

# The Secret to Marketing:

## Unlocking the power of customers

Rita Cox, Founder





**KNOW your  
Customers**

# Today's agenda

**1**

Who will  
pay you  
enough?

**2**

What will  
they pay  
you for?

**3**

Why do  
they want  
what you  
are selling?

**4**

Why are  
they going  
to pay  
you?

**5**

How are  
they going  
to find out  
about you?

# 1 - Who will pay you enough?



# Who is your customer?



## Primary motivators

- Characteristic
- Behavior
- Life stage
- Event-driven
- Business type





# Who is your customer?



## Secondary definitions

- Demographic
- Sociographic
- Geographic




# 2 – What will they pay you for?





**Customers DO NOT buy  
what you are selling.**

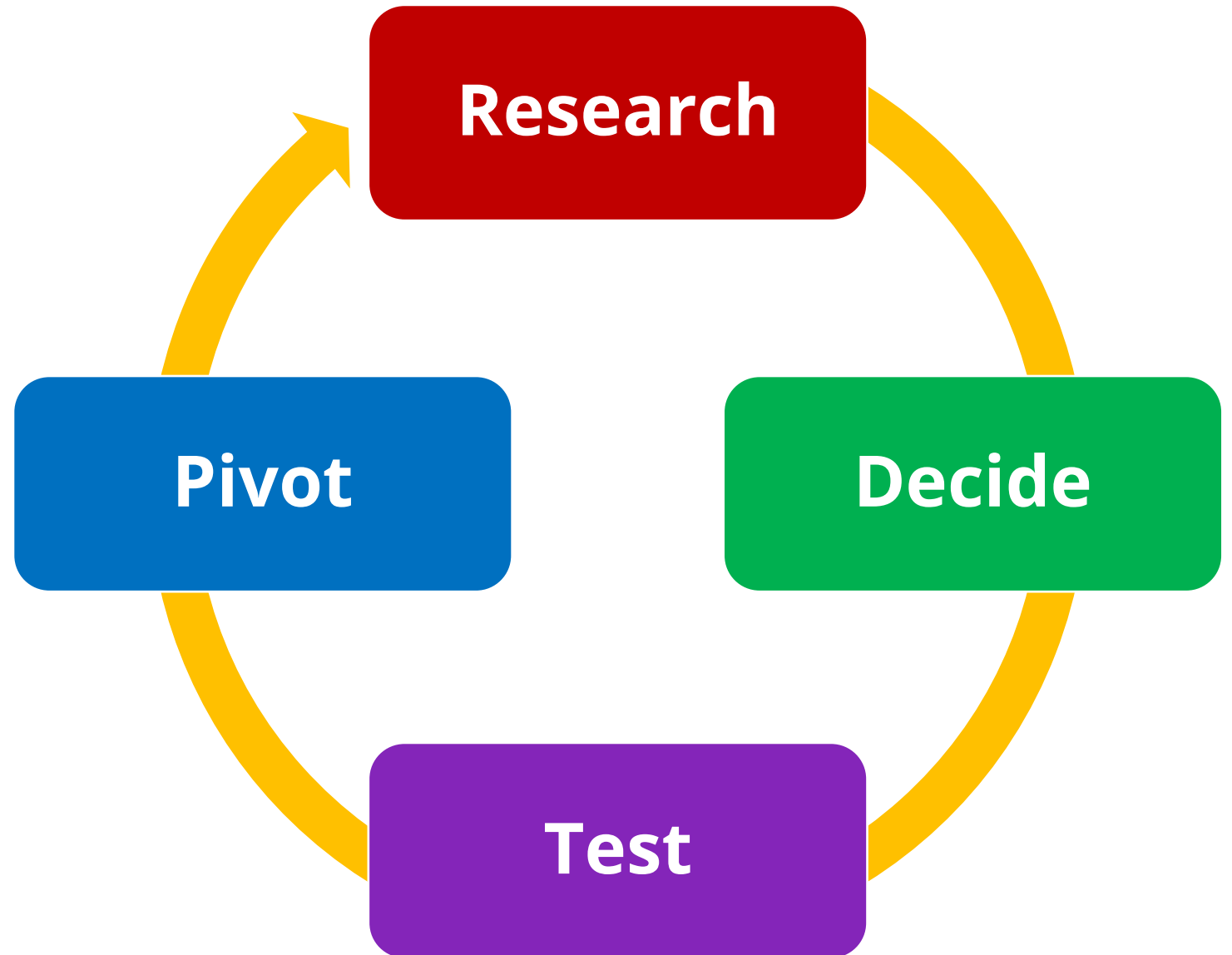
**Customers buy  
to fulfill a need or want.**



How will you  
give them what  
they want?



The  
Continuous  
Product  
Cycle



### **3 - Why do they need/want what you are selling?**





**No one purchases anything  
because they are a certain  
gender or age.**

# Why Customers Buy

## Wants or Desires

(Emotions)

- ✓ Quality
- ✓ Value
- ✓ Convenience
- ✓ Functionality
- ✓ Status and Prestige
- ✓ Innovation
- ✓ Customization
- ✓ Safety and Security
- ✓ Social approval
- ✓ Environmental sustainability
- ✓ Emotional appeal
- ✓ Customer service
- ✓ Time savings
- ✓ Entertainment
- ✓ Ethical considerations

## Needs or Pains

(Brain)

- ✓ Food
- ✓ Clothing
- ✓ Shelter
- ✓ Get to work
- ✓ Time savings
- ✓ Healthcare
- ✓ Lowest price
- ✓ Functionality
- ✓ Safety
- ✓ Immediacy



“Your customers don’t care about you. They don’t care about your product or service. They care about themselves, their dreams, their goals. Now, they will care much more if you help them reach their goals, and to do that, you must understand their goals, as well as their needs and deepest desires.”

