

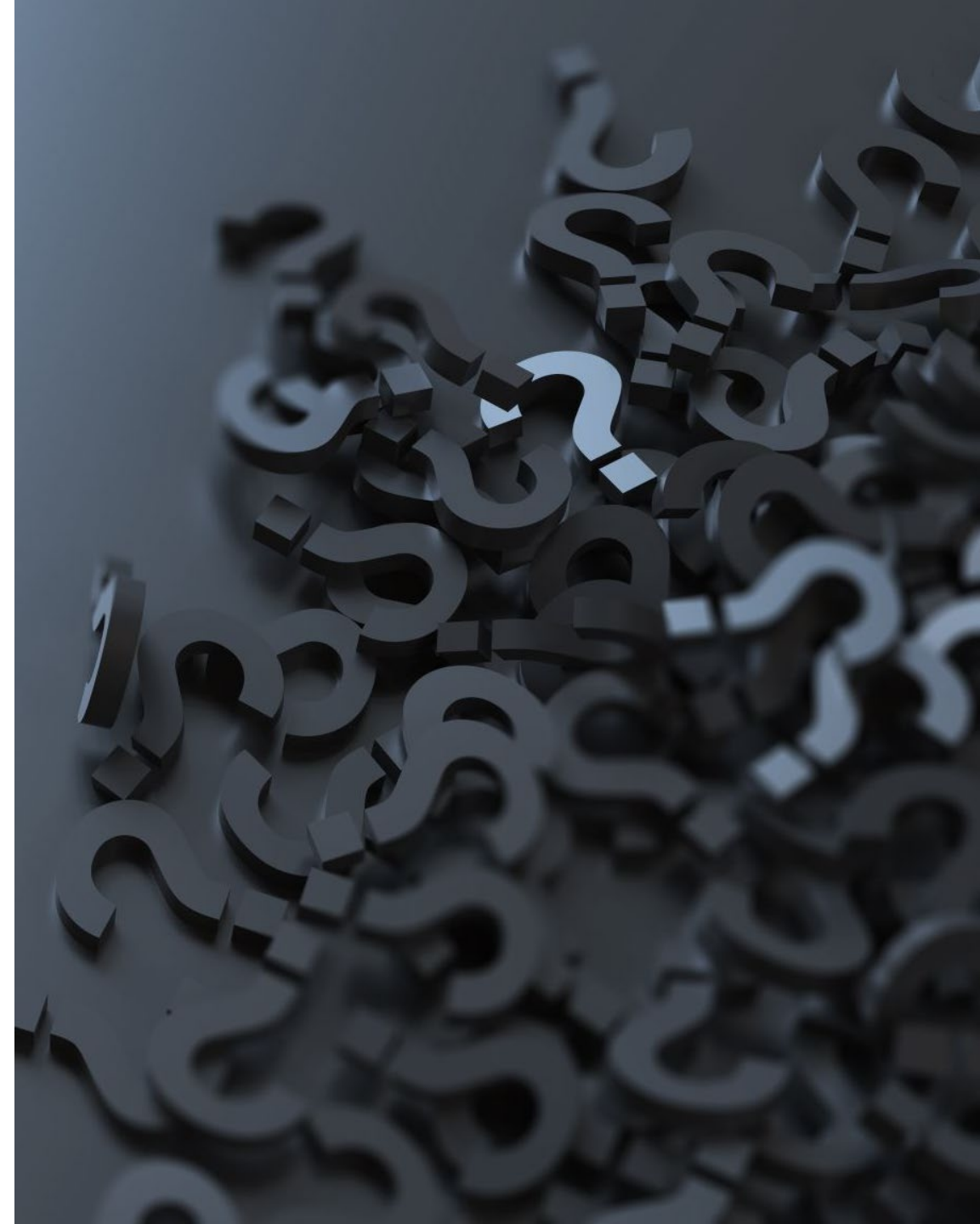
The Secret to Marketing:

Unlocking the Power of Customers

Rita Cox



Richard Sellers



7 Questions For Success



1 - Who will pay you enough \$\$\$?



