

Basic Goal of Every Marketer



Marketers are charged with: _____

How do we accomplish that?

- By _____ & _____ plans and promotions that move business forward.

Failure to Launch?



But on occasion marketers experience a _____ that keeps them from _____.

That _____ is failure to _____ the plan to _____ & _____. When that occurs we find ourselves in a precarious role.

It is at that point we stop _____ the marketing strategy and find ourselves _____.

Are you driving or riding?



Q: How did we loose control of our marketing plan?
How do we get back into the driver's seat?

A: You have to successfully sell your marketing plan.
In other words – you need to **Market your Marketing.**

So how do we do this?

We turn our marketing know how internally.

- Step 1: Identify the target
- Step 2: Research the target
- Step 3: Craft plans that resonate with the target
- Step 4: Represent your customer
- Step 5: Measure results and progress

Step 1 – Identify Target



- What is your current approval process for your marketing planning?
 1. _____
 2. _____
 3. _____
 4. _____

Tailor the message for your audience



- Prepare to communicate with _____
_____ at each level of your approval chain.
 - Technical
 - Finance
 - Sales
 - Manufacturing/Plant
 - Marketing
 - Mixed Bag
- All personality types have specific aspects. The key is to recognize them and speak to their way of thinking.
*Depending on your organizational structure you may have multiple targets.

Personality Type - Technical

- Answer with _____.
- Never give _____ answers.
- Be armed with _____ to justify your plans.
- They appreciate _____ and _____.
- Technical types are students of “_____ and _____”.
- Give a technical person time to _____.
- They may have input on your _____
and appreciate people that learn their _____
so that _____ is on their level.

Personality Type - Finance



- Deal in a world of _____.
- Focus on knowing _____ from actions.
- Tend to be very interested in _____.
- Be sure of your _____, and dedicate a _____ of your efforts to _____ and _____ results.
- _____ can be beneficial because you have _____ for them to review when considering your idea. This plays to their desire to base decisions on _____ reasoning versus _____.
- They are not comfortable with _____.

Personality Type - Sales



- Can be very eager for _____.
- Very _____ oriented
- Prefer _____ – but tend to not be too interested in mapping out the _____ to achieve those _____.
That's what you've been hired for.
- Everything is “_____” for them – so time taken for meetings, research, analysis could be viewed as _____ their time.
- Really good at _____ to the customer, making decision with the _____ in mind.

- Tend to have unique perspective because as _____ and _____ are being developed – they are able to _____ the reality of how it will work for the _____ that have to handle the _____ resulting from the plan.
- They appreciate _____
- Respect those that take _____ – so in other words – excuses and vague answers do not fly with them.

- _____ a decision maker with a marketing background thoroughly. This will give them an opportunity to _____.
- If you are exploring ideas for _____ and _____ upfront – your plan is more likely to gain final approval and their support because they would have been a part of the development process and will be comfortable with the direction of the final outcome.

Personality Type – Mixed Bag



- _____ background
- Well-rounded _____.
- _____
- Highly _____.
- Typically very interested in learning “_____” your proposing what you’re proposing.

Step 2 - Research the Target



Interview your _____.

- Find out what work issues _____.
- Get them to share _____ of the company/service with you.

If your decision maker _____ your plan you will be able to implement it. If they do not – it will be _____ by others _____ in the organization.

Sample Interview Questions for Decision Maker:



1. What kind of revenue growth are you looking for in the coming year?
2. What do you think our biggest challenges are as we attempt to increase our revenues?
3. What do you think our biggest competitive threats are?
4. What do you think our competitors weaknesses are?
5. How do you think our products compare to our competitors?
6. What do you think we've done either wrong or right when marketing our products in the past?
7. What techniques do you credit for your past increases in revenues?
8. How involved do you prefer to be on developing creative campaigns?
9. What is the most important message you believe needs to be conveyed in our marketing efforts?
10. What product/service do you think needs to be focused on during the upcoming plan?
11. Are there any past campaigns or initiatives that you believed to be successful?
12. Can you share why you thought those particular campaigns were successful?

Step 3 – Craft Plan for Target



The decision maker needs to know that the team _____ and is always going to _____ of people in the organization that are _____.

How do you gain the decision maker's trust?

- _____
- _____
- _____
- _____

Step 3 – Craft Plan for Target



Learn from “No”

- Good marketing people are _____ not _____.
- Marketers who use _____ well are successful because they are better able to unearth information and thereby determine more of their organizations and/or customers needs.

Step 4 – Represent Customers



Always represent the customer.

Talk to the customers _____. Do not depend on Sales or CSRs or your I/R personnel to _____ information.

What defines a _____ marketing campaign?

•It is one that _____ with your customers by _____.

•How can you do this? By _____ to your customers directly – they will tell you _____ to _____ to them.

Step 4 – Represent Customers



Sample interview questions for customers:

1. I see you receive product “x” from us. What attracted you to this product?
2. What problems were you hoping to solve or benefits you were hoping to gain from this product?
3. How has it worked out for you?
4. Can you tell me a little about your decision making process when selecting our service?
5. Were you also looking at comparable services from our competitor?
6. If you were shopping for this service today, would you choose it again?
7. Is there anything that our company can do better regarding our services or our support of services?
8. Is there anything we can learn from other competitive offerings that you were considering?

Step 4 – Represent Customers



Benefits of adding this to your weekly “To Do” list.

- Early detection of _____.
- _____ of the customers buying/decision making process.
- Hearing the _____ _____ can help you to _____ marketing campaigns that are _____ to your customer.
- Gain _____ of how your customers are _____ about your services.

Step 5 – Measure Results



Meet your new best friend - _____

- Track usage/churn/promotions/customer needs
- This knowledge enables the marketer to be _____ and also enables them to teach the other _____ how to move away from being _____ or _____.

So what next?

- As company's struggle to _____ themselves from their competitors – it is the _____ that make up the company and their _____ to the customer that will be your biggest feather in the cap.
- But Marketing is a _____ effort. It isn't just the marketing department out there on their own.
- If you can convince the other _____ that what your asking from them ultimately _____ them as well – you are more likely to gain their _____ and _____ as well.

Thank you



Pamela White

Director of Marketing & Communications, ANPI

pwhite@anpisolutions.com

217-862-1961

www.anpisolutions.com