

# The Secrets to Marketing Success

9 April 2016

# Who, what, where, why

- Michelle Whitmore, Metro Marketing
- Heavily involved in not-for-profit – various trust boards etc.
- Background in History – fell into Marketing
- EziBuy
- Have a consulting firm in Tga, Hamilton & Wellington
- Insights today are drawn from 20 years

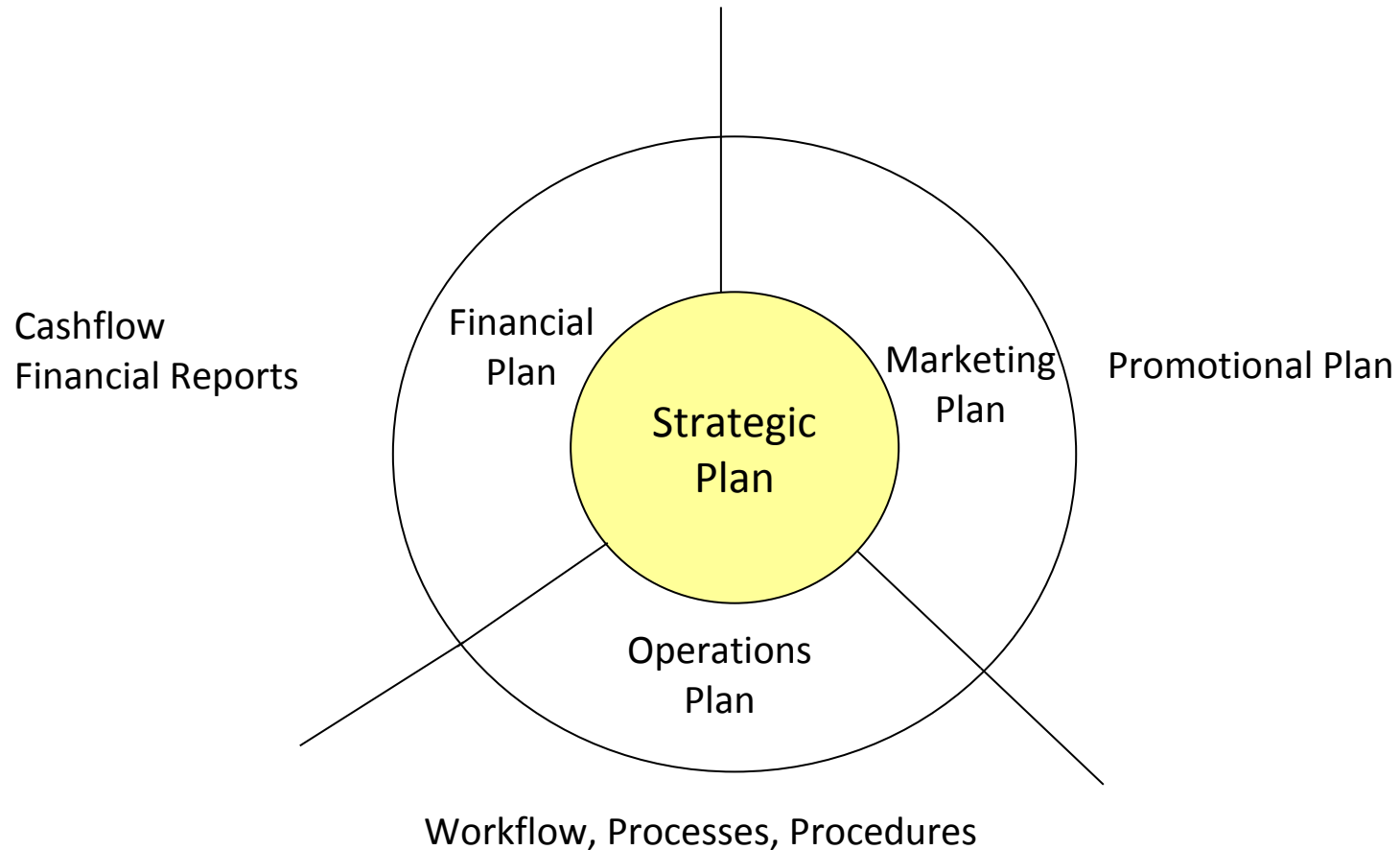
# “Marketing is common sense”

- Watch people drive in
- Multi million dollar company – but a few KPIS
  - RRA, spend levels, frequency of spend
- At Metro, our philosophy remains ‘new old school’
  - Nothing has changed but everything has changed
  - Multi disciplinary
  - Multi channel
  - Think first, act second

# New Old School

- Keep it simple
- Use common sense
- Don't panic
- Do the basics well
- Don't do something just because someone else is doing it
- Promotion comes after persuasion
- Good data drives good management decisions

