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# PROPEL BUSINESS LAB

## SESSION V

### MARKETING: STRATEGIES, OBJECTIVES, & TACTICS



JANUARY 14<sup>TH</sup> & 16<sup>TH</sup>

**Alicia Davis, Facilitator**

ALLENDALE/BARNWELL COHORTS

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# AGENDA

## SESSION V

6:00p.m. - 6:05p.m.: CEO and/or PROGRAM MANAGER COMMENTS (If Applicable)

6:05p.m. - 6:40p.m.: THE IDEAL CLIENT EXERCISE

6:40p.m. - 7:20p.m.: COMMUNITY INVOLVEMENT & SMALL BUSINESS GROWTH

7:20p.m. - 8:10p.m.: MARKETING VS. ADVERTISING *(10-minute break during session)*

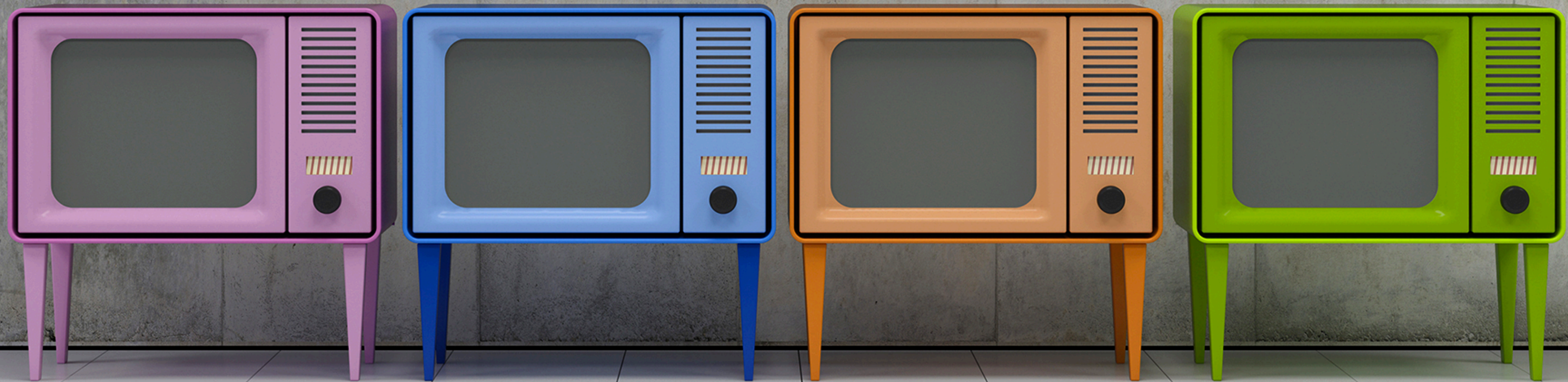
8:10p.m. - 8:55p.m.: THE MARKETING MIX

8:55p.m. - 9:00p.m.: CEO and/or PROGRAM MANAGER COMMENTS (If Applicable)

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**“There are no limits. There are only plateaus, and you must not stay there  
— you must go beyond them.”**

**(Bruce Lee)**



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**COMMUNITY INVOLVEMENT:  
WHY IS IT SO IMPORTANT FOR  
THE SUCCESS OF MY BUSINESS?**



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# SUPPORT OTHER SMALL BUSINESSES

**No one person or business can succeed alone. Supporting other small businesses provides the opportunity for collaboration, brand recognition, increased sales, and a broader network.**



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# **SUPPORT LOCAL NONPROFIT ORGANIZATIONS**

**Support may exist in a variety of ways.**

**Small business owners often support nonprofit organizations because the donation may be tax deductible. It also provides the opportunity to give back to the community while increasing the brand awareness for the company.**



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# PLACE VALUE ON VOLUNTEERING



**Volunteering can help grow a business by providing opportunities for networking and building relationships with potential customers, clients and partners. It can also help businesses develop a good reputation and visibility in the community, leading to more customers and clients.**

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# MARKETING VS. ADVERTISING





# WHAT IS A MARKETING STRATEGY?

**A long-term plan for achieving a company's goals by understanding the needs of customers and creating a distinct and sustainable competitive advantage**



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# MARKETING VS. ADVERTISING

**MARKETING** is a business practice that involves identifying, predicting and meeting customer needs.

Effective marketing strategies help businesses isolate how best to serve their client base, while maximizing revenue at the same time.

**ADVERTISING** is a business practice where a company pays to place its messaging or branding in a particular location. Businesses leverage advertising to promote their products and services for sale.

Advertising is a component of marketing.

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# EXAMPLES OF ADVERTISING STRATEGIES

- **BILLBOARD ADS**

- **SOCIAL MEDIA PAGES**

- **FLYERS & BROCHURES**

- **VEHICLE WRAPS & SIGNAGE**

- **NEWSPAPER & PRINT ADS**

- **DIRECT MAILERS**

- **RADIO ADVERTISEMENTS**

- **TELEVISION ADS**

- **PAID ONLINE ADS**

- **REFERRALS**

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# THE MARKETING MIX



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# THE MARKETING MIX



**Refers to the combination of products, pricing, places and promotions it uses to differentiate itself from the competition.**



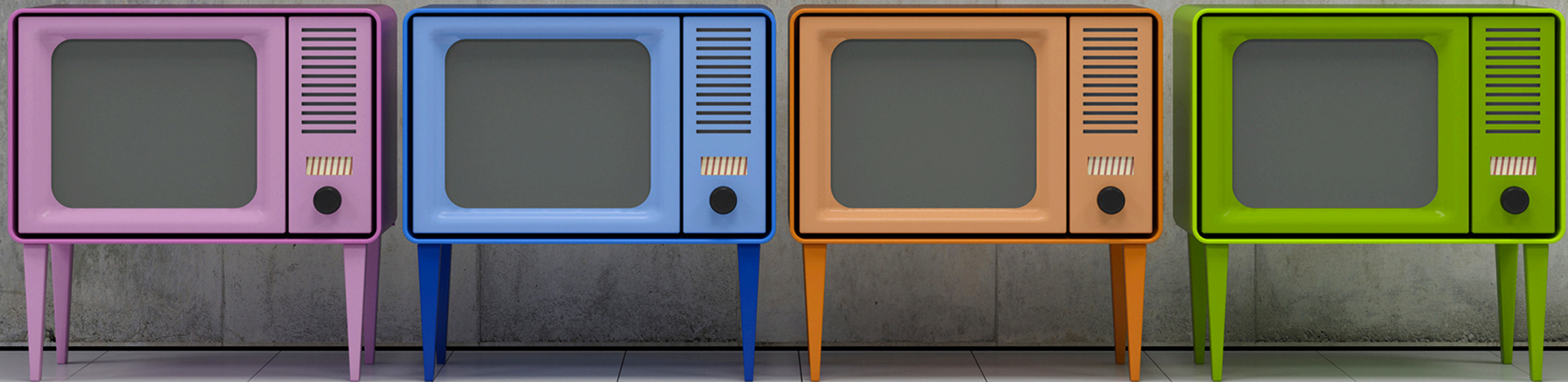
# 7 P'S MARKETING MIX

1. Product
2. Price
3. Promotion
4. Place
5. Process
6. Positioning
7. People



# LET'S REFLECT...

**Of the 7 P's discussed during this session, which one do you think is the most important? Please explain.**



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# PRE-WORK FOR SESSION VI





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# ASSIGNMENTS

## SESSION V

1. Read through the Session VI Presentation.
2. Read the additional resources provided in the program outline for Week #6.

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# CONTACT INFORMATION

LET'S  
PROPEL



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