

How to Identify Your Target Audience and Develop Optimal; Marketing Strategies

SCORE GREATER SEATTLE

Workshop Objectives

- Be able to understand what marketing is and how it can help your business. (add a marketing plan document)
- Be able to identify your best potential customers and their common traits.
- Document and articulate your product or services.
- Write your marketing message: value prop, benefits & features.
- Review optimal promotional plans for your business.

SCORE's Business Success Resources

SCORE

- National non-profit with 300 chapters and 10,000 volunteers.
- Help over 11,000,000 entrepreneurs since we started.

SCORE Mentors

- Meet one-on-one with expert business mentors in many business specialties.
- We advise, educate and encourage business leaders to help them develop as people and be successful in their businesses.

SCORE Small Business Workshops

- Register for workshop and mentoring at <https://seattle.score.org/>)



SCORE Website

Information, business plan templates, newsletters, etc.

Online training

seattle.score.org

SBA Website

<https://www.sba.gov/offices/district/wa/seattle>

Your Presenter

Name: Mary Sullivan

sullivan.mary@scorevolunteer.org

Volunteer with SCORE:

- Workshop Instructor

Previously:

- Director of International Business Development
- Education in leadership, political science, and spanish
- Current owner of small business, previous financial services leader



Introductions

Introduce yourself in the chat box, stating the following attributes about yourself and your proposed business or business idea:

- Your name
- Your proposed business or business idea



Thinking of Starting a Small Business?

According to the Small Business Administration (SBA):

- Of the 28 million businesses in the US, 22 million are “one person” businesses.
- Over 627,000 new businesses open each year.



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**What's it take to
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Unfortunately, opening a new business is risky:

- 30% of new businesses fail in the first 2 years, 50% fail in the first 5 years, a 66% fail in 10 years.

Planning!

What's it take to open a small business and manage the risk of failure?

List:

“Actions and Plans Needed to Start a New Small Business”

Small Business Startup Task	Planning Activity	Planning Phase
<ul style="list-style-type: none"> Understand the importance of business planning and the planning process. Create an “Unique Value Statement.” Create a “Lean Canvas.” 	Basic Planning	Quick Planning
<ul style="list-style-type: none"> Choose your business entity. Make a state business license application. Make a local business license application. Make a plan for getting business insurance. If you plan to seek funding: obtain personal FICO score and credit record, estimate startup costs and list possible sources of funding. 	Creating a Business Structure	Detailed Planning
<ul style="list-style-type: none"> Define your target market. Create your product or service descriptions. Decide on your pricing, packaging, and distribution of your products. Write your marketing message: value prop, benefits & features. Create a promotion plan for your business. Create a plan for getting online. 	Creating a Marketing Plan	
<ul style="list-style-type: none"> Calculate your startup costs. Project your sales for your first year of business. Create a projected P/L statement for the first year in business. Create a Cash Flow Statement for your first year in business. Create a plan for your accounting and tax payments. 	Creating a Financial Plan	

SCORE's Small Business Essentials

Workshops: Focused on Helping You Complete the Tasks

Small Business Startup Task	Planning Activity	Workshop Name
<ul style="list-style-type: none"> Understand the importance of business planning and the planning process. Create an "Unique Value Statement." Create a "Lean Canvas." 	Basic Planning	Creating a Quick Business Plan in 3 Hours
<ul style="list-style-type: none"> Choose your business entity. Make a state business license application. Make a local business license application. Make a plan for getting business insurance. If you plan to seek funding: obtain personal FICO score and credit record, estimate startup costs and list possible sources of funding. 	Creating a Business Structure	Successfully Starting A Business
<ul style="list-style-type: none"> Define your target market. Create your product or service descriptions. Decide on your pricing, packaging, and distribution of your products. Write your marketing message: value prop, benefits & features. Create a promotion plan for your business. Create a plan for getting online. 	Creating a Marketing Plan	Marketing: Part 1 Marketing: Part 2
<ul style="list-style-type: none"> Calculate your startup costs. Project your sales for your first year of business. Create a projected P/L statement for the first year in business. Create a Cash Flow Statement for your first year in business. Create a plan for your accounting and tax payments. 	Creating a Financial Plan	Financial Basics for Small Businesses, Tax Essentials for New & Existing Business Owners

