

Week 5 - Boot Camp - Marketing

Setting the scene:

A huge congratulations on making it to Week 5 - Marketing

Let's recap where we are on the schedule **BOOT CAMP SLIDE**

Each Lesson is hugely important, but for me the key things to have in place right now are:

1. Your SMART Business Goals - Inspiring - Exciting - Challenging - and will motivate you when the going gets tough
2. Pricing and Cashflow Forecasting

I know that some have struggled with the volume and detail of the content on offer. Don't let this opportunity pass you by. **ASK if you are stuck.**

I've added some extra Branding videos to the Extra Learning section on the website. This will give extra depth to build on the learning from last week's presentation. **SPEND TIME ON GETTING YOUR RIGHT BRAND.**

This Week is all about - **MARKETING**

What is Marketing?

Now that you know your SMART Business Goal and the **PRICES** you need to charge in order to **ACHIEVE** your goal. **MARKETING** is the process you undertake to ensure that you get:

1. The number of orders needed to achieve your goals
2. Charged at the price you need to charge to achieve your goals

If your marketing creates so many leads that you are turning away orders you have two choices:

1. Allow higher production
2. Use this as leverage to put your prices up

LESSON

1. 50% of what businesses spend on Marketing is wasted but most don't know which 50%.
2. 97% of the population **ARE NOT** your customers. Do not waste your time, effort or money trying to persuade them! **SLIDE 97%**

3. Build it and They will Come - is a lot of nonsense. You need to work hard to find your customers. **SLIDE FINDING CUSTOMERS**
4. You must understand your target audience - **UNDERSTANDING YOUR AUDIENCE**
5. Selling isn't about telling people what you've achieved, it's about telling how good you can make them feel. Achievements endorse that, but let them come after you have explained how good you will make them feel or the problem they have that you are ideally positioned to resolve - **UMBRELLA**

ONLINE & OFFLINE MARKETING

Two different types of marketing, but both have the same thing in common.

Far too many just GIVE UP without trying hard enough. They blame the marketing method or opportunity, but never the real problem, THEMSELVES.

It takes time, effort and money to work out what works for you and what doesn't - but ALWAYS measure so you know what works - **EDISON**

Education and application is needed and you will get efficient marketing streams set up.

Many you will have heard of sales funnels. This is when you find a potential customer or they find you and the journey they go on before becoming a paying customer: **AIDA**

- Awareness
- Interest
- Desire
- Action

Marketing requires a level of confidence. **CONFIDENCE** Jump into the shoes of someone you know and respect as being confident, but NOT overbearing. Think how they would behave, control the discussion, have good answers and they would carry themselves well and look the part.

PRESENTATION - This is all about your **BRAND**

- All marketing items should be well photographed
- Well presented
- In-person - Smart, professional and confident

What are your **USPs?** - Elevator pitch

Who are you?

What does your company do?

What's the value proposition?

Grab their attention

OFFLINE MARKETING

- Word of mouth
- Referrals
- Wedding Fayres
- Networking - Breakfast clubs like BNI
- Flyers - make sure that the receiver makes a conscious decision to pick one up or be handed one, face to face
- Car - advertising on your car
- Collaborate - work with local businesses to promote your courses (hand out cake samples)
- Press releases (Brad Sugars - **Instant Promotions**)
- Adverts in local paper/magazine (make sure that you can measure the return on investment (ROI)). Always ensure that you are on the right page and insist on the top right corner
- Advertorials - Have the paper or magazine write an news article about you backed up with an advert
- Knock on doors - **DUNBLANE HYDRO**

ONLINE MARKETING

I don't have time here to teach you the details of online learning - head to BUSINESS

TUTORIALS on CAKEFLIX

- Website - You control the message and software - TESTIMONIALS
- Social media accounts - especially Facebook and Instagram. Build the audience, engage and socialise with your potential customers
- Create a promo video
- Google:
 - Get your business listed in Google / My business

- Have your key search terms included in your meta data and 'H tags'. i.e. cake decorating courses Scotland, Linlithgow, West lothian - Have a look at CakeFlix business SEO courses for a better understanding
- Getting listed in the organic search is a slow process, but extremely worthwhile. See CakeFlix business SEO courses for further details
- Create a Blog - CONTENT
- Use local social media sites to post your courses and engage with your local community
- Create your own customer database. EMAIL MARKETING We use Mailchimp to manage our members emails and newsletters, which always has the mandatory unsubscribe function, making you GDPR compliant
- CONVERSION OPTIMISATION
- Facebook and Google Ads - Learn before you try

SUMMARY

- The only limitation is your determination
- Dedicate so many hours per week to focus on Marketing
- Plan - do - Review ALL Marketing activities
- Encourage Word of Mouth and Referral
- Act with confidence and you will be treated with respect

HOMEWORK

Create 3-5 SMART Marketing Objectives to be achieved within 3 Months