



The Chartered  
Institute of Marketing

# Simply Better Marketing

## Developing Marketing Online



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# Simply Better Marketing

In association with Business Link

**Workshops to help you get better at marketing your business:**

*Currently:*

- Developing Marketing Online
- Internet Marketing – How to Increase Sales Success

*Previously:*

- How satisfied customers grow businesses
- Does lowest price always get the business
- Making small budgets go further

## We will cover...

- **Overview of marketing**
  - Marketing Strategy & Planning
  - Developing Online in the Marketing Mix
- **Internet/Online Marketing**
  - Should you do it yourself?
  - What do you need to know?
- **Sources of further advice**



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# Online & the Marketing Mix

# Marketing is ... what your business does

... the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

... about getting the right product or service to the customer at the right price, in the right place, at the right time.

Marketing's objective is to be able to charge the highest possible **price** for what you offer – and for people to smile after!



# Marketing strategy

- Marketing focuses on the most fundamental requirements of companies to:
  - identify customers,
  - research their needs and preferences,
  - analyse their attitudes to promotion and other factors that influence their purchasing decisions
  - persuade them to buy products and services from you rather than a competitor
- All this requires a marketing strategy that is coordinated and considered

# Your marketing plan

- Detailed investigation of the market/segments and position within it.
- Understand the shaping social, political, economic, cultural and technological trends
- Set business objectives, targets and goals
- Devise a specific plan of action, which is **constantly revised and updated**
- Covering all the P's!

# The 8Ps of marketing

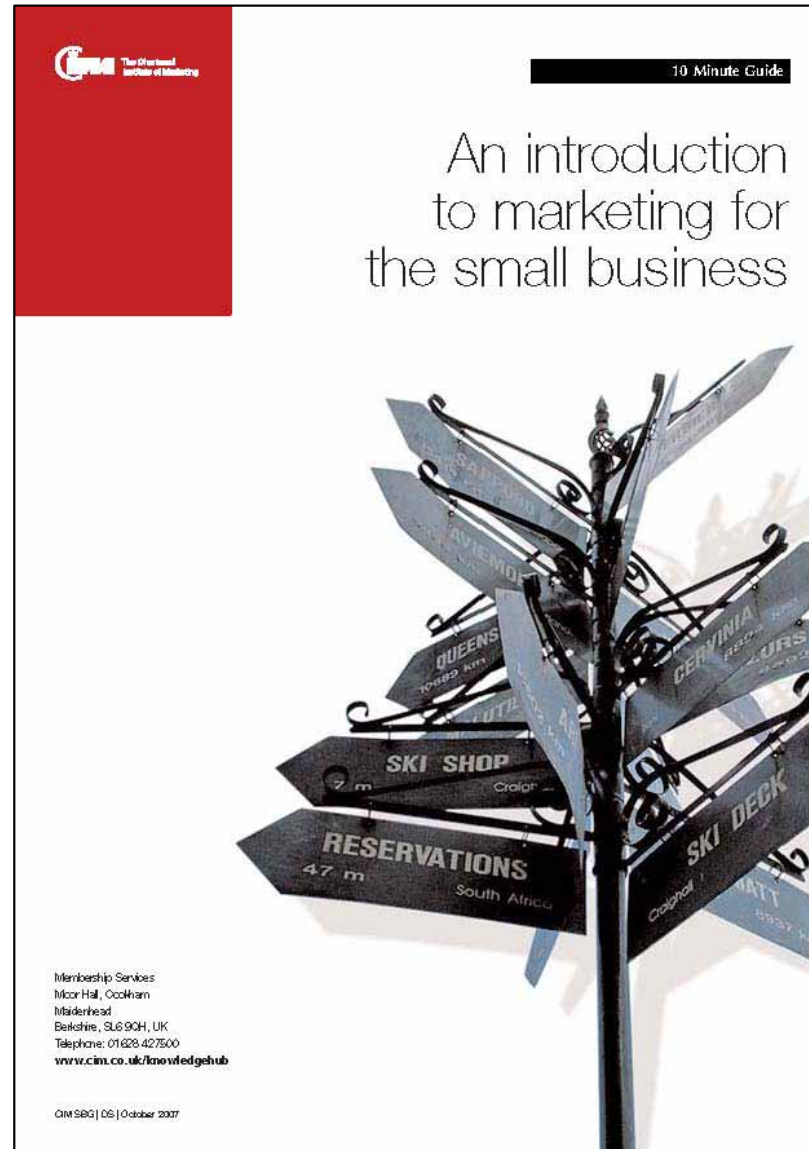
- **Product**
  - Providing value to customer
- **Price**
  - Only means of generating revenue
- **Place**
  - Where and how people buy
- **Promotion**
  - Communicate the value
- **People**
  - Delivering service & reputation
- **Process**
  - How easy is it to buy from you?
- **Physical Evidence**
  - Experience of service pre-purchase
- **Positioning**
  - Relative to the competition



# Low cost ways to market your business

- Advocates
- Affiliates
- Alliances
- Articles
- Autoresponders
- Blogs
- Branding
- Case Studies
- Classified Ads
- Closing Skills
- Competitions
- Competitor Analysis
- Conference calls
- Cross selling
- Customer care
- Customer surveys
- Demonstrations
- Differentiation
- Directories
- Direct Mail
- E-books
- E-shots
- Elevator Pitch
- Email Marketing
- Endorsements
- Ezines
- Folders
- Google Adwords
- Home Page Optimisation
- Incentives
- Key Messages
- Leaflets
- Marketing database
- Marketing Research
- Media Interviews
- Micro Websites
- Networking
- Newsletters
- Niche Marketing
- Open days
- PDF brochures
- PR campaigns
- Packaging
- Payment options
- Positioning
- Postcards
- Posters
- Press releases
- Promotional gifts
- Public Speaking
- Referrals
- Search engines
- Segmentation
- Seminars
- Special offers
- Surveys
- Telemarketing
- Testimonials
- Viral
- Website
- Word of mouth

# Useful Guide



## Review ...

- **Overview of marketing**
  - Marketing Strategy & Planning
  - Developing Online in the Marketing Mix
- **Internet/Online Marketing**
  - Should you do it yourself?
  - What do you need to know?
- **Sources of further advice**

# Find out more

- 1-1 follow up with Chartered Marketer
- Useful advice for small businesses wanting to build on their marketing knowledge

[www.cim.co.uk/knowledgehub](http://www.cim.co.uk/knowledgehub)

- **Guest membership at**  
[www.cim.co.uk/register](http://www.cim.co.uk/register)



# Tony Buddin

Business link provides the Information,  
Advice and Support you need to start,  
maintain and grow a business

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# Thank you

Please remember to  
complete your feedback  
forms!