should feel to align with what they actually feel.





Marketing is not advertising

**advertising** or **ad·ver·tiz·ing** [ ad-ver-tahy-zing ]

noun

the act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.:

*to get more customers by advertising.*

Advertising is one important tactical element  
in the execution of the marketing strategy



# Marketing Strategy

## Education Based Marketing

Education-based marketing is a powerful marketing strategy that works to establish trust and credibility with the target market.

It's based upon first discovering the "decision-making values" of prospects in the marketplace, then educating them on important issues relative to those values and finally showing them that your organization is credible in providing the products or services they need or want based on those values.

The idea is that if an organization makes the effort in their marketing to properly educate their target market, then the organization becomes the obvious choice to do business with.



# Outbound Marketing

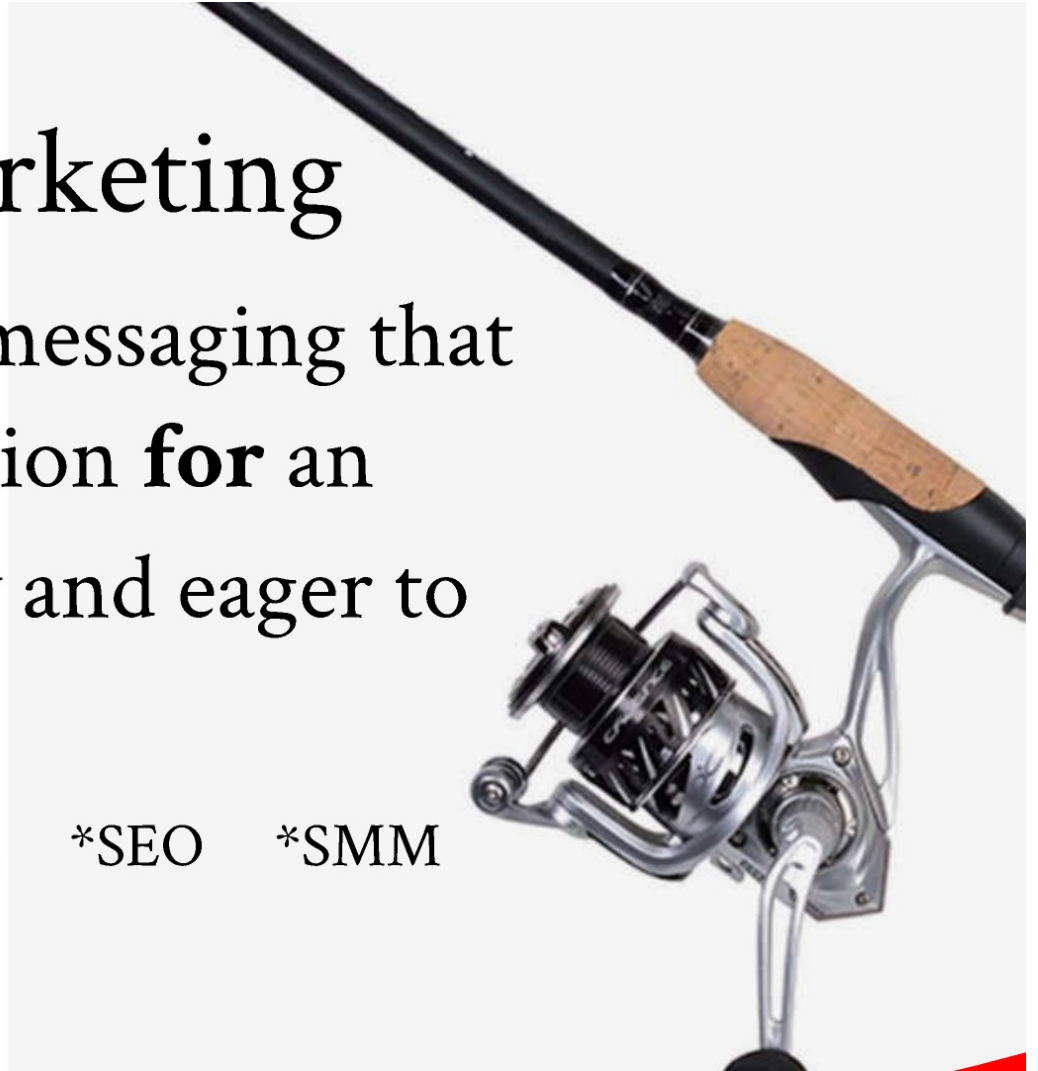
Any form of market messaging that is sending messages **to** an audience with the intent of interrupting them and/or catching their attention.


