

MARKETING STRATEGIES



WORKSHOP GROUP

This is part of the second Workshop Group

A. Polishing Your Business Idea

B. Marketing Strategy &

C. Social Media Marketing

in SCORE's three-part series:

Workshop 1 - Small Business Success: Mastering the Essentials, and

Workshop 3 - Demystifying Financial Foundations: Funding Your Dream & Creating Realistic Financial Projections.



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Marketing Strategy

NICE TO MEET YOU!

Briefly tell us a bit about yourself in the chat box:

- Your name
- Where you live
- Your business idea(s)
- What you want to learn today



MEET YOUR HOST

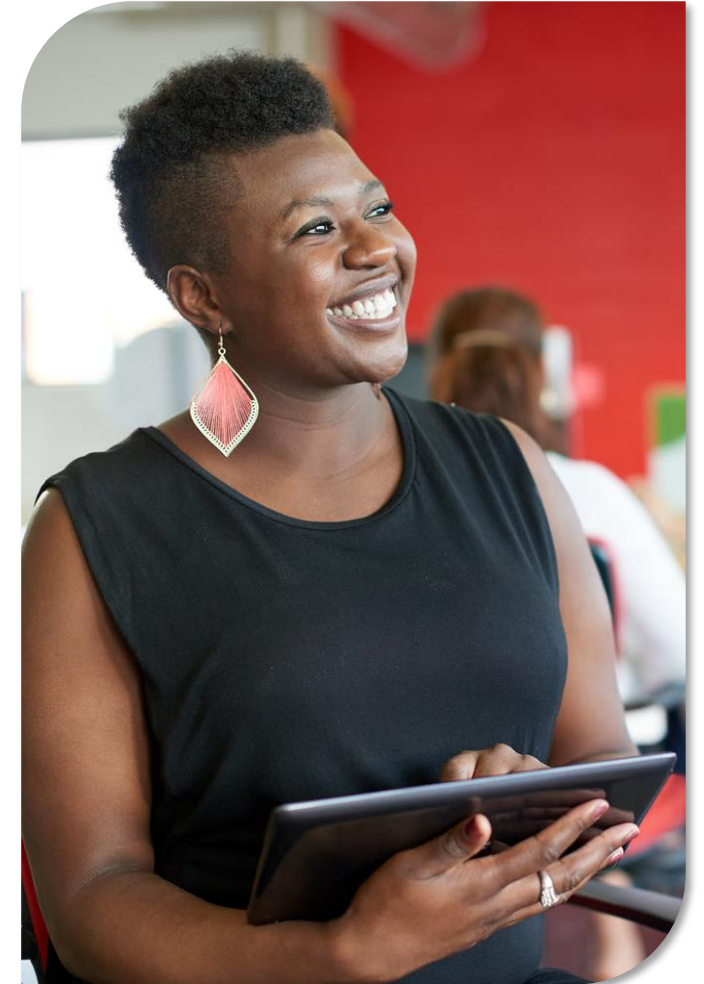


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- ❖ 30+ years in Financial Services industry - sales, marketing, management, executive
- ❖ Previous Owner of Launch4Life - an Entrepreneur, trainer, coach, consultant
- ❖ Score Mentor/workshop speaker

AGENDA

- What is a Marketing Strategy
- Setting measurable goals
- Target markets
- Creating Branding
- Your UVP
- Content Marketing
- Crafting your marketing message
- Marketing Methods



WHY MARKETING IS CRITICAL

Marketing is different than selling

Goal is to get prospects to:

- ❖ know you
- ❖ like you
- ❖ trust you

- ❖ share why your product or service will solve their problem



WHAT IS A MARKETING STRATEGY

A Comprehensive plan or Blueprint on how you will promote your products or services to your Target Audience

It includes goals, tactics, and metrics designed to achieve your objectives:

- brand visibility
- customer engagement
- and revenue growth

The better your Strategy, better the Success

SCORE Marketing Worksheet <https://www.score.org/resource/template/product-and-service-description-worksheet>

SETTING MARKETING GOALS

SMART (Specific, Measurable, Achievable, Relevant, Time-bound)

Examples of marketing goals include:

- Increasing brand awareness
- Generating leads
- Boosting revenue
- Improving customer retention
- Increasing website traffic, social media presence, and launching of products

TARGET AUDIENCE

Create the perfect target audience: Your AVATAR

- Demographics (age, gender, single, family, location)
- Psychographics (interests, values, lifestyle)
- Behavior (spending habits, media consumption)
- Income levels

Focusing on these details allows businesses to tailor marketing efforts for more effective communication and higher conversion rates.

