Essentials for marketing success and fast-track growth

PART 1
Your Presenter

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Coaching, Training and Consulting
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What is Marketing?

Define it in ONE Word

Education

Successful marketing is your ability to effectively educate your prospects and clients about what you have to offer so they will be compelled to do business with you.
Our agenda

Planning
Before you begin you need a roadmap

Branding
Not just for big companies

Engagement
Tools for delivering the message

Networking
Creating valuable strategic relationships

Press Power
Tapping into the power of PR and publicity
“If you built it, they will come.”

Only in the movies folks, you need a game plan.

PLANNING
Have a plan

- Do you have a business plan?
  - If so, how old is it and when did you last update it?
  - Get it out of your head and onto paper or computer!

- Do you have a marketing plan and is it part of your business plan?
  - Do you have a website and digital marketing/content/social media plan?
  - Have you done a competitive analysis?

- Have you profiled your ideal target customers?
  - Age, gender, family status, location, buying habits, interests, income levels
  - Who do you enjoy working with the most?

- Like a roadmap, these are key elements to help your business get to its desired destination. It is your foundation and a step that should not be skipped.
  - Do you need help developing this? Free resources and help: BDC.ca, WBDC, SBA.gov
Know your customers

80 / 20 Rule

20% of your Client Base is
Typically Responsible for 80%
of your Profits

WHAT IS YOUR CLASSIFICATION
Do you sell to other businesses (B to B)
or to consumers (B to C) or a mix

CREATE A PROFILE
Develop a detailed description and buying habits of your
key profit clients — the ones you want to duplicate
Be focused yet flexible

Focus on your expertise

Once you know who your most profitable clients are, **be what they need**, don’t try to be all things to all people

**Grow Vertically**
Focus on common ground of the key clients and others who are like them

**Expand Horizontally**
Add services to diversify and create a stronger resource for your vertical market

**Co-opetition**
Consider subcontracting and partnering for expansion and small business win-win opportunities
Use this worksheet to score your activities. **Retake every 6 months**, chart your progress or changes up and down, it should evolve

- Answer honestly
- If you are not sure, get help
- Don’t ignore the weak areas and maximize the strong
BRANDING

Not Just for the Big Guys
WHY do you need it?
It is the cornerstone of every successful marketing program and strategy

01 Get Noticed
✓ Be in the prospects' thoughts
✓ An image they can't forget
✓ A message they understand
✓ Create positive feelings

02 Reach Goals
✓ Achieve results in less time
✓ Establish a direction and directive
✓ Connection and recognition

03 Credibility
✓ You have the solution, knowledge, or have the resources
✓ Know/Like/Trust
✓ Capable of delivering benefits

04 Business Building
✓ Sales, retention and referral
✓ How will you be remembered?
✓ Your USPs

05 You ARE your brand. It’s
✓ Entrepreneur or Intrapreneur - it's equal
✓ Reflection and representation
Where Do You Start? Your Identity.

Know | And Understand How You Want To Be Perceived

USPs | Decide upon your Unique Selling Propositions

Customers
What are the expectations?
(80/20 Rule applies)
Who are they?
What are their wants and needs?

Your Stand
What’s the word that comes to mind…. You? The company?

Style and Personality
Integrated
Creates buy-in and believability
Corporate culture and values

The Industry
Peer perception
Subcontracting and co-opetition
Iconic items
Branding Examples

**Strong or Weak?**

One is known for low prices and the other was for, well, what exactly?

![Kmart](image) vs. ![Walmart](image)
Branding Examples

It’s everywhere – one on every corner.

Is it about the coffee or something else?

- Comfort, familiar, know what to expect
- Escape, alternative work spot
- Hip place to meet