\* Cold Calling   \*Media Buys   \*eMail Spam

# Inbound Marketing

Any form of market messaging that is providing information **for** an audience that is ready and eager to find it.

\*Content Marketing   \*SEM   \*SEO   \*SMM





Marketing is a  
testing process

**Marketing  
Strategy**

# Strategic Marketing Blueprint


1. Research and Analysis
  - a. Internal Assessment / Core Competencies
  - b. Industry Analysis
  - c. Competitive Analysis
  - d. Target Market Definitions
  - e. Customer Value Surveys
2. Strategic Development
  - a. Improvement and Innovations
  - b. Value Proposition Development
  - c. Buying Cycle
  - d. Proof or Evidence of Claims
  - e. Strategic Message Development
3. Tactical Implementation
  - a. Tactical Marketing Plan
  - b. Consistent Message Delivery
  - c. Lead Generation Systems
  - d. Continuing Education Systems
  - e. Tracking Results



# **Marketing Strategy**

## **Digital Marketing Strategy**





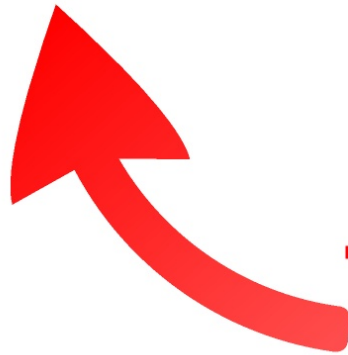
Digital Marketing is the coordinated tactical implementation of your Marketing Strategy utilizing the tools of the Internet.

Those tools include:

- \* Content Development
- \* Web Development
- \* eCommerce
- \* Search Engine Optimization
- \* Pay-per-Click Marketing
- \* Social Media Marketing
- \* Video Marketing
- \* Analytics
- \* eMail Marketing
- \* and others

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**Tactical marketing tools used to  
implement Marketing Strategy**

Web Content Development is the process of producing content for web pages, blogs, social media platforms, audio and video sharing sites, etc.

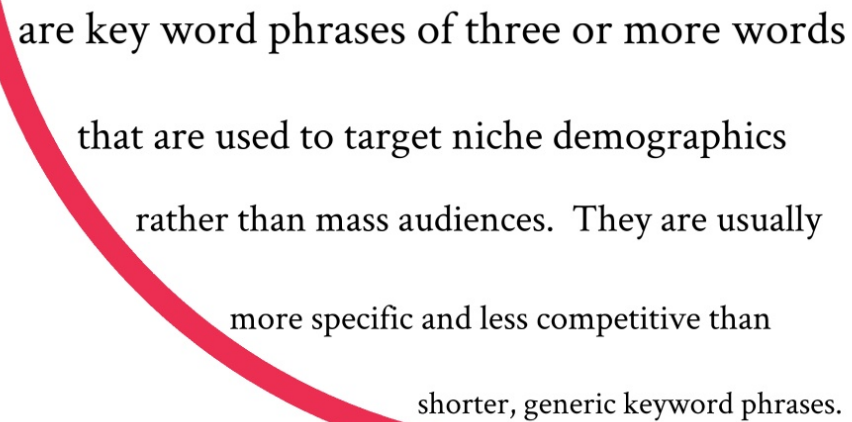
## Basics of Web Content Development include:

1. Keyword Research
2. Researching, gathering and organizing messages, facts data and available assets
3. Copywriting and capturing/creating original/unavailable assets
4. Editing text and assets

# Bonus Tip!

## Long tail keyword phrases

are key word phrases of three or more words that are used to target niche demographics rather than mass audiences. They are usually more specific and less competitive than shorter, generic keyword phrases.



# Questions?