
Business Marketing Guide & Workbook



Marketing Builds the Bridge Between Product and Customer.

Your talent, passion and determination all contribute towards ensuring you are putting forward the best product or service possible. However, unless you market it effectively, you lose opportunities to connect with customers who are looking for your exact product or service.

This guide helps you to better understand your business, your product or service and your customer to best position yourself and your business for success.

4 STEPS TO MARKETING YOUR BUSINESS:

- 01** Ensure you understand the purpose and goals of your business.
- 02** Define who your customers are.
- 03** Define your competitive advantage - what makes your business unique?
- 04** Outline your marketing plan.



01 Understanding/Clarifying your Purpose.

Maximize your strengths – Manage your risk – and Embrace the opportunity.

Ensuring your purpose and your vision for your business are in alignment will help ensure that your business is successful.

THE DIFFERENCE BETWEEN PURPOSE AND VISION



PURPOSE
why:

A statement of why your organization exists and how your business makes a difference (mission statement).



VISION
what:

A statement of how your business will look/impact (customers/community/world) when your purpose is realized.

IS YOUR PERSONAL PURPOSE ALIGNED WITH YOUR BUSINESS?

DOES YOUR BUSINESS HAVE CLEAR PURPOSE?

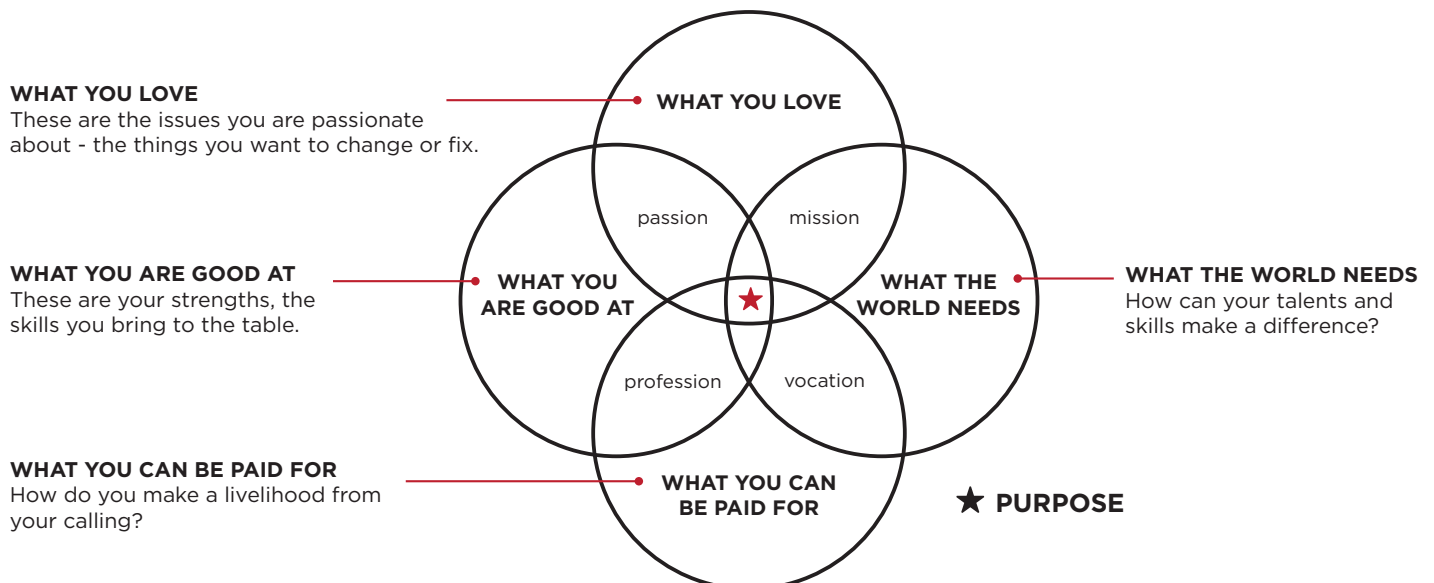
DOES YOUR BUSINESS HAVE CLEAR VISION OF THE FUTURE?

