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KNOWING YOUR CUSTOMER

"A marketing plan is irrelevant without a customer analysis."

MARKETING IS NOT ABOUT YOU, IT'S ABOUT YOUR CUSTOMER!

- Who is your customer?
- What makes your customer different?

WHAT IS A MARKETING PLAN (DEFINITION AND BREAKDOWN)?

A marketing plan is a report that outlines your marketing strategy for the coming year, quarter or month.

Typically, a marketing plan includes:

- A description of your business's target market and customer needs.
- An overview of your business's marketing and advertising goals.
- A description of the method's and platforms used for execution.
- Timelines for goals and activities with corresponding deadlines.

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"The right marketing plan should help you to
Build, Execute, and Measure your message."

BUILD THE MESSAGE:

- How do you communicate what your offer to the customer?

EXECUTE ON THE MESSAGE

- What are the best methods for communication to my customer?
- What's the cost for top 3 mediums (cheapest to most expensive)?
- How often do you communicate per platform?
 - Max number of times
 - Average number of times
 - Minimum number of times

MEASURE THE MESSAGE

- How do you measure the efficacy and success of every message you create?
 - Email: Opens, views, no-opens, A/B testing
 - Social Media analytics: Comments, likes, views, shares, saves, repost, A/B testing
 - Click-through's
 - Website visits
 - Call backs
 - Bookings

THE DIFFERENCE BETWEEN ADVERTISING AND MARKETING

Advertising: A novel. Long-term campaign. Requires multiple touch points, consistency and a clear message. Must follow company brand and values.

Marketing: An article. Short-term messaging. Requires single-touch points. May or may not be consistent with other messages being marketed. Must follow company brand and values.

HOW MUCH SHOULD I SPEND ON MARKETING AND ADVERTISING?

- **Free:** Low hanging fruit or rotten apples?
- **Cheap:** Synonymous with mediocre and common.
Be cautious of blending in by your spend.
- **Expensive:** Must be able to truly justify quality and value to make sense.