Making the Most Out of the SB Tasks: Mentoring Provides Advice and Guidance

Small Business Startup Task	Workshop Name	Mentor Meeting
<ul style="list-style-type: none"> Understand the importance of business planning and the planning process. Create an “Unique Value Statement.” Create a “Lean Canvas.” 	Creating a Quick Business Plan in 3 Hours	Mentor Review & Feedback on Completed Tasks
<ul style="list-style-type: none"> Choose your business entity. Make a state business license application. Make a local business license application. Make a plan for getting business insurance. If you plan to seek funding: obtain personal FICO score and credit record, estimate startup costs and list possible sources of funding. 	Successfully Starting A Business	Mentor Review & Feedback on Completed Tasks
<ul style="list-style-type: none"> Define your target market. Create your product or service descriptions. Decide on your pricing, packaging, and distribution of your products. Write your marketing message: value prop, benefits & features. Create a promotion plan for your business. Create a plan for getting online. 	Marketing: Part 1 Marketing: Part 2	Mentor Review & Feedback on Completed Tasks
<ul style="list-style-type: none"> Calculate your startup costs. Project your sales for your first year of business. Create a projected P/L statement for the first year in business. Create a Cash Flow Statement for your first year in business. Create a plan for your accounting and tax payments. 	Financial Basics for Small Businesses, Tax Essentials for New & Existing Business Owners	Mentor Review & Feedback on Completed Tasks

Small Business Essentials Workshops for All Businesses” (17.5 hours)

Creating a Quick Business Plan in 3 Hours (Lean Canvas)

(Take first!)

Successfully Starting A Business
(3 hrs)

Marketing Part I: Developing and Identifying Your Product or Service to Sell More! (3 hrs)

Marketing Part 2: Pricing Your Product or Service to Sell & Getting Your Business Online (3 hrs)

Tax Essentials for New & Existing Business Owners (2.5 hrs)

Managing Finances for One Person Businesses (3 hrs)
(Take last!)

These workshops are ideal for one-person businesses.

Building a Formal Business Plan (Optional)

“Profiting” From The Workshop

- Get the most out of this workshop by using these resources:
 - **Presentation materials:** your reference for the information and processes you need to complete for your business plans (SB Essentials Task List).
 - **Worksheet:** your planning guide to support you in recording your decisions and plans.
 - (Optional) **Mentor:** a business professional that will review your worksheet and provide you the advice and guidance that will help you optimize and complete your planning and make sure it's relevant for your industry, market and personal goals.
- Participation is encouraged!!
 - Ask questions as we go -- learn from your instructor and the other participants.
- We may not have time to fully resolve every issue so consider getting a mentor!
- Our classroom: Only online during the pandemic.

How to Identify Your Target Audience and Develop Optimal Marketing Strategies

Agenda (180 mins)

1. Introductions (10 mins)
2. What is Marketing and the 4 P's (5 mins)
3. Defining Your Target Marketing (30 mins)
4. Developing and Defining Your Product or Service (20 mins)
5. Understanding your Unique Value and How to Promote it (30 mins)
6. Closing , Q&A, and Surveys (15 mins)

Meet “Your Business!”

“Here to Help You Make Decisions and Create Plans for Your New Business”



We encourage you to use your company to provide examples how typical clients make decisions and create plans.

Agenda

1. Introductions
2. What is Marketing and the 4 P's
3. Defining Your Target Marketing
4. Developing and Defining Your Product or Service
5. Break
6. Review Promotion Plans for Your Business
7. Closing and Surveys



What is Marketing?

American Marketing Association defines marketing as:

- 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.

Or better described for small businesses:

- The development, promotion and sales of profitable products that satisfy customer's needs. It includes:
 - Developing new products (Product Development).
 - Promoting/advertising your product (Product Promotion).

Understanding Marketing With the Four P's



Understanding Marketing With the Four P's



Marketing Mix:
Your unique
combination of all
the P's that makes
your business a
success.

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What is a Target Market?

- It's a description of potential purchasers that have similar needs, wants or “demand characteristics.”
- A portion of a larger market and sometimes called a “market segment.”
- Your target market is who you think are your best customers!



Why Describe Your Target Market?

- Match your offerings to your customers.
- More effectively promote (advertise) your offerings.
- Where to locate and how to size your business.
- Focus your resources.



Describing Your Target Market

Describe your best potential customers by answering these questions:

- Are your best potential customers alike in a shared problem, behavior or preference?
- Are your best potential customers alike in age, marital status, income, occupation, etc.?
- Are your best potential customers in the same geographic location?



