

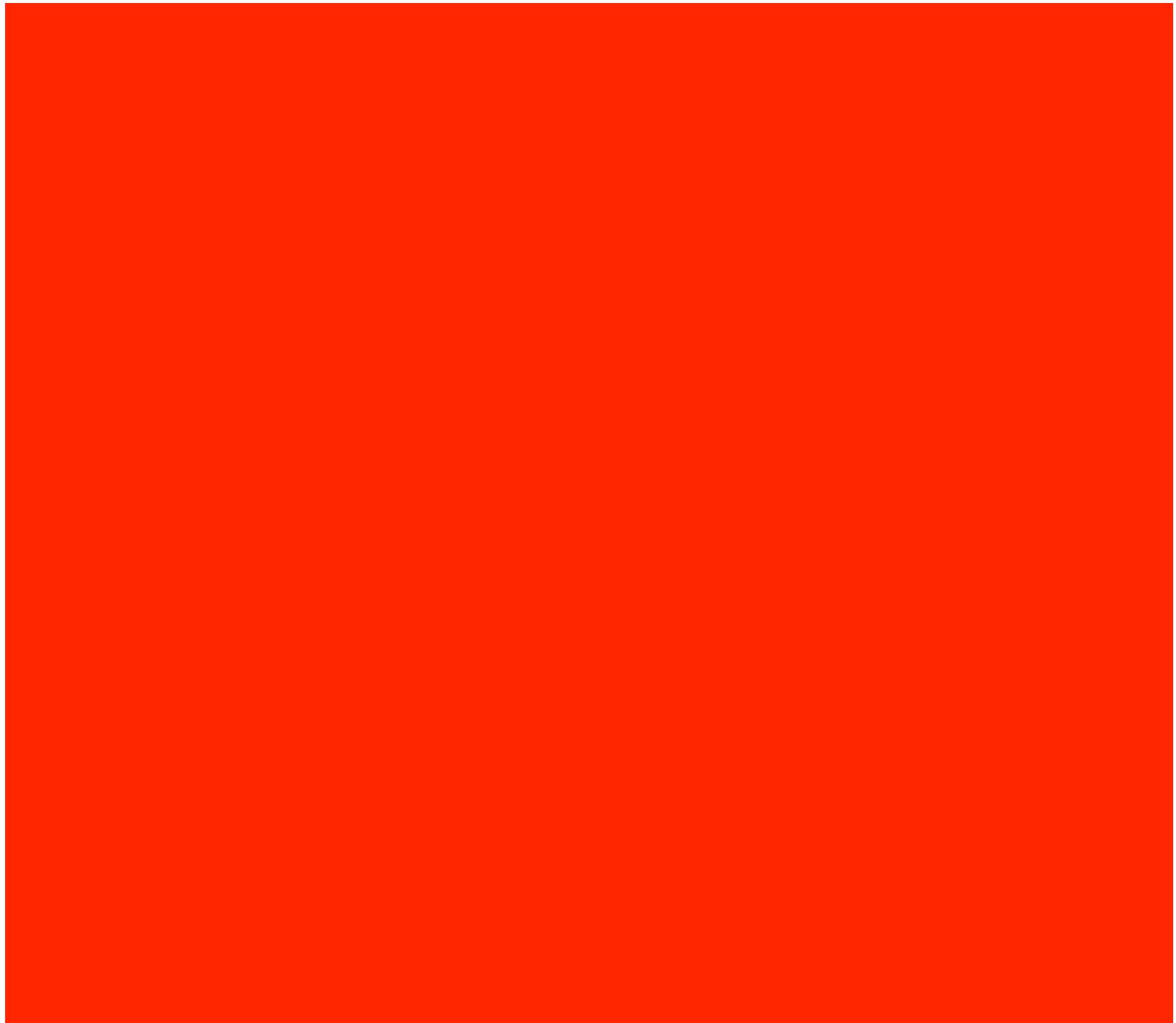
# Marketing Communications — an introduction

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*Developed for*

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## A couple of smart guys talk about marketing...

### Marketing permeates everything

*Marketing is not only much broader than selling, it is not a specialized activity at all. It encompasses the entire business. It is the whole business seen from the point of view of the final result, that is, from the customer's point of view.*

*Concern and responsibility for marketing must therefore permeate all areas of the enterprise.*

— Peter Drucker

### It's a philosophy, not a system

*This customer-focused philosophy is known as the marketing concept.*

*The marketing concept is a philosophy, not a system of marketing or an organizational structure. It is founded on the belief that profitable sales and satisfactory returns on investment can only be achieved by identifying, anticipating and satisfying customer needs and desires.*

— C. Barwell

# Introduction to the Marketing Communications Workshop

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According to the Chartered Institute of Marketing, the influential professional body for marketing in the UK:

*Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably.*

Like almost all contemporary marketing definitions, it is about profiting from customer-centricity: focusing all your business activities around anticipating, identifying, arousing and satisfying your customer's needs. Those businesses that truly embrace this philosophy become passionate about delighting their customers.