2 - What will they pay you \$\$\$ for?



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



4 - How are they going to learn about you?



5 - How much do you need to spend to achieve success?



6 - Will your message be compelling to that customer?



7 - How will you present your brand?



RULE #1

Business plan first,
Marketing strategy second,
Marketing execution third.

1 - Who will pay you enough \$\$\$?

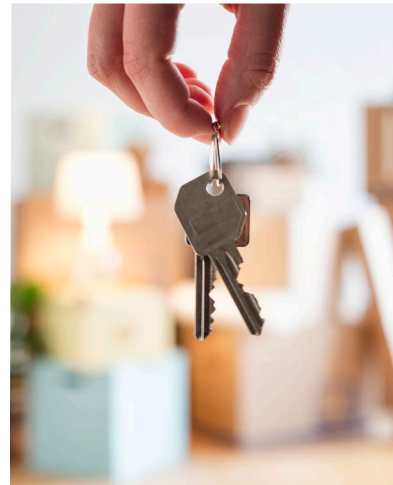


Who is your customer?



Primary motivators

- Behaviors
- Life stages
- Attitudes

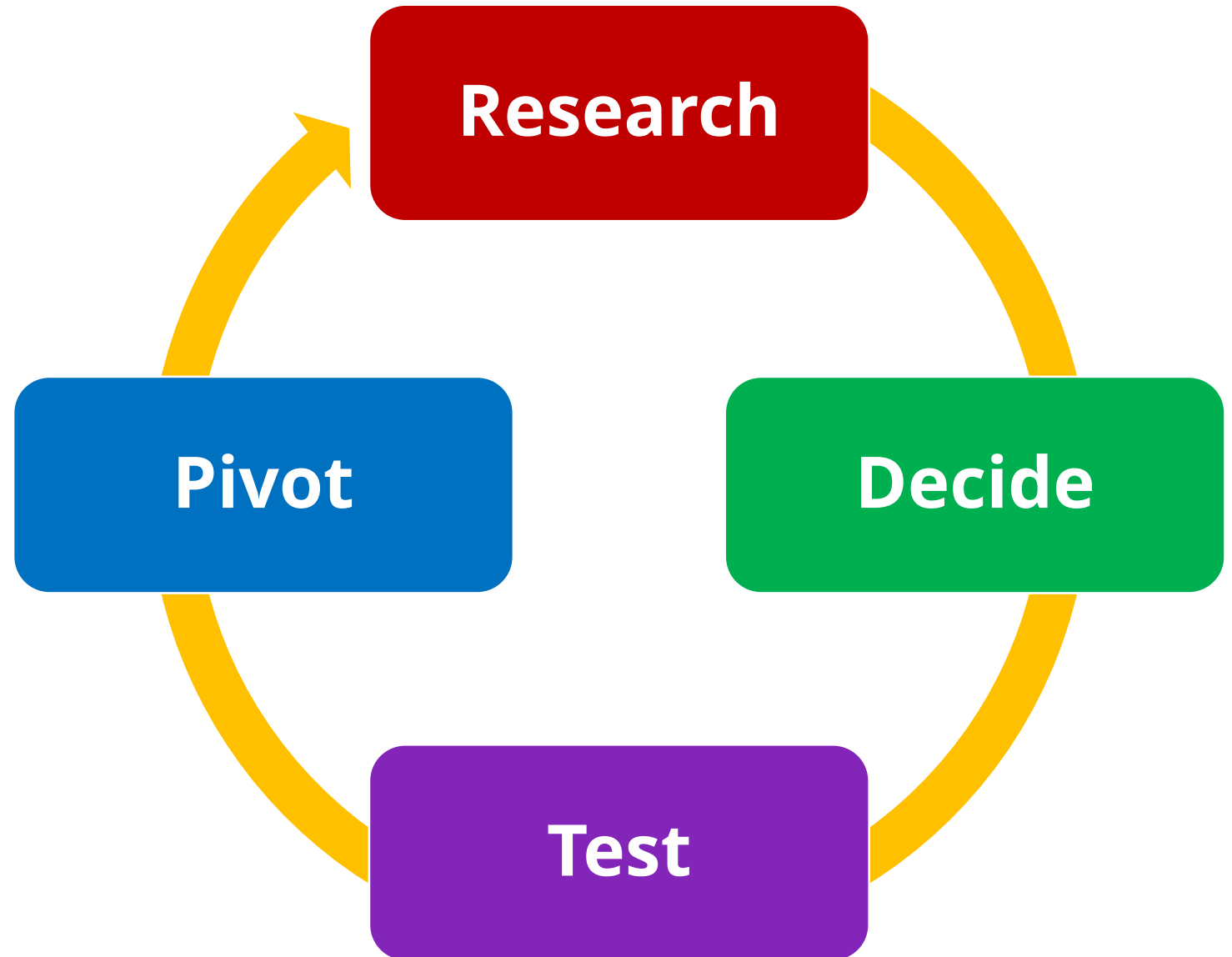


2 – What will they pay you \$\$\$\$ for?



The Continuous Product Cycle