Examples of Target Market Descriptions

- A local wedding cake baker:
 - Target market description: Women with plans to be married within one year in Seattle area.
 - Defined demographically, behaviorally and geographically.
- A product that assists golfers who have bad backs.
 - Individuals with lower back pain while golfing.
 - Defined behaviorally.



Examples of Target Market Descriptions

- A bathroom remodeling service:
 - Target market description: Homeowners in the Seattle area with houses older than 20 years.
 - Defined geographically and demographically.
- A tattoo service in Seattle for people with aichmophobia:
 - Target market description: People who want a tattoo in the Seattle area with a fear of needles.
 - Defined geographically and behavioral.



Your Target Markets

- My product/service is:
 - A restaurant
- I will sell it to:
 - Identify specific markets.
 - Defined: demographic, geographic and behavioral.



TANGIBLE

- My product/service is:
 - Consulting service.
- I will sell it to:
 - Identify specific markets.
Narrow it down.
 - Defined: Behavioral and geographic.



INTANGIBLE

Discussion: What are the Target Markets for These Businesses?

- A business that teaches customer management skills for IT support.
- A CrossFit trainer for new moms in Bothell Area.
- Restaurant uniform business in Seattle.
- Pet store with a large selection of tropical fish in West Seattle.



Discussion and Worksheet Homework: Describe Your Target Market (WS 1)

- Are your best potential customers alike in a shared problem, behavior or preference?
 - *Behavioral segmentation:* use their behavior, likes, past actions, hobbies, past purchases, activities and opinions to identify and group similar customers.
- Are your best potential customers alike in age, marital status, income, occupation, etc.?
 - *Demographic segmentation:* use age, gender, family status, income, education, occupation to identify and group similar customers.
- Are your best potential customers in the same location?
 - *Geographical segmentation:* use their location to identify and group similar customers.

Using your worksheet:
write down a short product or service description and your target market: 50 words or less.



Defining Your Target Market Recap

- Your target market is your best potential customers.
- Describe your target market with behavioral, demographics or geographic characteristics.
- Use your target market description to:
 - Test your product design.
 - Effectively promote your product.
 - Focus your resources.

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Discussion: Why is Product or Service Uniqueness in Your Market Important?

Why is Product or
Service Uniqueness
in Your Market
Important?

Discussion: The Product/Service Development Process: Sources of New Ideas

Where did your current product or service idea come from?

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Getting Customers by Successfully Promoting Your Product or Service

Promotion as a process:

1. Finalize your target market description.
(Done!)
2. Finalize your pricing and packaging.
(Another Marketing Course)
3. Write your marketing message.
4. Develop your branding.
5. Create your marketing materials
(Another Marketing Course)
6. Create a promotional plan



Writing Your Marketing Message: Describing Your Unique Value as Customer Benefits

- Describe the unique value of your product, service or collection as the benefits it provides to your customers.
- Describe the benefits your customer receives in their words.
- It NOT what the customers buy, it's what they receive (and they value).



What is my benefit?
Search for “Madmen
Carousel Pitch.”

Describing Your Unique Value as Customer Benefits

It NOT what customers buy, it's what they receive (and they value).

What the customer buys:	The benefits they value:
A high efficiency household, electric space heater.	Keep you warm and comfortable as it saves you money.
A household security camera.	Improves family safety and provides peace of mind.
One-hour personal massage.	Lowers stress and improves health.

Lean Canvas Unique Value Statement: Examples

- My product/service is:
 - A Restaurant
- I will sell it to:
 - Families in the Bothell area who are xyz fans and dine out regularly.
- It provides them unique value of:
 - Value priced, family dining in a fun cowboy experience.



TANGIBLE

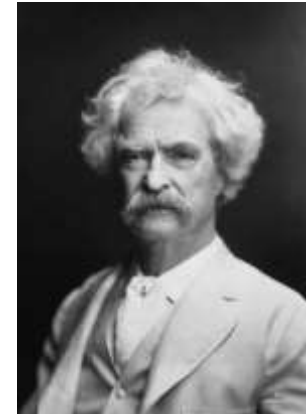
- My product/service is:
 - Consulting business. One on one consulting at your office or virtually.
- I will sell it to:
 - People who want to start a business for the first time and live within 25 miles of Bothell.
- It provides them unique value of:
 - Provides a roadmap for success that builds confidence and clarity while improving their revenue stream.