CLARIFY YOUR PURPOSE

Take some time to review and discover if your purpose is truly aligned with you, what you love to do, and what your customers need and what they are willing to pay for. Use the following model as an easy and effective tool to help you on the task.

CLARIFY YOUR PURPOSE MODEL

(Source: Carolyn Tate author of *Conscious Marketing*)



02 Define your Customer.

UNDERSTANDING YOUR CUSTOMER

It is important to understand the difference between your end customer and your target market. For example, if you own a toy store you may want to sell toys to every kid in town, but are they your target market? Of course not, they are the 'end customers' the people who use and enjoy the benefits of what you sell. They influence the decision of purchasing, but they do not make the money to actually pay for the toy. Instead you have to connect with their parents or maybe grand parents, who will be the ultimate decision makers on the purchasing process. To do this it's important for you to define a specific group of parents.

Your “*target*” markets are parents and grandparents who:

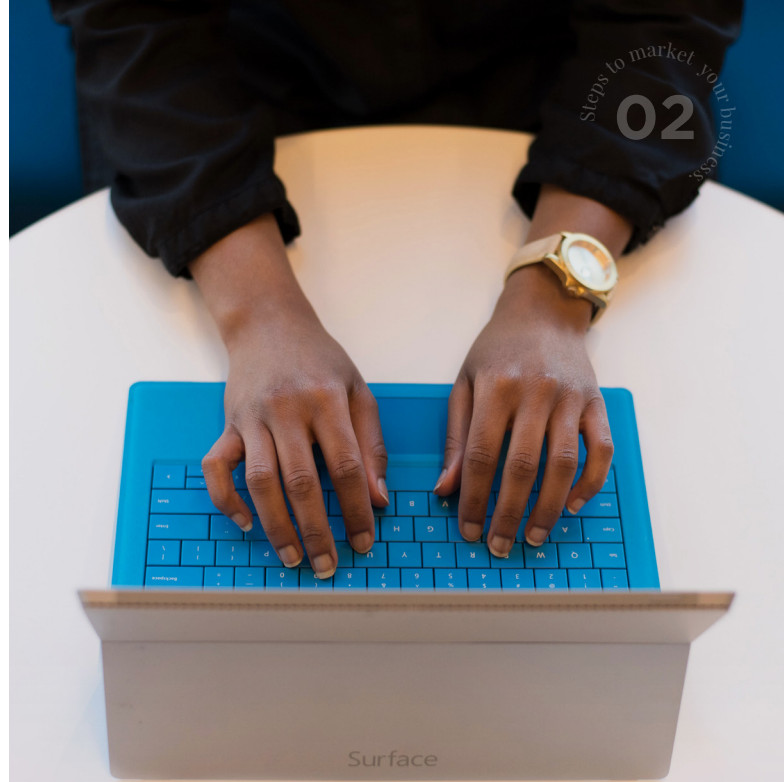
- Live nearby or work in your area
- Age group goes from 20-45 or 45-85 in the case of grandparents?

The best return on your investment (ROI) in marketing largely depend on your ability to allocate your budget into a well defined target segment. It's important to consider:

- How you will connect with these individual groups?
- What distribution channels will be ideal to reach out to them?
- How much can they afford to pay for a specific offer?

Think about people who would like to work with you, deal with you, purchase from you. The more specific - the more successful your marketing will be.

To find local businesses - check out our local sitefinder at abbotsfordsitefinder.ca.



TYPES OF MARKETING

Mass Marketing

This strategy ignores market segment differences and appeals to the whole market with one offer or one strategy, which supports the idea of broadcasting a message that will reach the largest number of people possible.

Niche Marketing

This strategy focuses exclusively on one group—a niche market—or demographic of potential customers who would most benefit from the offerings.

Segment Marketing

Market segmentation is the process of dividing a target market into smaller, more defined categories.