Profitability comes from targeting the right customers with the right product.



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





RULE #2

**KNOW
YOUR
CUSTOMERS.**

Why Customers Buy

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

Wants or Desires

(Emotions)

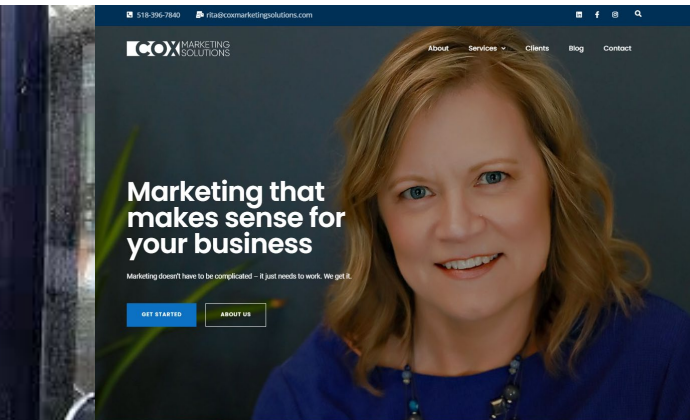
- ✓ Quality
- ✓ Value
- ✓ Convenience
- ✓ Functionality
- ✓ Status and Prestige
- ✓ Innovation
- ✓ Customization
- ✓ Safety and Security
- ✓ Social approval
- ✓ Environmental sustainability
- ✓ Emotional appeal
- ✓ Customer service
- ✓ Time savings
- ✓ Entertainment
- ✓ Ethical considerations

Needs or Pains

(Brain)

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

4 – How are they going to find out about you?