## It's all about them

Organizations that simply disseminate information about themselves, their products and services, pre-suppose that people care. Indeed, some of them do care, and you'll get through to them. Unfortunately, those are the people already in the choir, or — more likely — the ones signing your paycheque. Your real audience doesn't care that much about how hard you worked to get it right, about your technology, about your people being your greatest asset. You think you're communicating, but you're really just talking about yourself.

True communications starts with understanding why your audience would care, what they really want from you and then connecting it with how you fill that explicit need. They want to know what rational or emotional void is being filled in their own lives by your product, technology, or people. You're getting through to them because you're making it all about them.

Think about it...

After meeting new people at a social gathering, who will you remember favorably? Probably not that guy who went on and on (and on) about golf, or the woman who steered every conversation into a story about her latest home renovations. You will likely remember that sunny person who listened intently and commented so insightfully on that thing you did last year that was small but so meaningful to you. He or she made it all about you.

Is that shallow? No, that's human nature. We need to be listened to, to be told that we matter, and to be supported by other people's insights that both validate and augment our own experience.

The golf guy and reno gal? They're just putting out information. Sunshine is getting through. He or she is communicating.

## Marketing communications

While this workshop is about Marketing communications, the Promotion "P" in the marketing mix, it is inextricably linked to the overall philosophical focus of customer-centricity. To do marketing well, you need to learn to stop talking about yourself and start talking about, to and with your customer. You need to take the consumer's point of view and convert it into a strategy. And that strategy, in a nutshell, is this:

***Get the Right Message to the Right audience in the Right way.***

This is not news to most of you. What may be news, however, is what we mean by "Right." For many small businesses with little time and few resources, the *right message* is usually just information or some variation on the features your business offers, the *right audience* is usually "all Alaskan's," and the *right way* is usually whatever your intuition or the newspaper's sales staff suggests.

The standard default position? Try to do what the competition's doing and hope it works for your business.

This series of workshops is all about re-defining those three "rights" so you don't go into default mode:

1. **The right message** is the one that's playing on radio station WIFM.
  - if you've got something to say to somebody, make it all about What's In it For Me (your audience, that is)
  - connect what people need and want with what your brand promises to deliver, in a meaningful way.
2. **The right audience** consists of that 1, specific person you really, really need to communicate with.
  - if you want to reach everybody, then you need to talk to *somebody* (who represents what matters most to *every-like-minded-body*). If your audience really is everybody, then you're talking to nobody.
  - if you want to be successful, you'll talk **with** them, not **to** them.
3. **The right way & time** is to choose to be in the same time & space your audience chooses to be in.

- figure out how and where you can be in touch with them — go to their house, their phone, their social space, their community, their newspaper, all the “media spaces” they occupy.
- understand your customer’s jobs, pains, gains and decision journey then map a relevant media strategy.

## Workshop Summaries

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[Three 3-hour workshops](#) on 2 levels: introductory 101 level workshops to introduce communications strategy principals; 201 level workshops with additional information and implementation strategies.

### [Session 1 \(3hrs\)](#)

#### [Introduction](#)

#### 1. The Right Message

Foundational principles and tools to communicate meaningfully and effectively with your audience.

- What do I need to know about my brand — and why does it matter?
- What's the most important question, the one they almost never ask?
- How do I write copy?
- What makes *online audiences different*?

#### RM 101

1. Put your Brand into Words — your meaningful differentiation
2. Turn your Features into Benefits — answer the WIFM question
3. Make a Message Map — your song sheet and road map

#### RM 201

1. A Copywriting Strategy — the 6 P's for copy that works
2. Write Right — *how* you say is as important as *what* you say
3. Writing for online is not the same as for print — different expectations and what to leave out

### [Session 2 \(3hrs\)](#)

#### 2. The Right Audience

Identifying and relating to those consumers who are open to your marketing efforts.

- *If I advertise across Alaska, won't I reach everyone?*
- *How does knowing my audience increase my return on investment in advertising?*
- *How can I figure out who my audience actually is, and what they want?*
- *What's a brand community and how do I get one?*

#### RA 101

1. Audience Segmentation — who is your audience?
2. Empathy Mapping — who is your customer?

#### RA 201

1. Tools for understanding my audience — research, testing assumptions, data and the right questions
2. An introduction to Brand Community — the relationship between your brand and its audience

### 3. The Right Way

Identifying your relevant communications touch-points and capitalizing on them with purpose.

- Should I focus more on earned media or stick with paid media?
- Where does my audience live in the communications world?
- How do I get started with Social Media Marketing?
- How do I figure out what a sponsorship is worth — what's the ROI?

#### RW 101

1. Identifying Communications Touch-points — when, where & how your brand talks to customers
2. Choosing the right Touch-points — knowing where the conversation is happening
3. Develop a media strategy — 5 steps from plan to budget, tracking, evaluation and adjustment

#### Session 3 (3hrs)

#### RW 201, A + B

1. Creating and Activating a Sponsorship Strategy — make a business case (with ROI) for sponsorship
2. [Your Online Presence — best practices for websites, content creation , Google AdWords, SEO](#)
3. [Social Media Marketing — make the decision, develop a strategy, get started](#)
4. [Marketing Tools for Small Businesses](#) — a look inside the marketer's toolbox in 2017