Micro Marketing

This strategy is focused on a small group of tightly targeted consumers. Products or services are marketed directly to the targeted group.

What type best fits your business?

03 Define your Competitive Advantage.

Your product, service or idea – What makes you stand out?

DIFFERENTIATION - FOCUSING ON YOUR COMPETITORS

Traditionally the idea of differentiation emerges from the analysis of the competitors; people with the same type of business fighting for the same customers. A comprehensive analysis of your competitors may be a daunting task, time consuming and may cost you money, however conducting your own analysis will pay dividends in the long run.

WHO ARE YOUR DIRECT COMPETITORS?



IDENTIFY YOUR DIRECT COMPETITORS

- Visit their website and social media platforms.
- How do they advertise and market to their target audience?
 - Visit their location and observe.
- Take note of similarities and differences.



NOTES

- What are your competitors strongest areas and what can you learn from them?
- What are their weakest areas and what would you do to avoid them?
- Which aspects could you improve in your own business?

Your Product, Service or Idea – What do you offer that improves lives?

POSITIONING FOCUSING ON YOUR VALUE.

What are the characteristics of your business products or services that are appealing to your customers and are the main reason why they will buy from you -OR- from your competitors?

Your purpose clearly states **THE WHY** you are in business. Positioning your business communicates **HOW YOU DELIVER** value to your customer.



YOUR PURPOSE

Why are you in business?



YOUR VALUE

- HOW you solve a problem?
- HOW you improve lives?
- HOW you make the WORLD better?

03 Define your Value Proposition.

Now that you have defined your purpose, and know what makes your business better than your competitors – it is time to define your **VALUE PROPOSITION**.

WHAT IS A VALUE PROPOSITION?

It's a positioning statement that explains what benefit you provide, who you provide it to, and how you will do it uniquely well.

WHY IS IT IMPORTANT?

It centers the attention of your potential customers on the biggest benefit you will give to them, nothing else.

ARE PURPOSE AND VALUE PROPOSITION THE SAME THING?

NO, these concepts can often be mistaken as one another.

The purpose is the internal voice of the company that states why you and your people are in business and how will you change the world.

Value proposition is an external voice telling the world how your product service or idea will meet their needs.



04 Create your Marketing Plan.

PROMOTION - HOW YOU SPREAD THE WORD

Is your branding & marketing drawing customers into your business? The role of branding and marketing is key to ensure effective engagement and recognition from your audiences.

LOGO & MARKETING MATERIALS

Appealing, coherent, consistent, unique, & memorable.

CRAFT YOUR MESSAGING

Offer help, become an expert, solve the problem, be concise.

REVIEW YOUR WEBSITE

Searchable, appealing, organized, concise, include calls to action, and encourage contact.

SOCIAL MEDIA

Post content and images that are relevant to your audiences and drive traffic to your site.

BUILD A MARKETING PLAN

Set a marketing goal that is realistic, measurable and aligned with your purpose and value proposition.

Do you want to increase followers? Build brand awareness?
Expand into a new market segment?