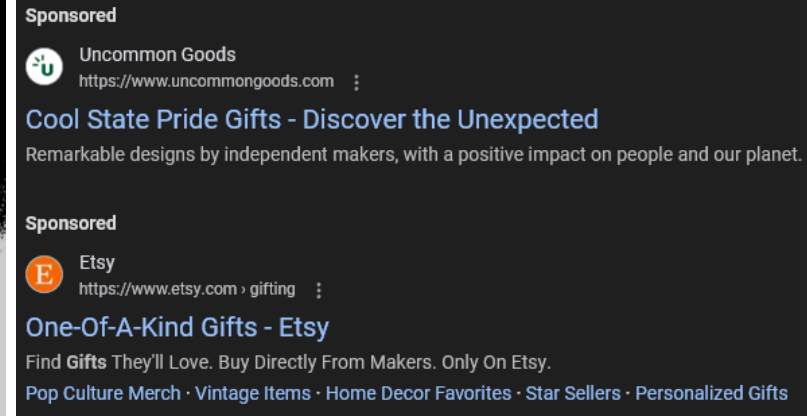
Direct Mail

Customer and data acquisition



Print

HUGE brand for branding, social, ethical



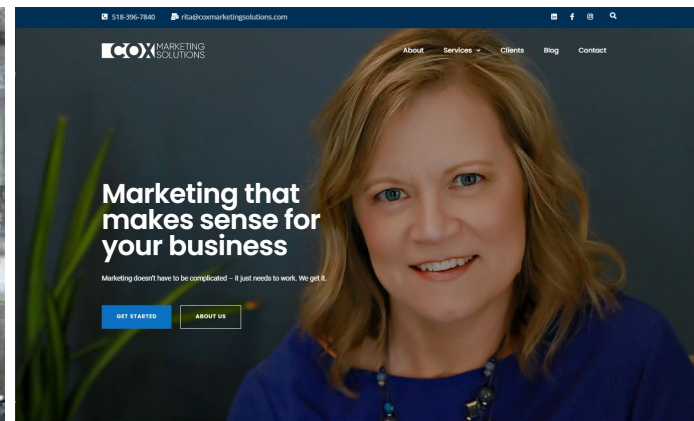
Google Search

Ecommerce targeting people searching for what they are selling



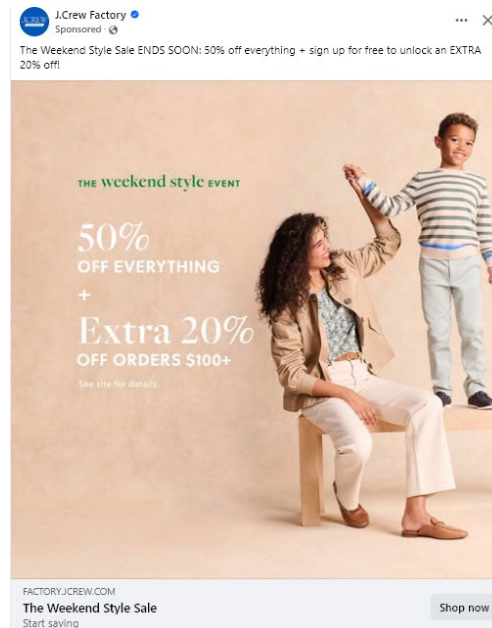
Bus Shelter

Social services program for those Medicaid-eligible



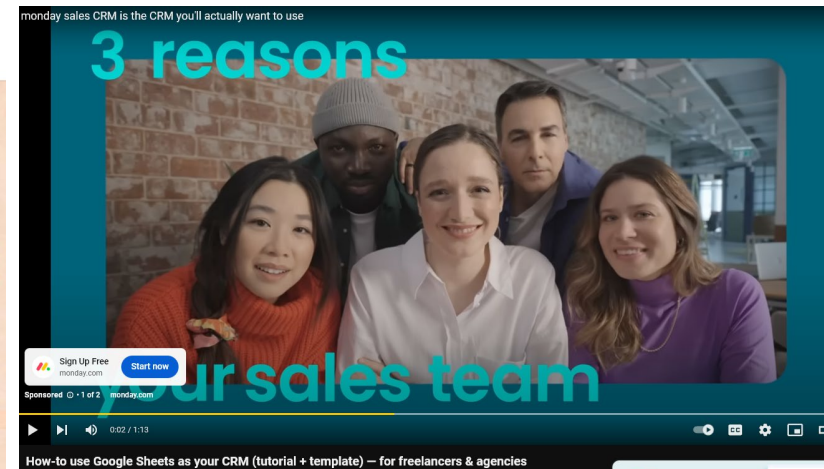
Website

CMO For Hire for small/mid-size businesses



Social

People who have shown interest in purchasing their product



YouTube

Marketing software ad for people who have shown interest in marketing



RULE #3

Your brand must be consistent.

5 –

How much do you
need to spend to
achieve success?



01

How much do you have to spend?

02

Allocate your resources, including time and money.

03

Evaluate and adjust.



6 –
Will your
message be
compelling to
your customer?

What is your message?

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



1 - Know your customers.

2 - Understand their needs or wants.

3 - Tell them how your product or service meets their needs or wants.



7 – How will you present your brand?



Now, and only now,
it's time for your logo and website.

