

## MARKETING STRATEGIES

### PRODUCT AND SERVICE DELIVERY

#### Define Your Customer Needs

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

#### Describe the Benefits

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

#### Identify your Target Market

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

### PRODUCT AND SERVICE COMMUNICATION

#### Traditional Marketing

- Advertising (local)
- Advertising (TV/Radio)
- Asking for Referrals
- Association / Trade
- Barter Groups
- Billboards
- Catalogs (Print)
- Cold Calling
- Continuing Education
- Direct Mail
- Flyers / Posters
- Free Trial / Consultation
- Fundraising / Auctions
- Gift Certificates
- On-Hold Messages
- Leadership Roles
- Mastermind Groups
- Networking
- Newsletter (paper)
- Packaging
- Personal Development
- Piggy-Back Mailing
- Press Kits / Public Relations
- Pro-bono Clients
- Sample / Demo
- Signage (Bldg / Car)
- Speaking / Seminars
- Sponsorships / Tradeshow
- Strategic Alliances
- Uniforms
- Volunteering
- Yellow / White Pages

#### Online Marketing

- Advertising / Sponsor
- Affiliate Marketing
- Auto-Responders
- Backlinks
- Blogs / Vlogs
- Database / CRM
- Discussion Groups / Forums
- E-book
- Email Signature
- E-zine
- Guest Blogging
- Joint Ventures
- List Building
- Interviews
- Pay Per Click
- Podcasts / Live Feeds
- Search Engine (SEO)
- Shopping Cart
- Social Media
  - Facebook
  - Linked-In
  - Google Plus
  - Twitter
  - Pinterest
  - Instagram
  - Snapchat
- Surveys / Polls
- Testimonials
- Videos
- Webinars / Teleseminars
- Website
- Writing / Publishing

#### Create a Personal Brand

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

### CUSTOMER LOYALTY

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