Helpful SCORE tool:

<https://www.score.org/resource/template/target-market-data-worksheet>

BRANDING



The Four Vs - Build a compelling brand identity

- Visuals – brand recognition (logo, colors, etc)
- Voice – how you speak to your audience
- Values – integrity, reliability, consistency
- Vision – Your vision statement – your future self

BRANDING IMPORTANCE

- Create a strong unique brand identity
- Elements of branding: logo, color scheme, tagline
- Use across various channels like social media, advertising and content
- Creates a consistent and compelling experience so you can connect emotionally with your prospects and customers
- Expectations: So, they get to know you, like you, and TRUST you



YOUR UVP

- ❖ Develop a unique value proposition (UVP) – clearly articulates what makes your business unique and why someone should choose you over competitors
- ❖ Make sure that the UVP is prominent in all your marketing materials.

MUST BUILD TRUST



CONTENT MARKETING

- Create a compelling marketing message
- Use valuable and easy to consume content to target audience
- Educate, solving their problems
- Determine what type of content – blogs, infographics, videos, social media posts, podcasts
- Goal is to build brand awareness, generate leads and increase sales without direct selling
- Establish brand credibility and loyal customers for repeat business

MARKETING MESSAGE

A strong marketing message clearly communicates a product or service's value to the target audience.

Examples include:

Nike's "Just Do It," which inspires action,

and Apple's "Think Different," which speaks to innovation.

Don't assume they already know what you do or how you solve their problem.
Make sure they see themselves in your message.

CREATING CONCISE MESSAGE

- Know your target audience
- Understand your prospect's pain points
- Research competitors marketing messages
- Create an emotional connection
- Offer an effective solution
- Use humor if appropriate
- Show your uniqueness
- Use conversational type language and sound personal

COMPONENTS OF MESSAGE

- Problem
- Solution
- Results
- Keep it simple



Sample: "With our silk pillowcases, your bad hair days are over",

MARKETING METHODS

- Digital Marketing
- Social Media
- Email Marketing
- Use of AI
- Networking & Community

DIGITAL MARKETING CHANNELS

- Website Optimization: Create a user-friendly, mobile-optimized website with clear navigation and calls to action
- Create a “lead magnet” to have prospects “opt in” to your email program
- Leverage Local SEO – optimize online presence for local searches including Google My Business
- Encourage customer reviews and testimonials to improve visibility and credibility online

SOCIAL MEDIA MARKETING

Social Media Marketing

- Platforms to consider (Facebook, Instagram, Tiktock, YouTube, LinkedIn, etc.).
- Create effective social media campaigns using video, CTAs, paid ads, etc)
- Engage with your audience (it's a relationship)

EMAIL MARKETING

Build Your Email List (paramount)



- Variety of Email or CRM platforms to use (Constant Contact, MailChimp & [Smackdab.ai](https://www.smackdab.ai))
- Get contacts via your Social Media leads or “opt-ins” from Lead Magnets
- Tips for effective social media campaigns (watch Social Media Webinar)
- Engage with your audience with regular emails – blogs, videos, newsletters, etc.

USE AI TO ASSIST YOU

You need an AI assistant (examples)

- ChatGBT – Perplexity – Claude
- Google tools (Gemini)
- Beautiful.ai (powerpoints)
- Canva – design, (powerpoints, social media posts, newsletters, etc)
- Typeset.com (ebooks, presentations, webinars, social media posts)
- Video Programs –Descript, Canva, etc)
- Designrr (book writing assistant)

USE AI TO ASSIST YOU

Specialized AI Tools

What they do:

Focus on specific tasks with deep capabilities in that area

Examples:

- Grammarly:** Advanced grammar, style, and tone checking
- DeepL:** Superior language translation
- Suno:** Music and audio creation
- GitHub Copilot:** Code writing assistance
- Copy.ai:** Marketing copy and content generation
- Descript:** Audio and video editing with AI

