

CONTENTS

Introduction By Steven R. Chapman	6
I. Creating a Marketing System.....	7
What is marketing?	7
Putting together the base.....	8
Three secrets to successful marketing	9
1. Commitment to your marketing program.....	9
2. Understand that your marketing program is an investment.....	9
3. Keep your program consistent.....	9
10 Essential Criteria For Choosing Your Primary Target Audience- PTA	10
What you need to know.....	11
1. Demographics.....	11
2. Psychographics	11
Getting your message out.....	12
Where does your PTA hang out?.....	12
Talk to your prospects and customers directly.....	13
1. Survey the marketplace - by analyzing market segments, you can:.....	13
2. Do-It-Yourself (DIY) Research.....	14
3. Survey Prospects	14
4. Survey Customers.....	14
5. Methods:.....	14
Developing a Reliable Questionnaire.....	15
Questions should lead smoothly to the possible responses. Example:.....	15
Sell them what they say they want, not what you think they need.....	16
Five Steps to Building an Effective Marketing System.....	17
The “Marketing System”	18
Your Competition	19
II. How to sell yourself, your products, and your ideas.....	22
Why / How / What - Three key parts to a strong communication foundation.....	22
WHY – the purpose, cause or belief that drives all of us	23
Emotions. “People don’t buy what you do; they buy why you do it.”.....	24
Get organized before you write your copy.....	25
1. How does your product appeal to both emotion and logic?.....	25
2. What are the key benefits of the product?.....	25
3. What current problem does the product solve?	25
4. What is your unique marketing position?	26
5. Do you have a call to action?	26
6. Have you used tight, direct language?	27
7. Are all your claims legally acceptable?.....	27
Five things to remember when writing a headline or banner	27
1. Make your headline the first group of words your prospect sees when the looks at your ad...	27
2. Make sure your headline delivers the “Punch-line”.	28
3. Use words your prospect is searching for.	28

4. Like any punch-line, your headline should be to the point..... 29

5. How to find profitable headline ideas..... 29

Seven mistakes to avoid when writing body copy..... 30

1. Sloppy copy..... 30

2. Grand confusion 30

3. Seeking to ignite the imagination..... 31

4. The "Beyond" cliché..... 31

5. Using "the question" 32

6. Reading it the wrong way, or pants with a mind of their own..... 33

7. Attracting or distracting attention..... 33

Getting help with your writing 34

Basic Tools..... 34

Your Logo 34

Avoid too much detail. 35

Make sure your logo's scalable. 35

Your logo should be artistically balanced..... 35

Business Cards..... 36

Ten Steps to a Stupendous Business Card..... 36

1. Use both sides!..... 36

2. Make sure your card says something about you..... 36

3. Make important information easy to find..... 37

4. Make sure it's clear what you do. 37

5. Emphasize the benefits of doing business with you. 37

6. Don't be roadkill on the information superhighway:..... 37

7. Announce your UVP..... 37

8. Include your logo. 38

9. Do something different. 38

10. Pass out your card to everyone you speak to..... 38

Networking..... 38

Use the Chamber of Commerce and other local agencies..... 38

Fundamental Rules of Networking..... 39

Personal Selling..... 41

Effective Personal Selling 42

1. Establish credibility..... 42

2. Ask informational questions..... 42

3. Make your presentation 42

4. Testimonials are great..... 43

5. Ask for the order..... 43

6. Set up a reason for the next meeting..... 43

7. Asking for Referrals..... 43

III. Digital Marketing Basics 45

What is Digital Marketing..... 45

What is Internet Marketing 45

What is Mobile Marketing 46

Social Media Marketing (SMM) 47

Step 1 – Define Business..... 48

Step 2 – Build Credibility 49

Step 3 – Increase Visibility 50

Step 4 – Capture Leads 51

Step 5 – Generate Sales 52

What comes first – getting more traffic to your website or getting a website that deserves more traffic?..... 52

The Five Cs 53

 1. Clicks 53

 2. Commerce 54

 3. Community 54

 4. Content..... 54

 5. Collaboration 54

 Applying The Five Cs -- a business view..... 55

 Applying The Five Cs -- a technology view 55

 1. Optimized internet. 56

 2. Utility computing. 56

 3. Interactive media systems. 56

Social media is permission-based engagement..... 57

 Keep the "keys" to the social media account away from sales thinking..... 57

 Do not try to be all things to all people. 58

 Content is king. 58

 Updates should be consistent and frequent..... 59

 A Social Media platform must be manifested..... 59

 A Profile must be Perfect. 59

Videos that get Social Media Attention: 6 Strategies to Increase Sales..... 60

 Strategy #1. Use videos to highlight product features..... 60

 Strategy #2. Consistently generate content..... 61

 Strategy #3. Select products carefully..... 61

 Strategy #4. Answer questions and interact..... 62

 Strategy #5. Send videos to third parties 62

 Strategy #6. Maintain high quality..... 63

IV. In Conclusion..... 64