OUTLINE YOUR PROMOTIONAL TOOLS

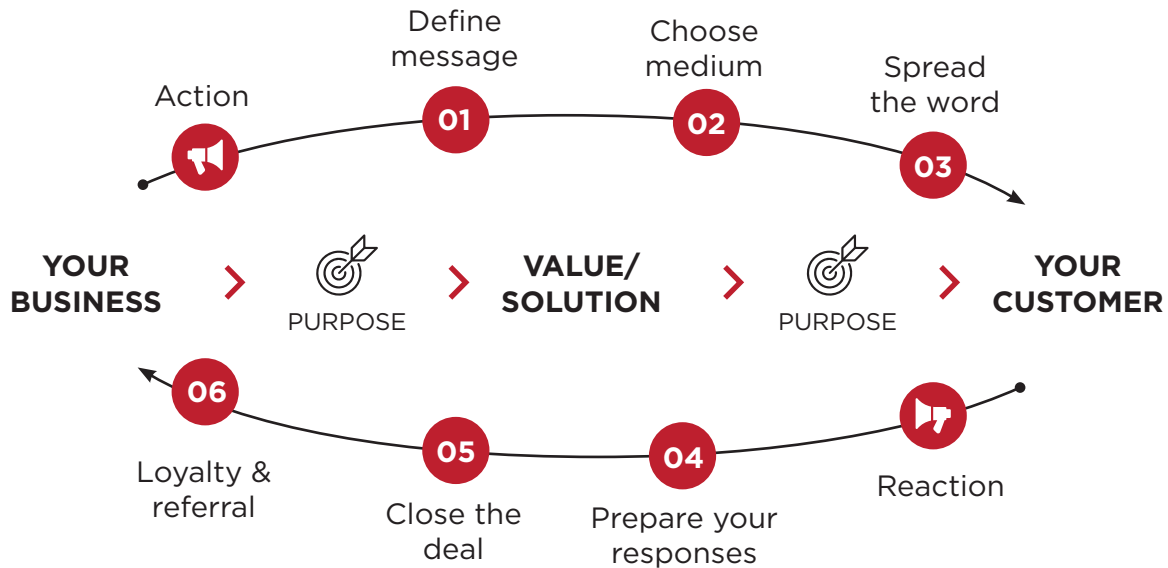
Online platforms are an excellent way to promote your business.

Although the world is predominately online, people still visit places and read the newspaper, ensure that you maintain an offline presence as well.

- **BE SPECIFIC** - What are you offering and what segment of your market are you talking to?
- **BE RELEVANT** - Does your promotion offer a solution and/or satisfy your customer needs.
- **BE REALISTIC** - Make sure your offer is something you can actually deliver. Set up a budget based on a percentage of your annual revenue.
- **MAKE IT MEASURABLE** - Determine how will you quantify the reactions to your actions: Phone inquiries, store visits, number of sales, dollars on sales, likes, visits, views, registrations, etc.

04 Marketing Plan.

HOW TO DEVELOP PROMOTIONAL TOOLS



HOW YOUR BUSINESS WILL DELIVER VALUE TO EACH OF YOUR CUSTOMERS:

01 DEFINE MESSAGE

Draft a message that informs, or offers a solution to fix the problem of a specific segment of your customers. Be concise, be honest, do not over promise, and make it appealing. Ensure there is always a call to action - call, contact us, redeem coupon, visit us at our location, offer a special promotion.

02 CHOOSE MEDIUM

Decide whether it is an offline or online promotion. Your message can be placed in a flyer, Google ad, mail piece, your website landing page, poster, or simply a cold call script. Consider what is the best advertising channel according to your target market.

03 SPREAD THE WORD

Schedule your activities and consider all resources, money and efforts involved in the process of delivering your message to potential customers. Examples: Organizing or attending events, travel expenses, design costs, printing costs of flyers or post cards, cost of newspaper or magazine ads. budget for Google or Facebook Ads.

04 PREPARE YOUR RESPONSES

Plan the next steps, how to react when a potential customer responds to your message/offer? What to say and what to do? Keep track of how many responses (leads) and ask how they found out about the offer, this will help you determine what the best channels for your product and customer are.

05 CLOSE THE DEAL

Closing a deal is not the ultimate goal of the marketing process. It is an indicator of trust given to you from your customers. Make sure you and your employees provide support to your customer by giving information, solving questions, and facilitating the payment process. Track how many sales you achieved from all your inquiries as a rate of success.

06 LOYALTY & REFERRAL

When you offer goods or services that provide long term benefits the result will be extremely happy, loyal customers. Create referral programs and offer a small but valuable incentive to your customers who will recommend you to their friends and family.