Best for:

Specific professional needs in your field



USE AI TO ASSIST YOU

Voice AI

What they do:

- Convert speech to text (transcription)
- Read text aloud (text-to-speech)
- Translate between languages in real-time
- Respond to voice commands
- Enable hands-free interaction

Examples:

Siri, Alexa, Google Assistant, newer features in ChatGPT

Best for:

Hands-free tasks, accessibility needs, dictation, language translation, smart home control

Advantage:

Natural interaction without typing - great when your hands are busy or for those who prefer speaking to typing.

NETWORKING AND COMMUNITY

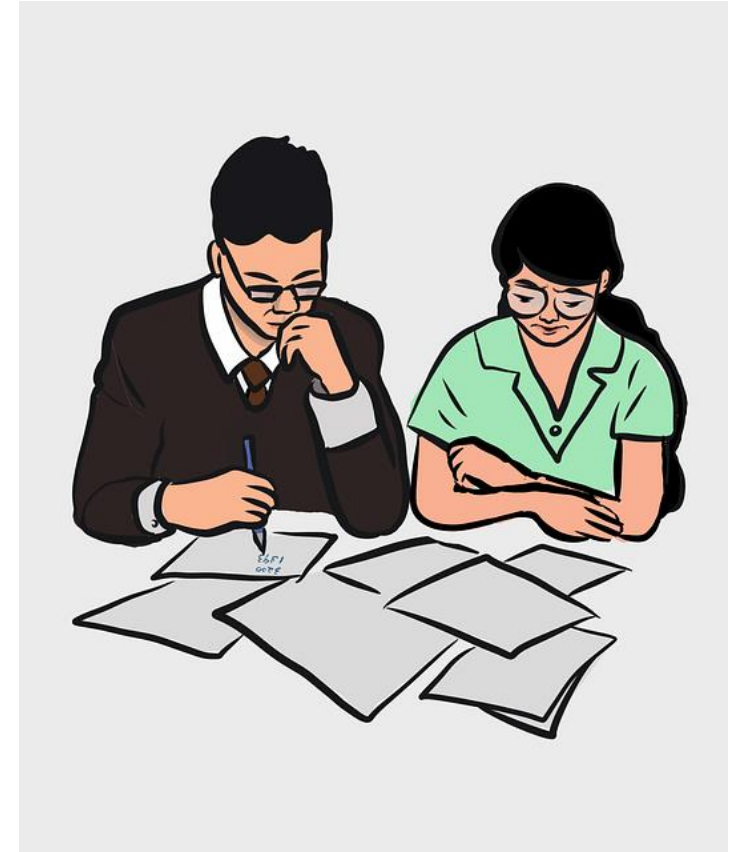
Increase visibility with:

- Business Tools and flyers
- Trade Shows – Fairs/markets
- Ads in local newspapers
- Be a speaker at community events
- Member of local organizations – Networking groups – Chambers
- Use co-hosting and cross-promotions
- Podcasting – be a guest or host your own

MARKETING BUDGET

Be Prepared: You are going to have to spend money

- ❖ Paid Social ads, Website changes
- ❖ Email Platforms (paid for enhanced features)
- ❖ AI tools (though many free)
- ❖ Seminars and webinars to stay current (utilize SCORE)
- ❖ Allocating funds effectively
- ❖ Low-cost marketing strategies for small businesses.



MARKETING IS NOT STATIC

Marketing is not one and done. Each quarter you should evaluate your conversions to track effectiveness.

- Analyze leads, website visits, email opens, feedback on social media, etc. Use analytic tools like Google and social media insights. Did they convert to sales?
- Stay up to date on market trends, your competitors and shift in consumer behavior and buying methods.
- Be open to implementing new strategies – new marketing channels, new social media platforms, and reviews.
- What changes do you need to make?

By implementing these strategies, you can effectively increase your marketing reach, engage more customers, and ultimately drive sales and growth.

SOCIAL MEDIA MARKETING

Next: Part 2C of the Series

You will learn the basics of Social Media Marketing and how it fits into your overall marketing strategy



Social Media Marketing