

3 Steps to Successful Marketing

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Once upon a time . . .



A fairy tale world of marketing



A world full of promise

- Where everything is 'the next best thing'!
- Many digital marketing 'tools':
 - Free
 - Immediate
 - Easy to access
- 'Traditional' marketing tools are 'fighting back'
- Temptation is everywhere!

A world full of choice



A word cloud of various marketing strategies arranged in a circular pattern. The words are in different sizes and colors, with a gradient from dark blue to light blue. The strategies listed are:

- Direct mail
- Newsletters
- Sponsorship
- Press advertising
- PR
- Affiliate marketing
- Radio
- Networking
- Influencer marketing
- Exhibitions
- Leaflets
- Location based marketing
- TV
- Posters
- Branding
- Content marketing
- Search marketing
- Blogging
- Outdoor
- Email marketing
- Social media
- Video marketing
- Online advertising
- Pay per click

Which frogs do you kiss?



Back to earth . . .



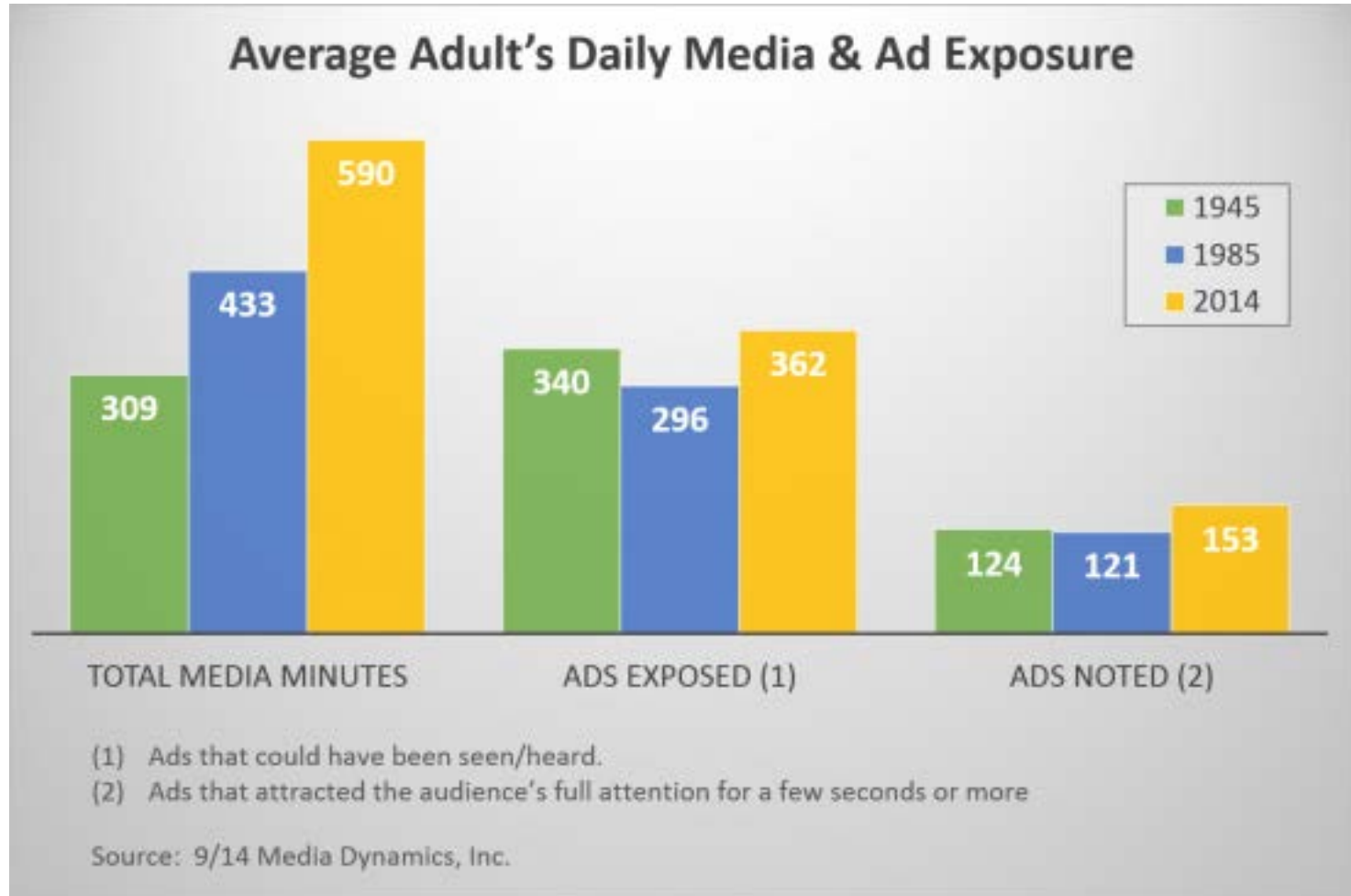
There's massive competition for our attention

- 5,000 ads a day (USA, Yankelovich advertising study)
 - 'Find me a flat surface, and I'll find you someone selling advertising on it' 1998
(Paul Mulcahy, VP Campbells soup)

OR

- 360 ads a day? (USA, MDI - 2014)

Daily ad exposure



One thing is certain . . .