05 Resources.

USEFUL RESOURCES FOR BUSINESS OWNERS

- B Corporation (W) www.bcorporation.net
- Business Model Generation (B), Alexander Osterwalder and Yves Pigneur
Canada's Anti-Spam Legislation (W) <http://fightspam.gc.ca/eic/site/O30.nsf/eng/home>
- Canada Business Network <http://canadabusiness.ca/eng/>
- Conscious Capitalism (B) John Mackey and Raj Sisodia
- Conscious Capitalism (W) www.consciouscapitalism.org
- Conscious Marketing (B) Carolyn Tate
- Liberating the Corporate Soul (B), Richard Barret
- The Slow School of Business (W), www.slowschool.com.au

Workflow Strategy

abandons cart

1 hr. delay



left cart

1 day delay



No purchase



← add
Promo

1 day delay

Business Marketing Workbook

Let's Get Started.

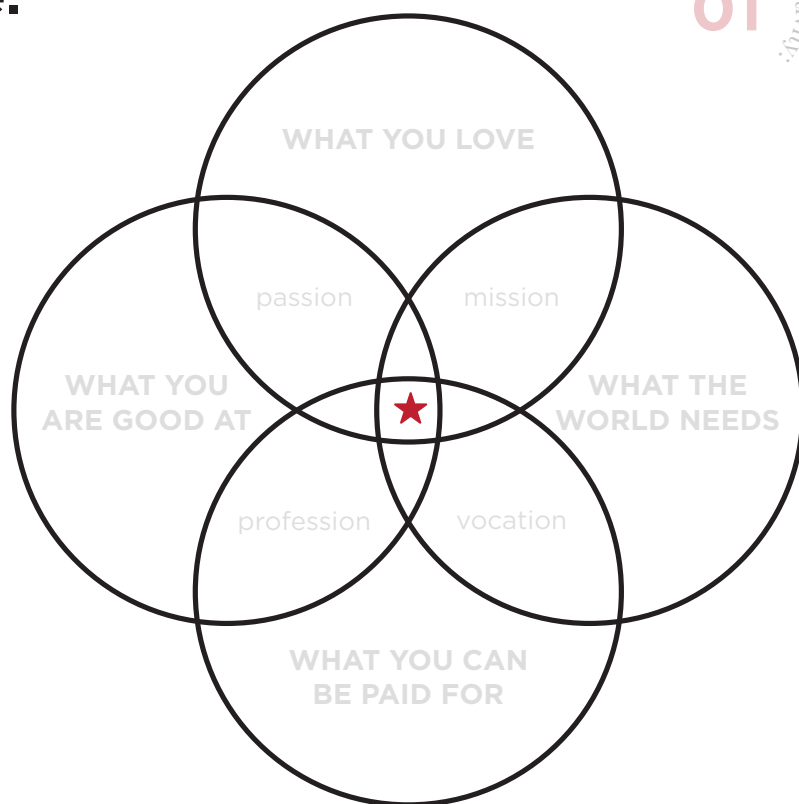
The best way to create a strategic vision for your business is to brainstorm and commit your thoughts in writing. Use this workbook to put your ideas in print and help you prepare for success!

01 Defining your Purpose.

Workbook Activity
01

DEFINE YOUR PURPOSE MODEL

- Print as many copies as needed for you, your partners or employees you wish to participate in the exercise.
- Use this as a template and write inside the circles.
- Allocate some time to think, meditate, explore and write inside the circles and its intersections. You might use separate pages for each, **PERSONAL** and **BUSINESS** purposes.
- Analyze your concepts or thoughts from both, a **PERSONAL** and a **BUSINESS** point of view.
- Think about how your **PERSONAL** and **BUSINESS** purposes align with each other.
- Share and brainstorm your points of view with your partners or employees.
- Make consensus to write down your purpose statement of 5 to 15 words that clearly articulates the **BIG WHY**.



★ PURPOSE

Why **WE** exist and **HOW** our services and products make a difference.

01 Defining your Purpose.

WRITE DOWN YOUR PURPOSE INSIDE THE RECTANGLE

OUR PURPOSE

Why **WE** exist and **HOW** our service or product makes the difference.

A large rectangular box with a black border, containing 20 horizontal lines for writing. The lines are evenly spaced and extend across the width of the box, providing a space for the user to define their purpose.