INTANGIBLE

Building Your Marketing Messaging: Customer Facing Value Proposition (Value Prop)

- Create your customer facing value proposition:
 - Describe the problem you are solving and how your product or service solves the problem.
 - Expresses what your customers feel is the value (benefits) that they receive from your product/service. Have at least two benefits.
 - Must be able to be read in less than 5-10 seconds.
- This should be at the top of your webpage.



“I didn't have time to write a short letter, so I wrote a long one instead.”

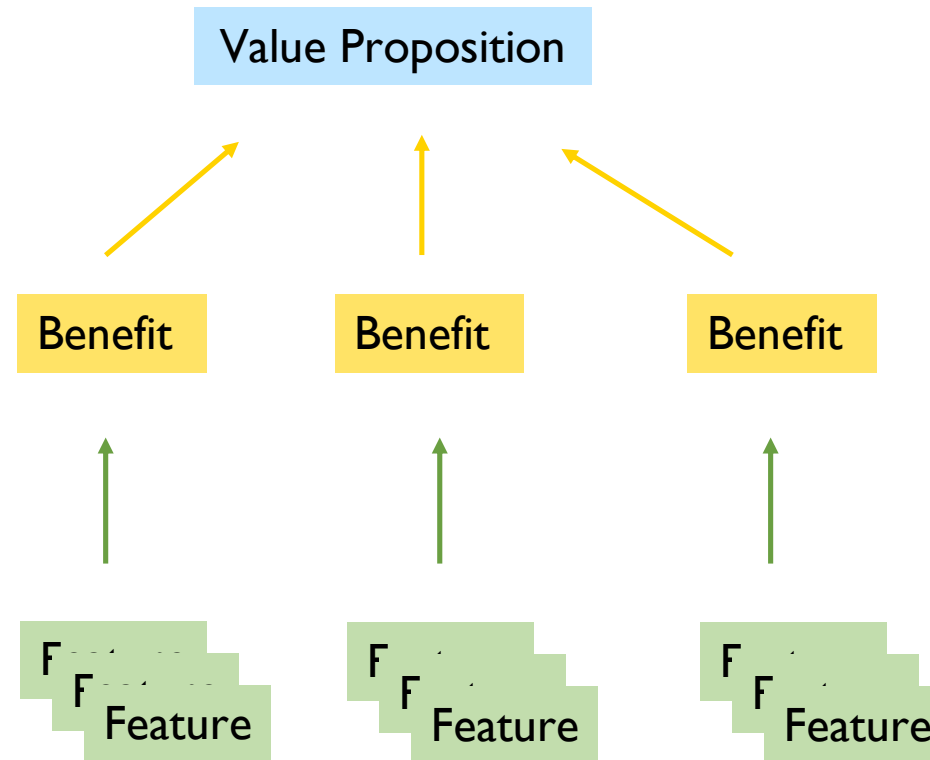
Worksheet Exercise and Discussion: Customer Facing Value Proposition (Value Prop)

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Let's write a quick
value prop!

Building Your Marketing Messaging: Authoring Your “Product or Service Description”

- Start with your value prop.
- Describe each benefit.
- Describe the features that create each benefit.



Supporting Your Marketing Message: Getting Testimonials, Videos, etc.

- Product or service testimonials from customers.
- Awards and certifications.
- Pictures.
- Short videos.



Creating a Brand for Your Business

- Brand:
 - A distinctive name, term, design or symbol that differentiates your product, service or company from your competitors and provide an expectation of the relative quality and price of your product or service.
- Creating a brand for a professional image:
 - Develop a unique, attractive and professional company logo and (optionally) a tagline.
 - Use your brand on all products and customer interactions.
 - Make sure it's unique and trademark it as appropriate.



