

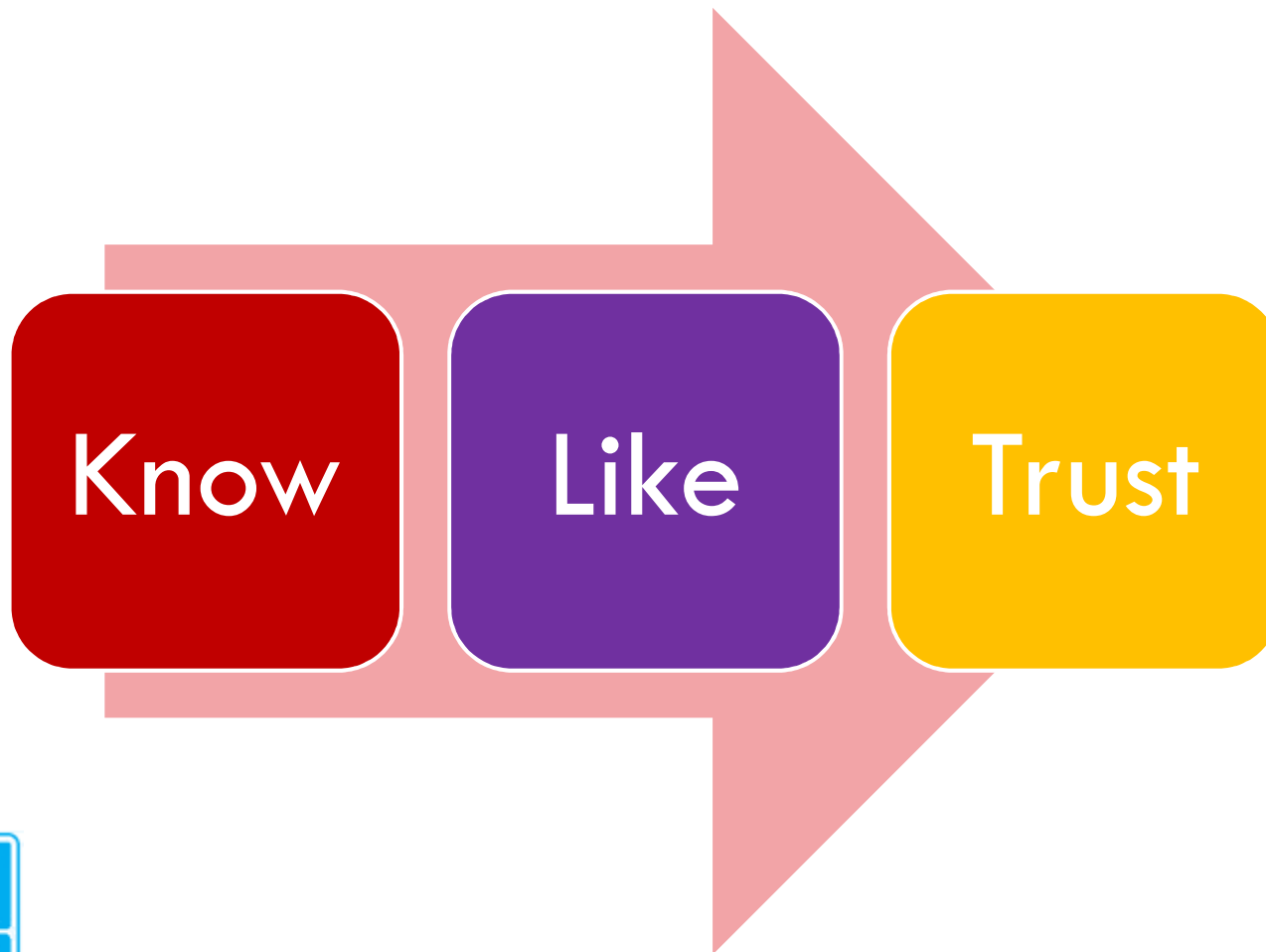


# 7 STEPS TO SMB MARKETING SUCCESS

Winning Marketing Strategies for SMB developed and presented here is based on Duct Tape Marketing System by John Jantsch

# Definition of Marketing

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# Marketing is a System – The 7 Steps

- ❑ Your marketing map
- ❑ Ideal customer/difference
- ❑ Content that educates
- ❑ Marketing hourglass
- ❑ Lead generation
- ❑ Lead conversion
- ❑ Harness the Internet
- ❑ Live by the calendar



# 1. Your Marketing Map

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- ❑ Goals and gaps
  - Personal, Plan, Strategic, Tactical
- ❑ Higher purpose mantra – hire for fit
- ❑ Visual – ideal customer experience
- ❑ Marketing dept – yes, an org chart

# What is Ideal?

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- Values you
- Profitable
- Refers

# Ideal Customer

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- ❑ Demographics
- ❑ Psychographics
- ❑ Geographics
- ❑ Behavior

## 2. Differentiate



# Action Steps

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- Interview 8-10 ideal customers
- Why did you choose us?
- What do we do that others don't
- Why do you refer us?
- Have you asked your employees?