It's a complex world

- Continually changing economic & marketing landscapes
- Emerging technologies
- Ever evolving social media channels
- Innovations in digital marketing
- Big data





How can you shed light on all this?

Think about your own day . . .

- How much marketing activity are you exposed to?
- Which activity do you remember?
- What activity did you actually act on?
- Why did you remember it / act on it?

One that worked for me



Tailored small business accounting service

REQUEST A QUOTE

KPMG small business accounting



With big four firm credibility

REQUEST A QUOTE

KPMG small business accounting



Bookkeeping, payroll and accounting

REQUEST A QUOTE

KPMG small business accounting



Handled by our UK accountants from £125p/m

REQUEST A QUOTE

KPMG small business accounting

Why?

- Met a need
- Stood out
- Said the right thing at the right time

Magic beans . . ?



Marketing . . .



. . . can be a beautifully simple means of making any organisation, product, or service more successful.

1. Customer needs



Customer needs – profitably

Identify, anticipate and satisfy the needs of your customers profitably.

“How does what you do / what you’re doing add value to customers lives?”

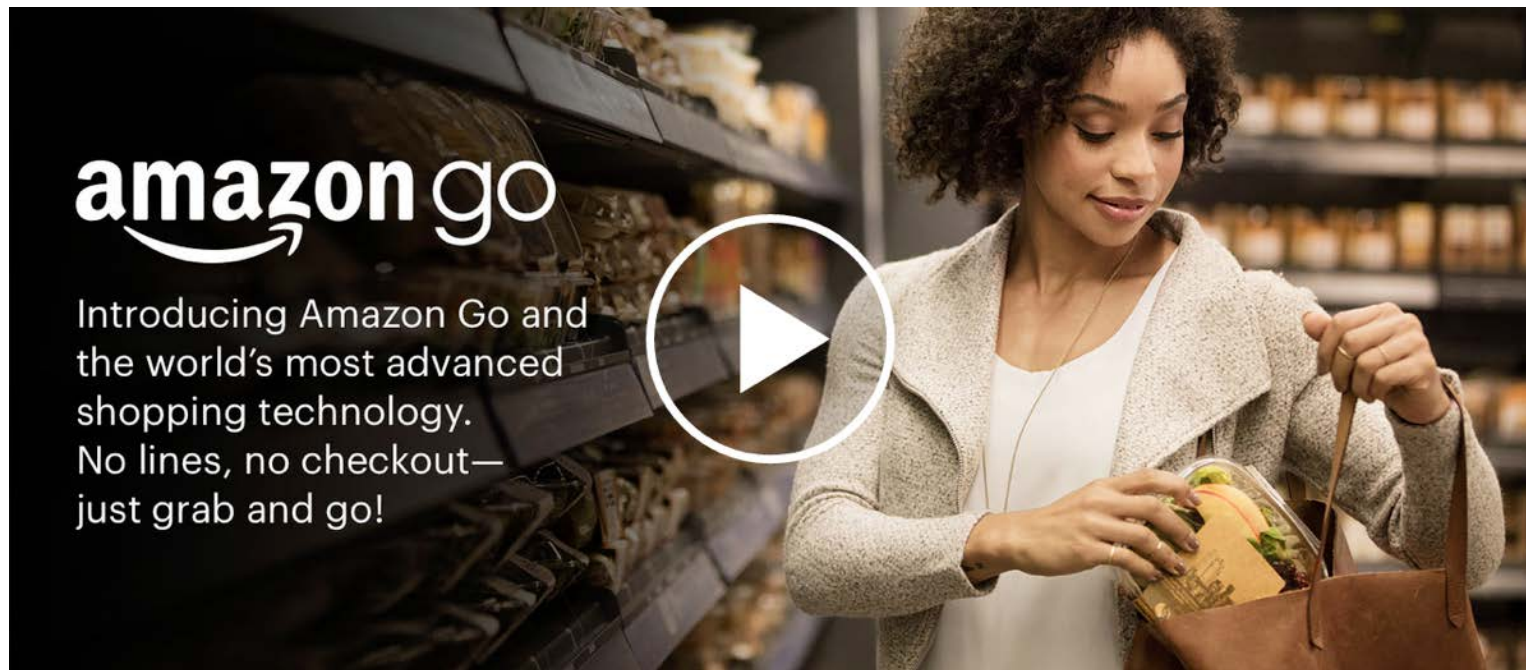


We are all lazy . . .