TOY YODA



Mercedes-Benz

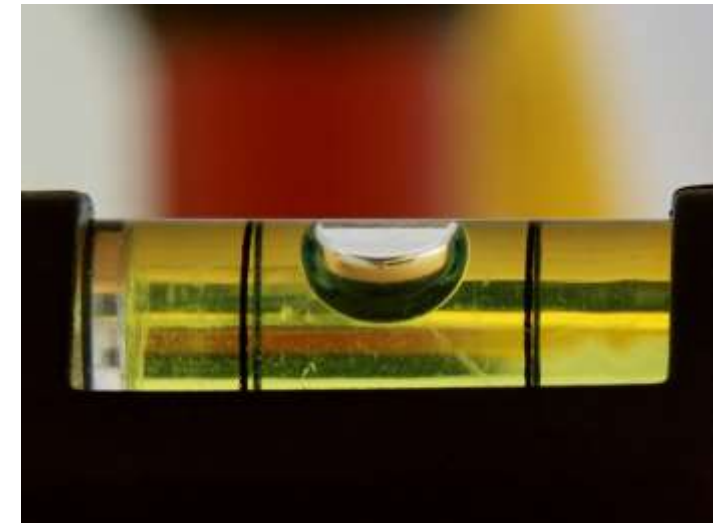
Creating Effective Marketing Materials

- Depending on your audience and purchase process you may need to make some or all of the following:
 - For websites, create pictures and text (product listings, etc.).
 - Web value proposition: A streamlined version of your unique value statement meant to be the first thing read by customers and used as your “meta description” by search engines. (200 characters maximum).
 - For other businesses like retail POS materials, face to face sales, or home delivered services, etc.
 - Integrate value prop, branding in a consistent manner across all materials. (More in Marketing Part 3)



Marketing Services to “Make the Sale”

- The goal of services marketing is to get the potential customer to contact you so you can sell your services!
- Create a value prop, service descriptions for your service just as if it was a physical product.
- Services should have tangible benefits and features that can be precisely described and create a vision of value in the potential customer’s mind.



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Making Services Easier to Sell with “Packaging”

- Provide multiple offers or packages:
 - Lets you service a larger set of potential customers needs.
 - Gives you the ability to assess the customers needs and sell by alternative choice.
 - Let's you customize a package ideal for the customer's needs.
 - After the delivery of the service, it lets the customer understand the value of the service they have received.

	Bronze	Silver	Gold
Replace spark plugs			✓
Replace fuel filter if required			✓
Replace air filter			✓
Advise on timing belt		✓	✓
Oil and filter change	✓	✓	✓
Check clutch operation (where applicable)		✓	✓
Air conditioning/heating check	✓	✓	✓
Air conditioning servicing/treatment		✓	✓
Check fuel system for leaks	✓	✓	✓
Check mirrors and windscreen for damage	✓	✓	✓
Check for body damage	✓	✓	✓
Check for leaks in braking system	✓	✓	✓
Visually check condition of brake system	✓	✓	✓
Check cooling system	✓	✓	✓
Check and adjust tyre pressures	✓	✓	✓
Check battery and leads	✓	✓	✓
Check washers and wipers	✓	✓	✓
Check exhaust system	✓	✓	✓
Check drive belts (excluding timing belt)	✓	✓	✓
Check operation and condition of seat belts	✓	✓	✓
Check tyre tread wear and depth	✓	✓	✓
Check external lights and signals	✓	✓	✓
Check fluid levels	✓	✓	✓
Check bonnet catch and lubricate	✓	✓	✓

Bronze SAFETY CHECK AND TOP-UP £49 <small>Includes air and oil level checking services. We will advise you on engine oil, brake fluid and coolant levels. Items to be replaced are subject to inspection and may be subject to an additional charge.</small>	Silver SERVICE £149 <small>Silver and Gold Service also includes a complimentary Wash and Vac. Drivers are available pre booked there is a £10 admin charge. All the above are subject to 18% VAT.</small>	Gold SERVICE £209
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Worksheet Homework: Creating Your Marketing Message, Brand and Marketing Materials (WS# 3)

- Complete the table of marketing items for your business and have a mentor review them with you.

Promoting Your Business

Promotions:

- Marketing activities you do to make potential customers aware of your business and then potentially purchase your product or service.
- Many businesses must still be prepared to SELL their product or service.

Type of Promotions:

- Daily or on-going promotions.
- Launch or scheduled promotions.



Creating a Promotional Plan

What is a promotional plan: (More in Marketing Part 3)

- A scheduled set of actions are you going to take to make people aware of your business and contact you to potentially purchase your product or service.

All promotional plans have:

- Objectives and goals.
- Budget
- Content (what are you selling?) and the media (pictures, video, etc.).
- A selection of promotional methods.
- A schedule of activities and events.