- Steve Jobs

# The Fundamental Marketing Question

**4 - Why are they going to buy  
from *you*?**

# Your Competitors

Who do you think  
are your  
competitors?

Who do your  
customers think  
are your  
competitors?

# What makes you different or better?

## Price

- Lowest
- Promotion/Sale
- Value

## Quality

- Highest
- Value
- Experience
- Customer Service

## Convenience

- Closest
- Easiest
- Fastest
- Habit

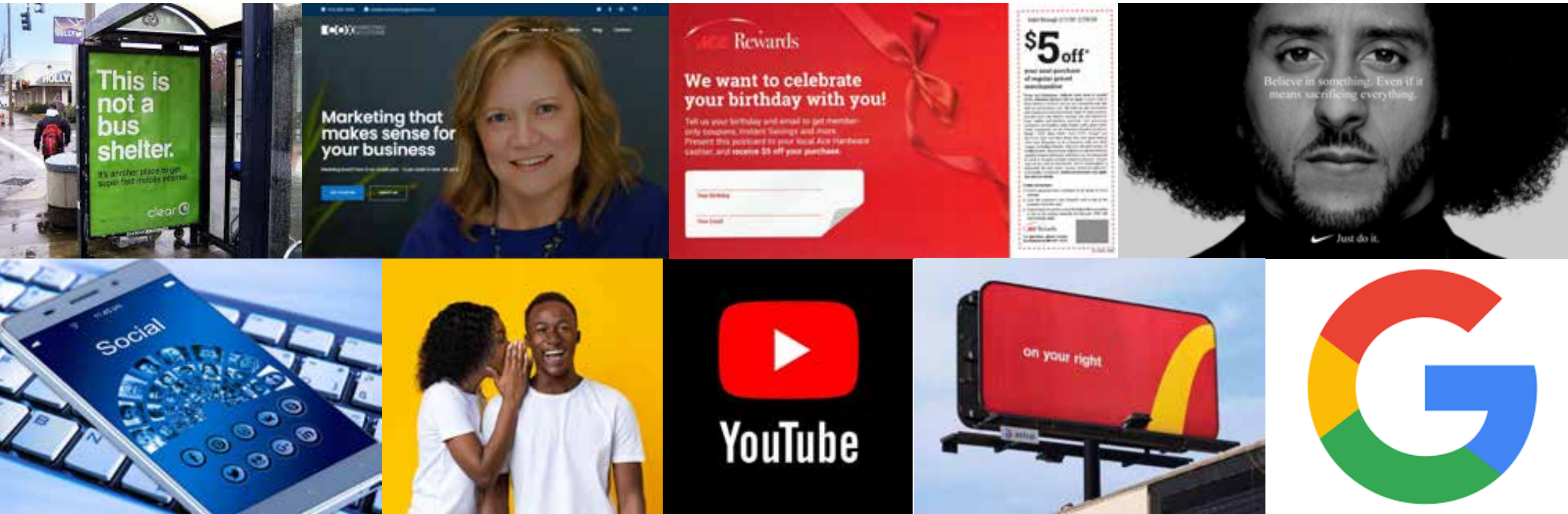
## Perception

- Locally-owned
- Reviews
- Non-profit
- Social Media
- Trust
- Empathy



# 5

**How are they going to find out about you?**  
**What's your compelling message?**  
**How do you present your brand?**



Where are they?

- Instagram?
- Tik Tok?
- Driving to work?
- Riding the bus?
- searching online?
- Watching tv?
- Radio? Spotify?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

What is your message?

- Just Do It
- The Ultimate Driving Machine
- Can you hear me now?
- Gives you wings
- America runs on Dunkin

- \_\_\_\_\_
- \_\_\_\_\_

How to present your brand?

Google



Coca-Cola



amazon



# Unlocking the power of your customers

1 - Who is going to pay you?



2 - What are they going to pay you for?



3 - Why do they need/want what you are selling?



4 - Why are they going to pay you?



5 - How are they going to hear about you?

**The bad news: THERE IS NO SHORTCUT**

# Figuring it all out

## **First - Think about your customer.**

- ✓ What do they pay attention to?
- ✓ What media do they consume?
- ✓ Who or what influences their decisions?
- ✓ What are they doing when they are thinking about paying you?

## **Second - Think about you and your business.**

- ✓ Put your marketing where your customers are paying attention.
- ✓ What is your budget?
- ✓ What can you do *WELL* and *CONSISTENTLY*?

## **Third - Think about your customer.**

- ✓ Show & tell them what need or want you fill.
- ✓ Show & tell them what makes you different.
- ✓ Show emotion. Let them know you understand their want or need.
- ✓ Be creative!
- ✓ But.....

***DO IT IN AS FEW WORDS AS POSSIBLE***



# No one said this was easy and no one said starting a business was easy. But you're here.

Here are some things to make it easier *and* to make you more successful.

## Not sure where to start?

- What is your goal? Who are the customers that are going to get you to your goal? Start with them!

## More than one customer? Sure!

- Start with the one that is going to make you the most money – or – get you to your goal faster.



# KEEP THE IDEAS UNTIL THE END!

Everyone has great ideas - or they think they do. Everyone you know will give you their great ideas. Don't waste your time!

None of them are good until you've done the work to KNOW YOUR CUSTOMER.

# The Secret to Marketing: Unlocking the power of your customers



Yes, puppies and babies make almost everyone smile! But will they convince *your* customers to pay *you*?

Rita Cox, Founder