“Shopping for the essentials has never been easier”



“No lines, no checkout - just grab and go!”



“Always ready, connected, and fast. Just ask.”

amazon echo

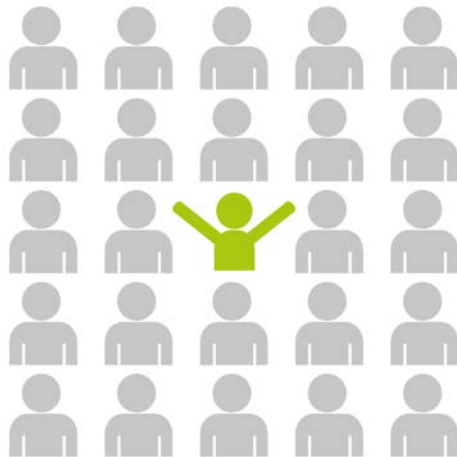
Always ready, connected, and fast. Just ask.



The low-tech equivalent!



2. Stand out



Stand out from
the crowd

Establish how what you offer,
what you do, or how you do it,
stands out from the crowd.

**“What’s unique about
you/what you do? How do
you communicate it in one
simple, easy to understand
phrase?”**

Lidl - #LidlSurprises Steak



I'm not sure where Lidl get their food from...
I would like it to be British.

Sharna

3. Communicate



Talk with people interested in what you have to offer

Reach out to and engage with the right people, with the right message at the right time.

“What’s the best way to talk with the people who are/who might be interested in what you have to offer?”

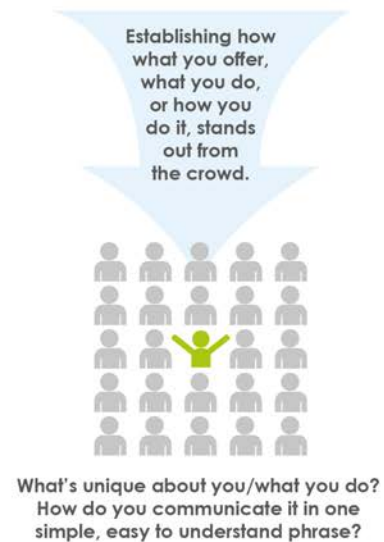


Not just for eggies

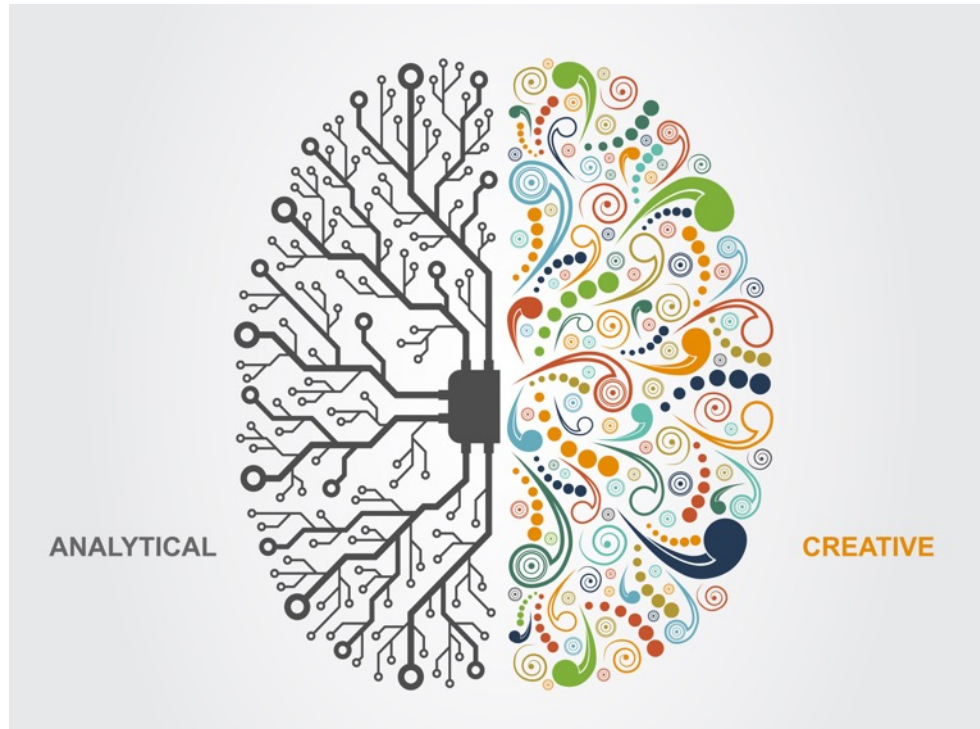
Naturally delicious recipes made
for veggies, vegans...and meat-eaters.



3 simple steps:



Marketing as an attitude of mind



THE END.