Creating a Launch Promotional Plan

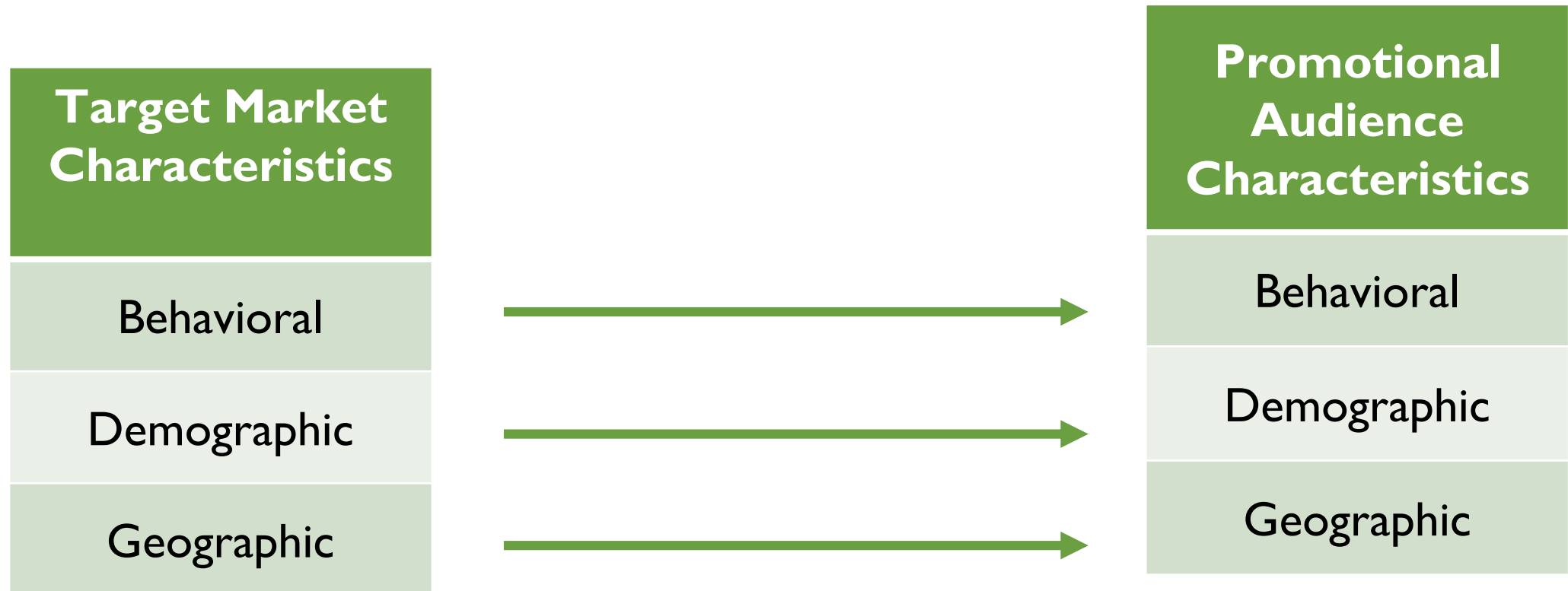
- A promotion plan of the opening of your business.
- Typically used for physical locations.
- Can help with cashflow.
- Must be able to operationalize (handle the business you get).
- Consider special or unique promotional techniques for the launch.
- Used one time but can extend for months.



A cat launch!

Using Your Target Market to Select the Best Promotional Methods

Match Target Market Characteristics to Promotional Audience Characteristics



Marketing Funnel



- I. **Awareness** -- learn about brand
- I. **Interest** – develop an interest and + attitude about brand
- I. **Desire** – customers want/need your brand
- I. **Action** – (SALES) purchase and repurchase

Promotional Methods: Traditional

Type	Examples	Advantages	Pricing	Best for Target Audience Defined by:	Works best with:	Example Businesses
Radio/TV	Radio or TV ads.	Can quickly access large audiences.	Per ad based upon total audience size.	Geographic, demographic and interest or profession (cable TV).	Widely used an/or expensive products (local TV).	Autos, roofing companies, etc.
Newspaper	Newspaper ads in Seattle Times or Redmond Reporter.	Easy to create and quick to place.	Size of ad and total audience size.	Geographic.	Widely used and expensive products.	Autos, large retailers.
Outdoor Media	Billboards and banners.	Visible and can control placement. Trigger stops at geographically close businesses.	Number of vehicles passing signs.	Geographic.	Businesses that depend on autos for customers to visit.	Gas stations, fast food, casinos, etc. on highways.
Personal Selling	Face to face selling, brochures and business cards.	Can be important for relationship selling (business to business.)	% of sales (commissions).	B2B.	Very expensive products or services, setting up distribution agreements or business with a few big customers.	Boeing. Local staffing firms. Distributors selling to retailers.