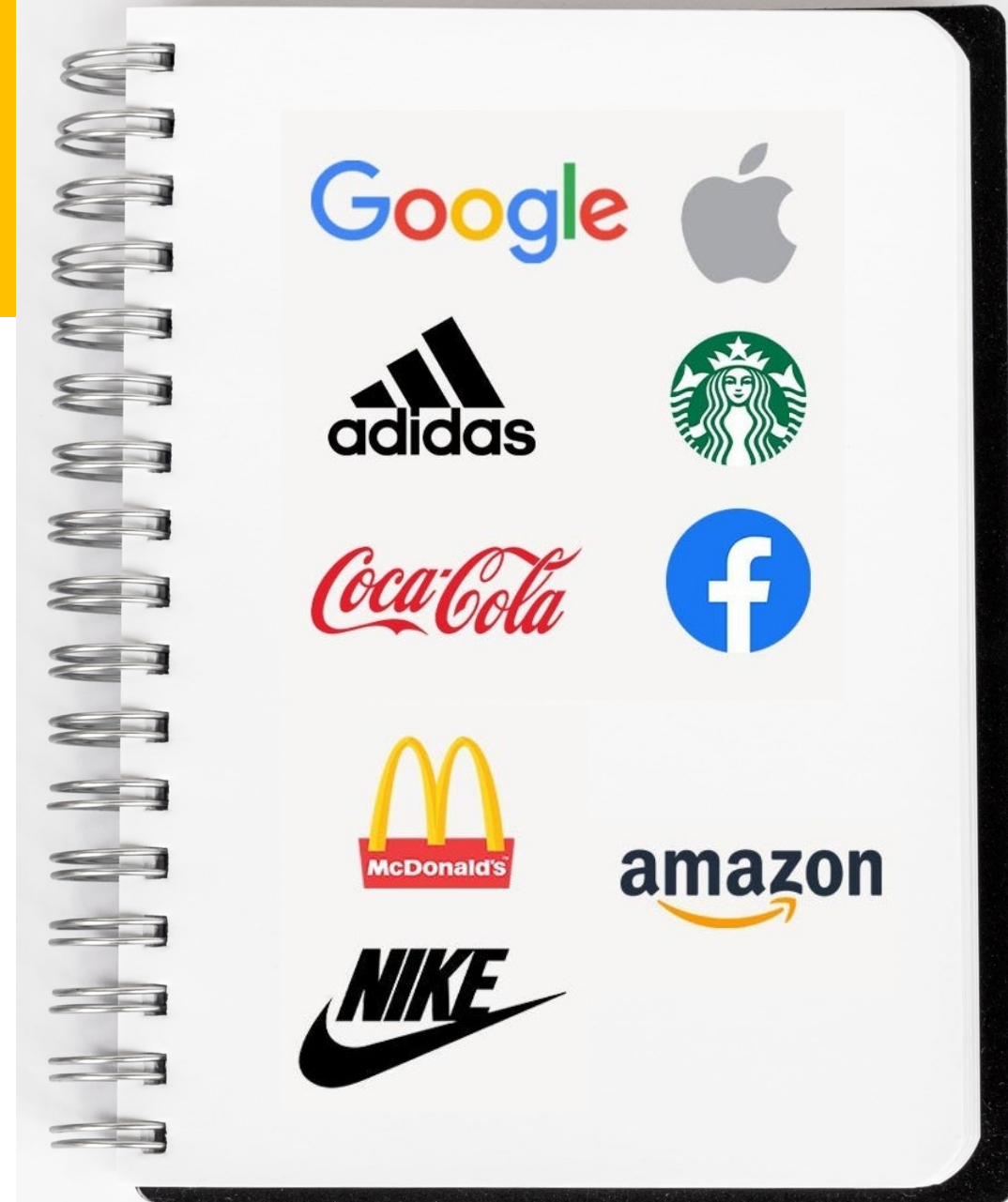
Readable.

Adaptable.

Simple.

Appropriate for your brand.

Be consistent.





