

# Marketing on a Budget

Presentation for  
**Chamber of Commerce  
Executives of Ohio**  
**July 16, 2010**



# IT'S ALL ABOUT SALES

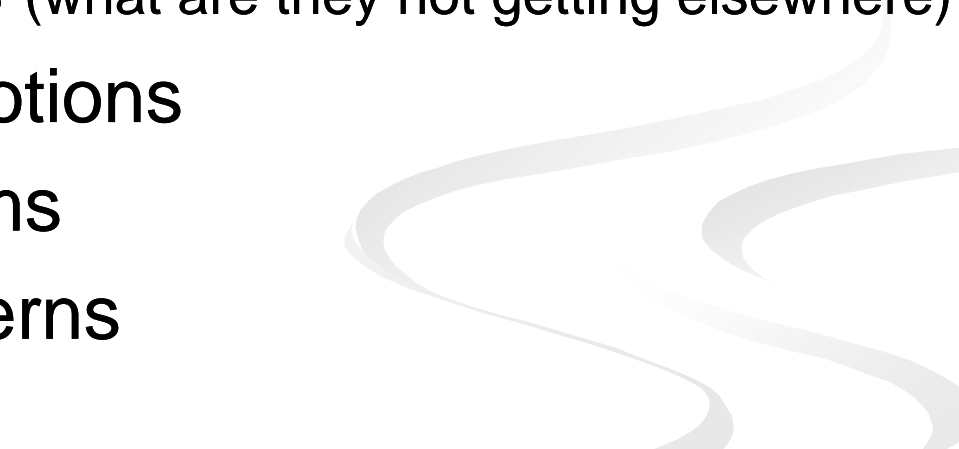
*Think and act like a salesperson*

- *Understand your targets*
- *Clearly identify your goals (members, attendance, sponsors)*
- Develop a **sustainable** strategy and specific tactics
- Create broader awareness/branding
- Tie it all together


# KNOW YOUR MARKETS

- What are you selling?
- What do they *really* need/want?
- What makes them tick? (demographics, psychographics)
- How do you reach them?
- Is each segment different?

# REFINE YOUR MESSAGE

- Segment your message where necessary  
(one size does not fit all)
  - Address gaps (what are they not getting elsewhere)
  - Stimulate emotions
  - Solve problems
  - Answer concerns
  - WIFM?
- 
- A decorative graphic consisting of several overlapping, wavy, light gray lines that flow from the right side of the slide towards the left, positioned behind the bottom half of the list.

# ATTACK THE MARKET FROM ALL FRONTS

- With precision
  - Accountability
  - Consistency
  - Long-term repetition
  - Balance of media
- 
- A decorative graphic consisting of several overlapping, wavy, light gray lines that flow from the bottom left towards the top right, positioned on the right side of the slide.

# INTEGRATED COMMUNICATIONS



CONSISTENCY • COMMITMENT • MEASUREMENT

# A PROVEN APPROACH

- Identify business objectives
- Define audiences
- Formulate appropriate messages
- Identify communications channels
- Create budgets and schedules
- Produce compelling communications materials
- Manage the entire process from start to finish
- Test your systems
- Measure the results  
(cost per lead/incremental sales/gross/net)



# WHY NOW?

- You **do** have competition
- Long-term planning and execution **NOW** will put you in a position to gain sales when the economy rebounds
- It takes significant time (4-6 months) to build brand awareness

**NOW** is the time to act

## The Big Question

# How much will it cost?

### Some inexpensive or free activities

- News Releases
- Local Media
  - Get to know (in person)
  - Invite to events
- Email Marketing

- Website Enhancements
- Joint Events
- Promote Your Successes (not just to members)
- Become a Trusted Source

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