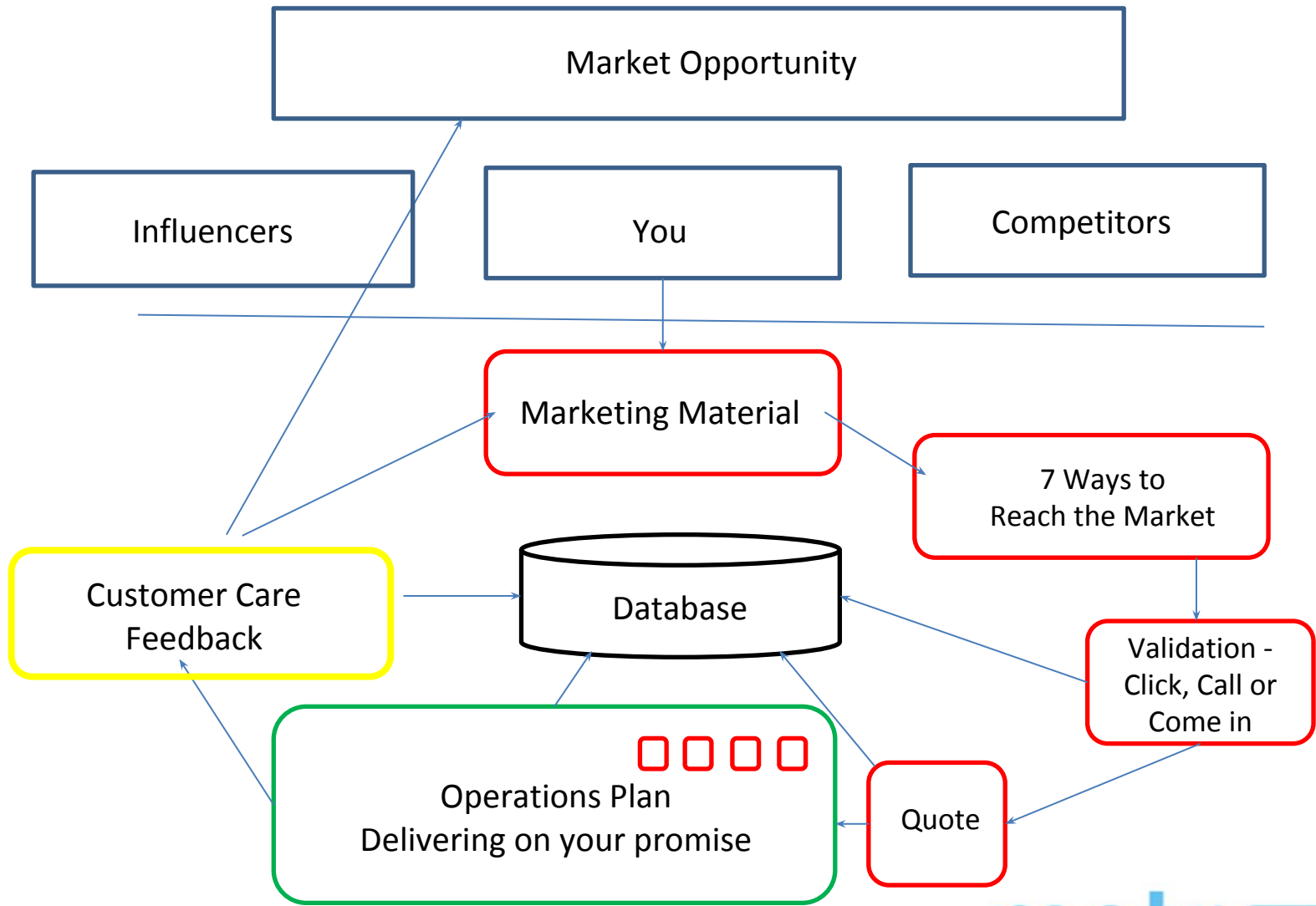
# How everything fits together



# Things fit together

- Strategic Plan – where you want to be in 5 years time (or more)
- Natural tension that exists between three subsequent plans
- Then the next level are the working documents if you like e.g.