Promotional Methods: Local Consumer Businesses

Type	Examples	Advantages	Pricing	Best for Target Audience Defined by:	Works best with:	Example Businesses
Business Signage	Building signs, and card signs/graphics.	Draws customers into sales area.	Signs: based upon size and function.	Geographic.	Any business with high number of physical visits.	Casinos, Starbucks versus a manufacturer plant.
In Store Merchandising : Sampling, Point of Sale Displays, etc.	In store displays, food samples or personal suggestive selling.	Can suggest or elevate your product over competitors.	Cost of displays.	Physical location.	Retail products that that benefit from impulse buying and products with multiple competitors. Products that typically have accessories or other products sold with them.	Chewing gum and beef sticks. Sampling-new products in retail with many existing competitors.
Direct Mail	Mail send to consumers.	Easy to create and target.	Size and number of pieces.	Geographic, personal interest or profession.	Business that appeal to a very specific geographic.	See local mailers.
Coupons	Groupons or in direct mail.	Easy to create and target.	Size of audience.	Geographic & interest.	New businesses.	Restaurants & local businesses.
Sponsorships	Teams uniforms or event signage.	Easy to create and target.	Per event.	Geographic & interest.		Local businesses.

Promotional Methods: Using Content

Type	Examples	Advantages	Pricing	Best for Target Audience Defined by:	Works best with:	Example Businesses
Specialized Publications	Trade journals or special interest magazines. Examples: Engineering Review, Plumbing & Heating Monthly, Outdoor Photographer, Quitting, etc.	Easy to connect with specific audiences.	Size of ads and total audience size. Writing articles – FREE.	Behavior: personal interest or profession.	Business that are closely aligned to specific business or interest area.	Business to business or any business that sells to technical or special interest group with widespread geographic market.
Events	Trade shows, conferences, festivals. Examples: Seattle Home Show, Professional Conferences, Farmers Markets, etc.	Easy to connect with specific audiences.	Booths: size of event Presentations – FREE.	Behavior: personal interest or profession.	Products or businesses targeted to specific consumers that attend the events.	B2B or any business that sells to technical or special interest group.
Public Relations	Favorable stories by the news media (press releases or interviews).	Low cost and builds trust with consumers.	Preparation of content only.	Behavior: personal interest or profession.	Product are unique and high level of interest (usage).	Technology products (Apple, etc.)

Promotional Methods: Suitable for Most Businesses

Type	Examples	Advantages	Pricing	Best for Target Audience Defined by:	Works best with:	Example Businesses
Website	Websites, SEO and search engines business accounts and ads.	Very flexible and can be low cost. Business accounts provide free SEO. Ads can be targeted.	Cost of site preparation and hosting. Ads: pay per click.	All	Business accounts are required for all businesses. Ads work when customers are expected to be online and have unique and identifiable desires.	All
Social Media	Facebook, Instagram, Twitter, etc.	Can be very targeted.	Cost of content and time on sites. Ads: pay per click.	Individual interest or profession. (Demographic & geographic.)	Specialized businesses with large geographically dispersed customer base that can be expected to use a specific social platform.	Many

Why should a small business bid on a government contract?



Government contracts may be an untapped revenue stream for your small business. A common misconception is that they're only awarded to large businesses and corporations, but smaller companies have as good a shot as anyone else. It comes down to understanding how government contracts work – and where to find them. Getting into this market could change the trajectory of your business.



Washington State
DEPARTMENT OF
ENTERPRISE SERVICES

The Washington State Department of Enterprise Services (DES) manages over 200 statewide contracts each year. These contracts are awarded to more than 1,500 businesses, many of which are small and diverse. The state and local government agencies, tribal governments, and nonprofit organizations purchase around \$2.1 billion in goods and services from these businesses each year.

Learn more about DES contracts.....

- **Special opportunities for minority and women owned businesses.**
 - Register your business at <https://omwbe.wa.gov/>
- **Types of Contracts**
 - **Goods:** Office supplies, vehicles, computers, furniture
 - **Services:** Consulting, IT support, maintenance, training
 - **Public Works:** Construction, facility repairs, infrastructure projects
- **Benefits for Businesses**
 - Potential for multi-year agreements
 - Steady income and partnership opportunities
 - Learn how your business could qualify at <https://www.des.wa.gov/>
 - Register your business <https://des.wa.gov/sell/how-work-state/register-bid-opportunities>

Discussion: Proposing Promotional Methods

Using the ‘Promotional Methods’ slides propose three effective promotional methods for these businesses:

- Coffee shop in local medical building.
- New Kombucha company that uses resellers in the local market.
- New website for people that are fans of Game of Thrones.
- New exercise device for people with bicycle injuries.