02 Maximize your Strengths, Manage the Risks and Embrace Opportunity.

SWOT ANALYSIS

- Print as many copies as needed. For you, for your partners or employees you wish to participate in the exercise, you may brainstorm by tracing the boxes on a white board, you can also use a flip-chart and sticky notes.
- Refer to next page “**SAMPLE QUESTIONS**” to help you obtain valuable insights of your business and also formulate your own questions.
- Write your insights on the corresponding boxes or use sticky notes. Separate internal from external issues.
- Examine issues from the point of view of customers and competitors.
- Write down what’s causing the issue, don’t describe the issue.

Areas where your business does well and where there are difficulties.

<p>STRENGTHS</p>	<p>WEAKNESSES</p>
<p>OPPORTUNITIES</p>	<p>THREATS</p>

Opportunities and threats exist outside independently from strengths and weaknesses.

02 Clue Questions.

STRENGTHS

(You have already done a great job putting your strengths together in Activity 01 - The Purpose)

- What makes us better than others (on the business)?
- What actions do we do well?
- What are our competencies? What knowledge, skills and attitudes do you have that can help you?
- What do other people say you do well?
- Why should you of all people undertake this mission?

OPPORTUNITIES

- What real opportunities are present today?
- What is going on around us that seems to be useful?
- From which recurring tendencies can we profit from and how?
- What could be done today that isn't being done?
- What is missing or can be improved on the market?
- Who else can we support and how?

WEAKNESSES

- What could we improve in order to achieve our purpose?
- In what ways are we not efficient?
- What don't we do well?
- Where are we incompetent? What knowledge, skills and attitudes are we missing?
- What should we avoid doing?
- Why shouldn't we undertake this purpose?

THREATS

- What are the negative tendencies in play today?
- What obstacles do we face to achieve our purpose right now?
- Who might cause us problems in the future and how?
- What is the competition doing that might cause difficulties for us?

02 Step by Step - One Strategy at a Time.

- From each SWOT box, highlight the issue or issues that are more relevant to you and your business.
- Prioritize the issues that require immediate attention.
- Define the necessary actions required to leverage your strengths, minimize your risks, and take advantage of the areas of opportunity to help you improve your business.
- Connect these actions to communication ideas and marketing actions.

03 Identify your Customers.

- Utilize one sheet per product/service you offer, identify the problems you solve or needs you help each customer to satisfy. Define each type of customer, the more information you can gather, the more you'll get to know each type of customer.
- How many different type of customers can use your product or service?
- What are the specific problems/needs each customer is looking to solve or satisfy?
- Is your customer a man? A woman? What is their age group?
- Where does he or she live?
- What type of work does he or she do? How much money do they make?
- Do they have decision making power? Or does someone else?
- Does he or she participate in certain activities, or belong to any clubs or groups?

PRODUCT OR SERVICE	NEEDS OR PROBLEMS	TYPE OF CUSTOMER
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04 Analyze your Competitors.

- Identify who are your direct local competitors, choose from 1 to 3 companies.
- Identify who is the **MARKET LEADER** in your industry (to help define your aspirations).
- Use the “Analyze your Competitors” template provided to expand on your research using the column on the left for your business, and the following columns for your competitors.
- Analyze the different aspects, writing on the space the positive ones and also the things you would improve.
- Highlight the most relevant insights that make your competitors stronger, and also those insights that make your business stronger than your competitors.
- Also consider what are the **MOST** relevant insights that make the **MARKET LEADER** successful.
- Brainstorm with your team and ask them to participate in the task.

SUBJECT	MY BUSINESS	COMPETITOR A	COMPETITOR B
LOGO	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:
FACEBOOK PAGE	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:
NEWSPAPER ADS	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:
WEBSITE	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:
STORE FRONT	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:
TRADE SHOWS	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:
PRINTED MATERIALS	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:	Positive aspects: Needs improvement:

└─── Add more subjects

Add more competitors ───┘

05 Creating Your Value Proposition.

DEFINING THE ELEMENTS OF YOUR VALUE PROPOSITION

- What are the characteristics of your business products or services that are appealing to your customers and are the main reasons why they'll buy from you -OR- from your competitors?
- Your purpose clearly states THE WHY you are in business. Positioning your business communicates HOW YOU DELIVER value to your customer. This is also known as your VALUE PROPOSITION. Refer to next page "SAMPLE QUESTIONS" to help you obtain valuable insights of your business and also formulate your own questions.