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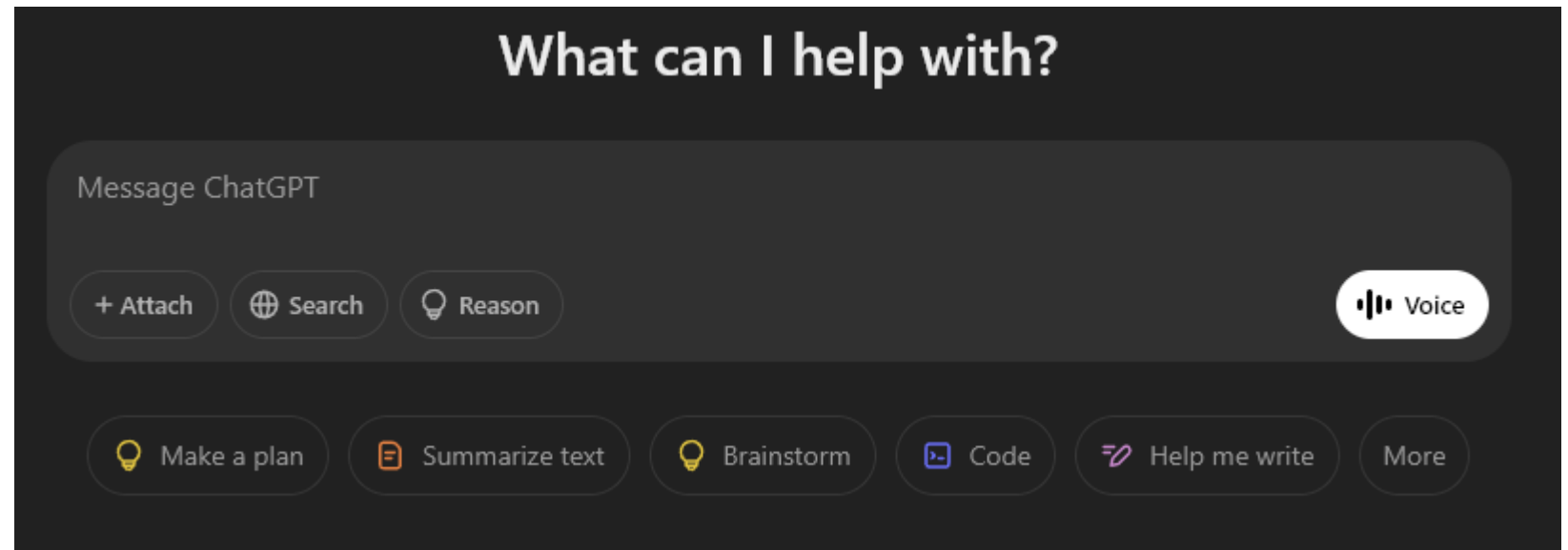
7 - How will you present your brand?

7 Questions For Success

The bad news:

THERE IS NO SHORTCUT
– but there's help.

Using Artificial Intelligence (AI) to build your company



ChatGPT prompts to build your marketing strategy

1 – Visit chatgpt.com

2 – Ask

Please give me five demographic personas (regular people) who would be buyers of your product or service.

3 – Ask for more

Please have each persona answer this questions critically from their perspective given their background and experience. Questions: Which tagline do you like the best and why? A) option 1
B) option 2

4 – Ask for more

Please refine this further based on names of audience segments that best match your business audience segment.

5 – Keep going. It's a conversation.

Always remember

- The more information you give, the better the results will be.
- Not every answer is going to be right the first time.
- If you don't like the answer, ask why it gave you that information.
- If you don't like the answer, tell it why you don't like it.
- ***TREAT IT LIKE A CONVERSATION***

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



Richard Sellers



Interested in help from SCORE?

- 1 - Visit score.org
- 2 - Enter your zip code.
- 3 - Click Find Me a Mentor.
- 4 - Provide contact information.
- 5 - Tell us about your business.
- 6 - How can SCORE help?
- 7 - When are you usually available?
- 8 - Mention this workshop.



Northeast NY