Worksheet Exercise and Discussion: (WS #4) Create a Promotional Plan for Your Business

Describe your target market:

List three ways you will promote your business:

1. .
2. .
3. .

Measuring Promotional Success

- Define success before you invest in a promotion.
- Getting ready for the promotion.
- Judging success of the promotion.





Your Promotional Plans

- Buy business signs?
- Meet affiliate businesses and explain service and provide marketing materials?
- Contact direct mail organization to send direct mail piece to businesses?
 - Build contact list for subsequent direct mail pieces
- Plan to attend conferences virtually and in person to demonstrate and sell service?
- Be guest on local “podcasts” or radio show to become local expert.
- Create website that:
 - Describes service and service offerings.
 - Uses videos to demonstrate training in school.
 - Includes form for potential client to fill out to be contacted.
 - Provide current customers “free consultation “ for customer referral.
- Setup local business accounts and manage reviews actively on Google and Yelp.

Consulting Promotional Plans

- Bring up eCommerce website using SEO techniques:
 - Create listing of all products with photos and complete descriptions (using SEO techniques) and videos (as appropriate).
 - Ask manufacturers to provide videos telling about their product.
 - Add a review section for each product.
 - Use email to market to existing customers and create a bi-weekly blog.
- Create an editorial calendar featuring different products, geographic, styles, etc. and update week. Update both website, send out in email and Facebook pages in sync with calendar.
- Purchase search engine “sponsored ads” on Google (and Bing) based upon specific budget.
- Bring up Facebook business page:
 - Actively participate in Facebook groups related to spicy foods and chili.
 - Create our own FB group around our products and outcomes in general and purchase FB ads based upon specific budget.
- Sell “Consulting Packs” of multiple sessions to affiliates.

Worksheet Homework: Creating a Promotional Plan for Your Business

Using your SCORE Marketing Worksheet, complete and review the following with your mentor:

- My product's or service's unique value is (list 3 benefits).
- My "Value Prop" is:
- My Website Value Prop: (200 characters maximum).
- I Plan to Create the Following Promotional Items.
- My Promotional Plan is:
 - Probable Promotional Methods.
 - Approximate Promotional Timing, Budget and Expected Results.

Creating a Promotion Plan for Your Business Recap



- Write your value prop (benefits) from the customer’s perspective – and make it short.
- Write your longer “marketing message” adding full descriptions of benefits with features and supporting facts, testimonials, etc.
- Decide on a professional brand for your business.
- Create your final marketing materials – the type depends on your business.
- Create a promotional plan tuned for your target market.
- Remember to plan & measure the success of your promotions.

Agenda

1. Introductions
2. What is Marketing and the 4 P's
3. Defining Your Target Marketing
4. Developing and Defining Your Product or Service
5. Break
6. Creating a Promotion Plan for Your Business
7. Closing , Q&A, and Surveys

Workshop Go-Do's – Items to Review with Your Mentor

Using your SCORE Marketing Worksheet, complete and review the following with your mentor:

- Define your target market.
- Create your product or service descriptions.
- Write your marketing message: value prop, benefits & features.
- Create a promotion plan for your business.

Before Leaving Here Today . . .

1. Complete the evaluation with your very frank comments.
2. Indicate at the bottom of the evaluation form if you'd like to get a mentor.
3. Resolve to thoroughly plan your business before you launch it.

SCORE's Business Success Resources

SCORE

- National non-profit with 300 chapters and 10,000 volunteers.
- Help over 11,000,000 entrepreneurs since we started.

SCORE Mentors

- Meet one-on-one with expert business mentors in many business specialties.
- We advise, educate and encourage business leaders to help them develop as people and be successful in their businesses.

SCORE Small Business Workshops

- Register for workshop and mentoring at <https://seattle.score.org/>)



SCORE Website

Information, business plan templates, newsletters, etc.

Online training

seattle.score.org

SBA Website

<https://www.sba.gov/offices/district/wa/seattle>

THANK YOU FOR YOUR PARTICIPATION



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