Write your answers below, use your own words. Avoid using terms like **QUALITY** or **EFFECTIVENESS**, rather explain how **QUALITY** or **EFFECTIVENESS** is showcased in your product or service.

For whom? (target customer):

→

Who is, are dissatisfied with (the current alternative):

→

Our product is a (new product, easier to use, cheaper, more efficient):

→

That provides (key problem-solving capability):

→

Unlike (the product alternative, competitors):

→

REFERENCES AND EXAMPLES OF VALUE PROPOSITIONS

<https://sumome.com/stories/value-proposition-examples#5>

05 Creating Your Value Proposition.

DEFINE YOUR COMPETITIVE ADVANTAGE AND WRITE DOWN YOUR VALUE PROPOSITION

OUR PURPOSE

Why **WE** exist and **HOW** our service or product makes the difference.

1. Identify the main **tangible benefit (1)** your product/service provides to your customers.

(1) =

2. How the tangible benefit (1), will **change or improve your customer's experience (2)** while using your product or service.

(2) =

3. Identify how changing or improving your customer's experience (2), **will transform your customer's lives (3)** allowing them to be a better human being, mom, dad, leader, professional, player, worker, student, traveler, viewer, guest, member.

(3) =

Now, join the 3 elements in your value proposition in one idea **(1) + (2) = (3)**

OUR VALUE PROPOSITION

06 Develop Your Promotional Tools.

- KEEP your PURPOSE in mind (what you do and why you do it).
- Refer back to SWOT analysis - business strengths, and also competitor's weaknesses to define what you do better than anyone.
- Refer back to types of customer to define who's problem are you helping to solve.
- USE Template 02 "Promotional Tool" provided. It is recommended to use one template per promotional tool.
- Brainstorm with your team and ask them to participate in the task.
- Use this sample form on this page as a guide to develop your own promotional tools.

ALPHI-MI YOGA STUDIO						
MARKETING GOAL: Increase membership registrations to 40 new members - Q3,Q4-2016						
MESSAGE, PROMOTION CALL TO ACTION	TARGET SEGMENT: Female, 25-45, Abbotsford, Chilliwack, Mission <hr/> PROMOTION: 2 x 1 winter registration and 2 week free trial promotion details... <hr/> CALL TO ACTION: bring a friend, and their x month or week is free!					
MEDIUM	SOCIAL MEDIA POSTS: Instagram, Twitter: Add details <hr/> FACEBOOK ADS: Add details <hr/> NEWSPAPER ADS: "The Herald": Add details <hr/> FLYERS: Add details: Who, when and where the flyers will be delivered?					
MEDIUM PRODUCTION COST	FLYER DESIGN:		1	\$100	\$100	
	FLYER PRINTING:		2,500	\$500	\$600	
DISTRIBUTION/ COST	MEDIUM:	DURATION:	FREQUENCY:	NO. OF IMPACTS	PRICE/IMPACT:	INVESTMENT:
	FACEBOOK ADS:	August 15-30	Weekends/ Weekdays	200 Clicks Estimated	\$1.20	\$240
	ABBY NEWS:	August 15-30	Fri-Sat-Sun	3000/Day 18,000/6 Day	\$200 cost per 1/8 page est. daily audience 30000 \$0.66	\$1,800
	FLYERS/CANADA POST:	August 15-30	1 Delivery	2000 Homes	\$0.30	\$240
MEDIUM PRODUCTION COST + DISTRIBUTION COST = TOTAL INVESTMENT:						\$3,080
SET YOUR MEASUREMENTS	CAN YOU TRACK LEADS? CAN YOU TRACK SELLS? CAN YOU DETERMINE WHICH PROMOTIONAL TOOL RESULTED MORE EFFECTIVE FOR YOUR BUSINESS? CAN YOU DETERMINE WHICH CUSTOMERS REACTED POSITIVELY TO YOUR OFFER / PROMOTION?					

