

MARKETING WORKBOOK

Marketing for Start Ups and Small Businesses

NOTES



MARKETING PLAN TEMPLATE

Steps in Preparing the Marketing Plan

1	Defining the business situation	
2	Defining the target market / opportunities and threats	
3	Segmenting and targeting customers	
4	Establishing goals and objectives	
5	Defining marketing strategy and action programs	



6	Distribution	
7	Promotion	
8	Budgeting and implementation	
9	Monitoring the progress of marketing actions	

WHAT IS MARKETING?

Lesson 2: Marketing definition

<i>Instructions</i> : Brainstorm how your product, service or your business creates value for customers. Outline how you build strong relationships with customers and other stakeholders, like investors, distributors, manufactures and employees.	
Instructions: Brainstorm and write about how your business captures value from its customers.	



BECOMING MORE FAMILIAR WITH YOUR CUSTOMER

Lesson 1: Customer markets, competition and collaborators

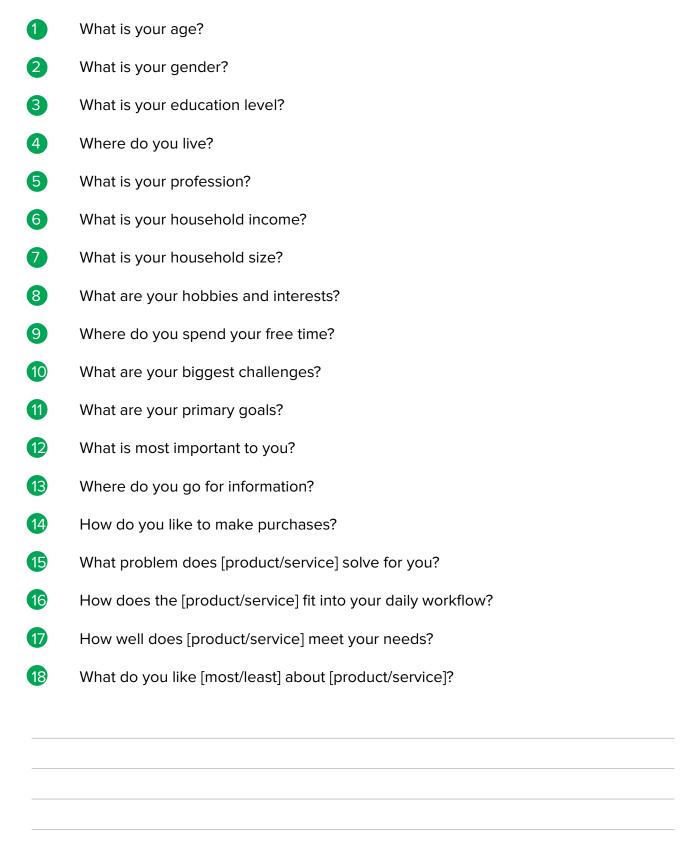
Instructions: Complete the Marketing Environment diagram for your business.

Internal	External
Investors	Customers
Employees	Competition
	Collaborators

Lesson 2: Who is your customer?

Lesson 3: Factors influencing customer behaviour

Review the sample customer survey. What changes to the survey do you want to make? After you have made the necessary edits, begin surveying target customers.





Lesson 4: Customer buying process

Instructions: Use the Target Customer Profile below to outline key information about your customers.

Demographics	Goals
Age:	
Gender:	
Marital Status:	Influencers
Location:	
	Values
Occupation	
	Habits
Annual Income	
	Lifestyle
Education	
	Pains

MODULE 04 COMPETITION

Lesson 1: Who is your competition?

Instructions: Identify three competitors and list ten characteristics of their product or service and two weaknesses and strengths of their offering.

COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
Characteristics	Characteristics	Characteristics
Weaknesses	Weaknesses	Weaknesses
Weakilesses		
Strengths	Strengths	Strengths



MODULE 06 MARKETING MIX

Lesson 1:

What is a marketing mix?

Instructions: Answer the questions below about each of the 4Ps.



What is your product or service?	
What problem, need or demand of your customers does your product or ser	vice fulfil?
Does your product fulfil an existing market demand or do you need to create in the market?	e demand
How does it differ from the competition? Remember competitive differentiati	on.
Are there special features you offer?	
How is your product packaged?	
What is the life cycle of your product or service?	
Are there warranties? If so, what are they?	

\$ PRICE

What is the cost of producing and offering this product or service?
How much are your customers willing to pay for the product?
How much are your customers willing to pay for the product?
How much can your customers pay?
How much do your customers value your service?
What is the price of the same or similar service that your competitors offer?
Will you offer discounts? What will be the price before and after offering discounts? Who is eligible for discounts and when?
What are your pricing terms?



PLACE

Where do customers search for information about your product type or service?	?
Where do your customers shop?	
How do your customers use social media and traditional media and for what pu	rposes?
What channels should you use? What transportation is involved?	
What is your inventory?	
- The state of the	
What is your competition's placement strategy?	



Can you describe your brand messaging?
What is your brand awareness in the market?
What messaging will reach or influence your target customers?
How can you best promote your service?
When will you promote your product? How? And where will you promote it?
How will you communicate directly with your customers?
How will you communicate through influencers?



Lesson 2: Servicing mix

Instructions: Answer the questions below about the 3Ps specifically related to services.

PEOPLE PEOPLE
What is your business culture?
What is your recruitment process and strategy?
How do you train those who provide your service?
How do you assess their knowledge and skills? What support do those who provide your service need?



Can you describe the process customers go through to access your service? Are these efficient? Are they effective?
Does the process allow your service providers to anticipate customer needs and demands?
Can your service providers easily react to these needs and demands?
What processes do you have in place to collect and respond to customer feedback?





What is the design of the facility where your service is offered?
Is it clean and comfortable?
What decorations do you have?
What is the style of your facility or shop?
What is the appearance of your employees?
What about the other customers?

POSITIONING

Lesson 2: What is positioning? (Business Positioning)

Instructions: Identify two businesses that you are familiar with in your environment and then answer these questions for each: (1) What are they known for? (2) How do you know about them? (3) What perceptions do you have about those businesses and their products and services?

BUSINESS 1	
DUCINECC O	
BUSINESS 2	



Lesson 3: Positioning statements

Instructions: Write a positioning statement for your product or service using the template below.

POSITIONING STATEMENT					
For			(target)		,
(brand)	is the	(category)	that delivers	(point of differe	nce) ,
so they co	an	(po	nt of difference)		because
		(reas	on to believe)		

PRICING

Lesson 4: Pricing strategies

Instructions: Describe which of the pricing strategies you may use and why in the space below				

Lesson 5: What are your costs?

Instructions: Use the table below to list your fixed and variable costs including what the cost is, its estimated amount and frequency of occurrence.

Fixed	V ariable



MARKETING PITCH

Lesson 2: Tips for crafting your pitch

Instructions: Use the space below to write a draft of your marketing pitch, specifying whom this pitch is designed for.



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