

Central Penn College

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# Real Life Marketing Strategies

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# Words of Wisdom

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- This is not in the text books!
- If you interested marketing... we'll assume:
  - You're not graduating with a law degree
  - You're not graduating with a doctoral degree in medicine
  - You're graduating with a degree in Marketing!

Guess What! At some level, everyone on the outside thinks they can 'do' marketing.  
Hence - your challenge!



# Words of Wisdom

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- The saying goes, “Feast or Famine?”
- Correctly stated in the marketing field is, “Famine then Feast.”
- Count on it.



# My Advice...

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- Understand where you excel
- Pick your niche
- Become an expert
- Blow it out of the water

Marketing is a HUGE space. Don't profess to be an expert in everything out of the gate. There's time for that after 15-25 years!



# Know Yourself! Left Brain/Right Brain people

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- There's room for everyone in the Marketing Brain Game
- Who is Right/Brained? Who enjoys creating names, taglines, brands?
- Who is Left/Brained? Who likes doing competitive analysis? Who thinks about crunching costs?



# A Starting Point...

## What is Market Differentiation?

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- Articulating the UNIQUE qualities of your products/services to the marketplace
- And it's more than saying "Quicker, Cheaper, Better" -- (everyone says that!)
- It's about creating a vibe and improving your impact



# Great Quote!

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- *“A company's ignorance of its own strongest qualities can sink it, -- and identifying those strengths is not easy.”*

Jonathan Gaw

IDC, Research Manager



# Five Steps to Successful Differentiation

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1. Articulating Your Company, Service, or Product benefits
2. Understanding Your Target Audience or Customers
3. Picking Your Strengths
4. Developing Your Positioning Statement
5. Proving it!



# Articulating Your Company, Service, or Product

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- Ask yourself, and answer, the tough questions:
  - Why is my company better?
  - How is my company better?
  - What do my customers say about me?
  - Why would I buy my own products?
  - What is my greatest asset?



# Understanding Your Target Audience

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- How do my customers buy?
  - In person, on-line, direct mail, etc.
- Why do they buy?
  - Because I am solving a problem or providing a necessity?
- When do they buy?
  - Every week, once a month, once a year?
- Are my customers “one-time” or “repeat” buyers?
- Are my customers buying on impulse or after careful consideration?



# Picking Your Strengths

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- Remember, you can't be all things to all people.
- As a society, and as a world, we are inundated with information. The statistics are staggering.
  - “You have to select the material that has the best chance of getting through.”
    - » Positioning: The Battle for Your Mind
    - » Al Ries and Jack Trout
- Target your message – keep it simple.



# Picking Your Strengths

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- Define your company and/or your product in tangible attributes
- Quantitative measures
  - Speed, accuracy, price, amount
- Qualitative measures
  - Harder to identify... so, think in terms of experience, expertise, inherent traits



# Developing Your Positioning Statement

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- Once you've identified your strength -- in one phrase or less -- encapsulate your message
- Less is more!
  - QVC – “Quality, Value and Convenience”
  - Nike – “Just Do It.”



# Fast Food Chains – Quick Identification

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- Burger King – Have it your way
- Dominos Pizza – Pizza in 30 minutes
- Boston Market – Home cooked meals



# Products – Highly Competitive

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- Listerine – Kills the bacteria
- Aquafresh – Triple protection
- Bounty Paper Towels – Quicker, Picker, Upper
- Hallmark Cards – Care to Send the very best



# Add Value or Redefine Your Services

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- Progressive Insurance – all quotes
- Enterprise Rental Car – easy pick-up
- Saturn – no hassle



# Prove IT!

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- Be Credible -- put your name on it!
- Offer a guarantee
- Supply an incentive
- Customer testimonials speak volumes



# Website Marketing

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- Today the world revolves around the internet
- E-Marketing is one of the hottest topics– it's cheap and it's effective – bar none.
- There is on-line marketing, viral marketing, affinity marketing, etc.
- This genre alone is a whole course study... so we are going to look at “the window to the soul.”



# What makes an effective website?

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- There are studies that say that 85% of CEO executives are unhappy with their websites.
- It's no wonder because the rules of website applicability keep changing.
- Web marketing specialists in today's market are on a full-tilt learning curve – the parameters for success WILL keep changing.



# Website Marketing for Today...

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- Not in the text books... I believe there are five parameters by which to analyze website which will help bring most client websites up to a 90% efficiency/effectiveness rate.



# Rapid Impact Methodology\*

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1. Promote your Unique Selling Proposition (USP), business value and differentiators
2. Incorporate optimal brand and corporate identity components
3. Leverage applicable technologies to deliver leading-edge solutions
4. Provide a layout that instills a positive end user experience
5. Use your website as a communication tool to build and sustain customer loyalty

\*Proprietary to Striking Changes, LLC



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# Website Effectiveness

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- In today's market – a business may not drive revenue from the site –but almost every buyer is going to a site to make an initial interpretation of the business, make assumptions on credibility, and ultimately decide if he/she want to consider making a buying purchase in the future.



# What is a Marketing Strategy?

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- This is where the rubber hits the road!
- Don't position yourself as a Strategist unless you have at least 12-20 bases covered.
- The following will outline the areas where you need to be knowledgeable in order to provide a client with a full-blown strategy.



# Marketing Strategy Development

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There are 5 facets to building a sound strategy for any client (according to Striking Changes, LLC).

1. Marketing Messaging
2. Marketing Communications
3. Stakeholder Communications
4. Thought Leadership Initiatives
5. Alliance Marketing



# Market Messaging

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- **Due Diligence**

Analyze and develop strategic value propositions and differentiators to create a set of key messages. Analyze business goals, objectives, revenue projections, target audiences, etc.

- **Create Plan**

Select and delineate marketing priorities, budgets, timelines, etc.



# Marketing Communications

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- **Sales Collateral**  
Write, design and print collateral.
- **Customer References/Case studies/qualifications**  
Build client case studies and testimonials to grow sales packages.
- **World Wide Web**  
Up-date web site to reflect new services.  
Research and submit qualifications for search engines on the Internet.
- **Advertising**  
Build an integrated plan which may encompass print, radio, television, and/or other advertising opportunities.
- **Interactive marketing and/or Direct Mail Campaigns**



# Stakeholder Communications

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- **Public/Media Relations**

Launch focused PR campaign for national and/or local news sources. As available, include client testimonials to support promotion of new products or service as a way of adding credibility.

- **Employee Communications**

Develop employee communications plan that announces news and sales updates.



# Thought Leadership Activities

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Develop integrated approach to building general awareness and expertise whereby organization can own and establish a significant thought leadership position in the marketplace.

- **Event Management**

Develop program of key events that will increase general awareness and help drive sales activities

- **Newsletters/Articles**

Develop schedule to write and promote perspectives on the pallet industry to build credibility as experts in the field.



# Alliance Marketing

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- Send information via email and/or direct mail to alliances and partners to generate increased interest.
- Develop linkage with alliance programs to leverage cross-selling and cross-marketing initiatives.



# Closing...

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- What's in a name? Besides everything.
- Who is Marion Morrison?

Marketing is knowing people, understanding how they think, how they buy, and why they need your product... and stating why it's the best.