06 Develop Your Promotional Tools.

THINGS TO CONSIDER WHEN CHOOSING A MEDIUM

- Consider online and offline mediums
- Does the medium fit your budget?
- What are the pros and cons on choosing a medium?
- Are you looking to launch an offer? Or simply establish local presence, or make people aware of your brand?
- Refer to this table to help you in the process.

MEDIUM	PROS	CONS	RECOMMENDED FOR:
PRINT MEDIA: <ul style="list-style-type: none"> • Newspapers • Magazines • Direct Mail • Catalogs • Coupon books • Brochures 	<ul style="list-style-type: none"> • Accepted/established • Tangible/tactile • Can be directed/ personalized • Provide a sense of legitimacy • Reflects quality • Allows depth of message • Can be shared with others • High brand/message retention • Suitable for high end product - services 	<ul style="list-style-type: none"> • Static information • Difficult to target a specific audience • Slower production and distribution • Sustainability issues • Higher costs 	<ul style="list-style-type: none"> • Limited time promotions • Build credibility • Establish local presence • Educate consumers about your product/service
ENVIRONMENTAL: <ul style="list-style-type: none"> • Tradeshow booths • Building • Interiors • Signage • Billboards • Bus stops/benches • Kiosks 	<ul style="list-style-type: none"> • Broad reach and high frequency • 24 hr exposure • Geographic selectivity • Localized message capabilities 	<ul style="list-style-type: none"> • Higher costs • Not for depth of messaging • Coverage can be limited • Weather and vandalism issues • Longer lead time to execute buy 	<ul style="list-style-type: none"> • Increase brand awareness • Build credibility • Establish local presence • Seasonal promotions
BROADCAST/ON-AIR: <ul style="list-style-type: none"> • Radio • TV • Movies 	<ul style="list-style-type: none"> • Allows sound (radio) • Allows sound and motion (TV) • Wide coverage potential • Can target by program audience • Mass coverage for big brands • Can permeate to pop culture • Flexible exposure 10, 20, 30, 40, 60 sec. • Shows product benefits in action (visual) • Foster imagination (radio) • Highly memorable 	<ul style="list-style-type: none"> • Higher cost • Higher production cost • Younger audiences have less interest • Less flexibility due to longer lead time • Uneven reach by season 	<ul style="list-style-type: none"> • Increase brand awareness • Build credibility • Build brand presence • Brand/product positioning • Launch a specific product or service • Seasonal promotions
ONLINE: <ul style="list-style-type: none"> • Websites • Social media • Email lists • Blogs • Games • App selling platforms • Virtual worlds • Tutorials 	<ul style="list-style-type: none"> • Targets specific geographic areas • Allows audience customization • Mobile access increased the use of internet anywhere/anytime • Allows sound, motion and depth in contents • Allows users to purchase/pay instantly • Allows direct interaction with audience • Short lead times for production & scheduling • Advertiser determines budget • Multiple pricing modalities • Wide coverage potential • Highly customizable • Audience/performance traceability • Search Engine Optimization benefits 	<ul style="list-style-type: none"> • Internet access • Often visually cluttered space • Ads can be skipped/ overlooked • Ads may appear intrusive • Anti-spam regulations (advertisers) • Increasing fraud/ phishing scam/ spam • Competitor contents may appear during the search • Creating passwords and user accounts might seem irritating to audiences 	<ul style="list-style-type: none"> • Engage with customers directly • Educate consumers about your product/service • Build credibility and presence across different communities • Launch short-term promotions /contests • Showcase unlimited amount of products services • Build brand authority

Stay Connected

CITY OF ABBOTSFORD **ECONOMIC DEVELOPMENT**

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