# Marketing Flowchart



# THINK

- THINKING
- Marketing is about the thinking and the context – it's not advertising – advertising is the output or action that occurs after the thinking is done
- Above the line – A, B, C and D



# A. Target Market

- Everything starts with the target market
- Understand size
- Understand what they are seeking – at what price point
- Really seek to understand what motivates them
- Think about fears, or benefits sought – fear and greed/aspiration
- Barriers
- Market Research – how thorough do you need to be?
  - Qualitative and quantitative research

# B. Influencers

- Who can influence
  - McDonalds
  - Corporate travel example
  - Can you reach them?
  - Brand ambassadors

# D. Competitors

- Think laterally
- Why would they choose to spend \$ or time with you?
- Keep an eye on them, but don't get too hung up on what they are doing .... The success of your business will first and foremost come down to how aligned you are with the market opportunity

# C - Who are you? Your Message

- Vision, Mission. Core Values
- Focus
- Reason for being
- Stay true to who you are
- Know what you're not
- Strengths, Weaknesses, Opportunities, Threats
  - Awards, Memberships, Testimonials
- Key points of difference

# ACT

- Now ACT

# Prepare First - Marketing Material

- Signage
- Print material
- Digital footprint
  - Website
    - Mobile Responsive
      - (Smartphones have a 88% saturation in the NZ market and 2/3 of Kiwis own a tablet).
    - Easy to use and navigate
    - No broken links
    - Get only what you need in terms of data
    - Think about someone's journey from first time visitor to screaming fan – how can you help them through that journey
  - Social Media Network
  - Google (your google footprint)
  - Database
  - Videos – You Tube, animation
- Use simple words and plain English
- WIIFM – what's in it for me?
- You are creating the promise

# F. 7 Ways to Reach Your Audience

1. Word of Mouth
2. Strategic Relationships
3. Public Relations
4. Internet Advertising – Digital Footprint
5. Direct Marketing
6. Mass Advertising
7. Events/Tradeshows

# Word of Mouth

- The most cost effective way to grow your business
- Do a good job
- Meet or exceed your target market's requirements
- Be passionate
- Reward referrals



# Strategic Relationships

- Who can you work with?
- Who can help you tell your story?
- Who believes in you?
- Yesterday had one of NZ's biggest entertainment and attraction websites come to talk to us about their portal and how they can talk to our audience about our product – ideal strategic relationship win/win

# Public Relations

- Editorial is so valuable – perceived as independent
- Local newspapers are generally very supportive
  - Digital and traditional
- We actively chase PR because of its inherent value
- Community Notices

# Your Digital Footprint

- Relevance of message – be consistent
- Authority – build trust
  - Publish good quality content and reviews
  - You tube, Google and Facebook
- Social media – get people talking about you
- In addition to organic, you have paid options
- PPC, Google Display Ads
- Conversion is via your website
- Measurement – measure and manage

# Direct Marketing

- So lucky with resources available
- Set up for free
- Import list
- Segment so you can stay relevant
- Managing unsubscribes
- Amazing dashboards – learn from behaviour

# Mass Advertising

- Print – Newspapers and Magazines
- Buses
- Billboards
- Radio
- Television

# Events & Tradeshows

- Probably some 'sitters' for you guys
- High foot traffic and high levels of engagement
- Generally high quantity but lower quality unless a targeted audience group

# G What happens next?

- Click
  - Validation (your website needs to function well)
  - Conversion pathway – easy to use; I know what you want me to do next
  - Measure & Manage
  - Remarketing
- Call
- Call in/come in
- Usually first opportunity to collect data
  - Privacy policy, terms & conditions

# H – Quote or Proposal

- Doesn't always happen for all businesses
- But for many this is a key time in the process
- So much good work has gone before
- They are on the hook – but you may need to reiterate your value proposition
- Close the sale



# I. Database

- Integrated database
- Prospects
- Followers
- Acquisition of new customers
- Retention of existing customers
- Reactivation of past customers
- Influencers on social platforms

# Operations Plan

- Where the rubber hits the road
- Delivering on the promise made in your advertising and promotions
- What do you require from a marketing perspective?

# Customer Care

- Saying thank you
- Asking more questions
- The more you know, the more you can refine your marketing material
- Never stand still – your market is dynamic so you must be dynamic too

# Measure and Manage

- Marketing without data is like driving with your eyes closed – measure & manage
- Understand your KPIs

# 5 – 6 Key Big Issues

- At the end of a Marketing Plan, then you will know your big issues
- Focus on 5 or 6 only at any one time
- Focus on fixing the points at which you are likely to lose prospects or annoy customers
  - Could be in your ops plan – maybe staff training
  - Or not close enough to the market
  - Or marketing messages not clear enough
  - Website etc

# Promotional Planning

- Three key plans for marketing
  - Strategic Plan
  - Marketing Plan
  - Promotional Plan



# What does a promo plan look like?

- Put months down the left hand column
- Across the top have:
  - Notes
  - Marketing Collateral
  - 7 ways to reach the market (one column per concept)
- Use this to manage your budget as well



# So what are the secrets?

- Think first, act second – and keep it this way
- Be customer centric, not company centric – understand your target market – WIIFM?
- Keep it simple – don't panic
- Measure and Manage
  - Keep checking in
  - Review the data
  - Adapt