**What themes emerge?**





# What people really buy?

- Your unique product
- Your unique service
- Your unique process
- Your unique experience
- Your unique people
- Your unique guarantee
- Your unique packaging
- Your unique delivery
- Against a problem



# Differentiate – SMB Enablers

- ❑ What you do for a living
  - “We help SMB Entrepreneurs to overcome their frustrations”
- ❑ Complimentary statement
  - “We provide CXO services and help the entrepreneurs to take the organisation to the next level”
- ❑ Positioning goal/statement
  - Trusted partners of SMB Entrepreneurs.
- ❑ Core marketing message
  - “The Outsourced CXOs”



# 3. Contents that Educate

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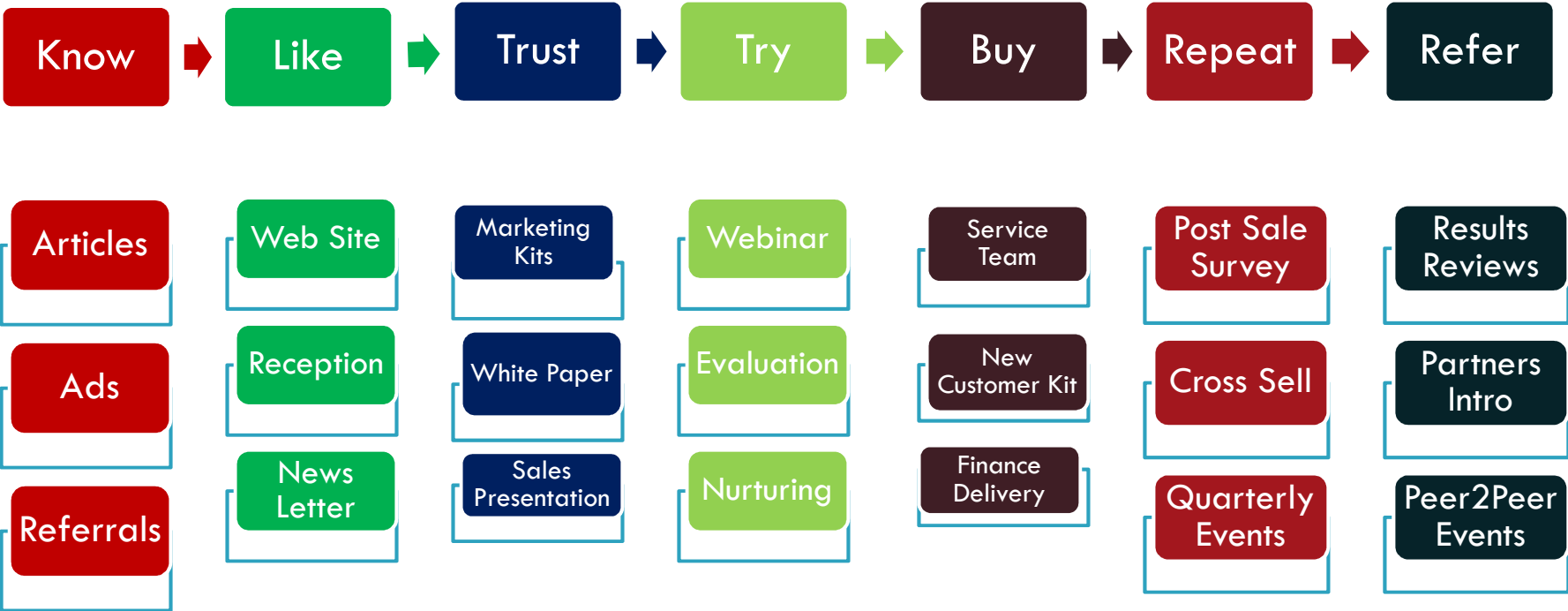
- ❑ Your marketing kit
- ❑ Your online education
- ❑ Your presentations
- ❑ Your content strategy

# Content Optimisation

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- ❑ Blog
- ❑ Podcast
- ❑ Photos
- ❑ Videos
- ❑ Online PR
- ❑ Social profiles
- ❑ Local profiles

# 4. Marketing Hourglass

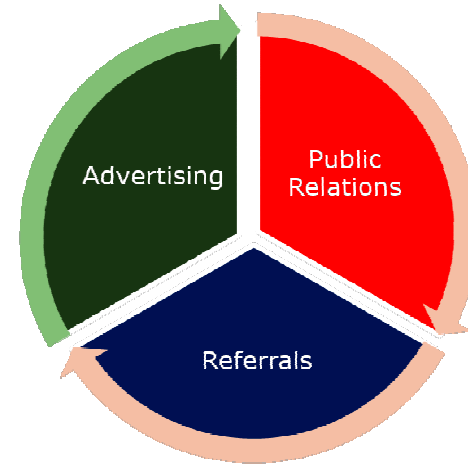


# The Product/Service mix Strategy

- ❑ What is your free or trial offering?
- ❑ What is your starter offering?
- ❑ What is your “make it easy to switch” offering?
- ❑ What is your core offering?
- ❑ What are your add-ons to increase value?
- ❑ What is your “members only” offering?
- ❑ What are your strategic partner pairings?

# 5. Inbound Lead Generation

- ❑ Advertising
- ❑ Public relations
- ❑ Referral systems



# Advertising

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- ❑ Narrowly targeted
- ❑ 2-step – direct response
- ❑ Accountable
- ❑ Awareness for content



# Public Relations

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- ❑ It's about relationships
- ❑ Pitch, don't release
- ❑ Monthly touch
- ❑ Use online press releases

# Referrals

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- ❑ Be more referable
- ❑ Target
- ❑ Educate
- ❑ Offers
- ❑ Follow-up

## 6. Lead Conversion

- ❑ Qualification – Next step
- ❑ Presentation – Internal seminar
- ❑ Nurturing – Sales cycle
- ❑ Monthly touches
- ❑ Transaction – Same experience

# 7.Harness the Internet

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*New research shows that 77% of US adults use the Internet as an information source when shopping locally for products and services.*

*~ Kelsey Group*

*India cannot be far behind. Be ready NOW! A good web site, blog, SEO and social marketing will go a long way.*

## 8. Live by the calendar

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- ❑ Monthly themes
- ❑ Weekly actions
- ❑ Daily appointments

# Thank You

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