



MARKETING STRATEGIES



PRODUCT AND SERVICE DELIVERY

Define Your Customer Needs

- Price
- Materials
- Level of Service
- Accessibility
- Frequency
- Pain points

Describe the Benefits

- Marketing Message
- Testimonials
- Personal Relevance
- Expertise/Skills
- Problem Solution
- Competitive Edge

Identify your Target Market

- Demographics
- Psychographics
- Challenges
- Goals
- Niche Development
- Business Market

PRODUCT AND SERVICE COMMUNICATION

Traditional Marketing

- Advertising (Local/Media)
- Asking for Referrals
- Association / Trade Group
- Barter Groups
- Billboards
- Catalogs (Print)
- Cold Calling
- Contest / Sweepstakes
- Continuing Education
- Direct Mail / Flyers
- Free Trial / Consultations
- Fundraising / Auctions
- Gift Certificates
- On-Hold Messages
- Leadership Roles
- Mastermind Groups
- Networking
- Newsletter (Paper)
- Packaging
- Piggy-Back Mailing
- Press Kit / Public Relations
- Pro-bono Clients
- Promotional Items
- Sample / Demo
- Signage (Bldg / Car)
- Speaking / Seminars
- Sponsorships / Tradeshow
- Strategic Alliances
- Uniforms
- Volunteering
- Writing / Publishing

Online Marketing

- Advertising / Sponsorship
- Affiliate Marketing
- Auto-responders
- Blogs / Vlogs
- Content Development
- Database / CRM
- Discussion Groups
- E-books
- Email Signature
- E-newsletter
- Forums
- Guest Blogging
- Joint Venture
- List Building
- Interviews
- Pay Per Click
- Podcasts / Live Feeds
- SEO / Backlinks
- Shopping Cart
- Social Media
 - Facebook
 - LinkedIn
 - Twitter
 - Pinterest
 - Instagram
- Surveys / Polls
- Testimonials / Reviews
- Videos
- Webinars
- Website

Create a Personal Brand

- Persona
- Business Cards
- Stationary
- Brochures
- Language Style
- Attraction
- Confidence
- Logo/Slogan
- Elevator Pitch
- Personal Values
- Define "Magic Moments"

CUSTOMER LOYALTY

- Exceed Expect.
- Birthdays
- Anniversaries (onset)
- Consistency
- Cross Sell / Educate
- Cards/Gifts
- Information Value
- Create VIP Group
- Offer Upgrades
- Offer Contracts
- Product of the month
- Book next visit now
- Referral Rewards
- Referral Thank You
- Holiday Campaigns
- Develop allies
- Promotional Gifts

