

# Marketing for Entrepreneurs

Jen Hall  
January 9, 2007

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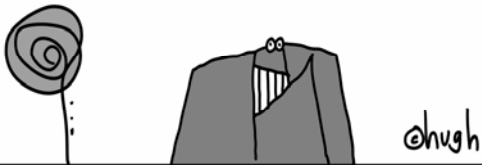
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Marketing is Everywhere.  
God is Everywhere.  
Ergo, Marketing is God.



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## What would you do...

- With \$2,000,000 for Marketing?
- \$200,000?
- \$20,000?
- \$2,000?
- \$200, \$20 or \$2?

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### Examples of Low (or No) Budget Marketing

- Pabst Blue Ribbon
- Goyard
- Burt's Bees



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### The 5 Product/Service Benefits

1. Make me wealthy
2. Improve my appearance
3. Help me to be more well-liked by my family or friends
4. Make me live longer
5. Get me laid more often

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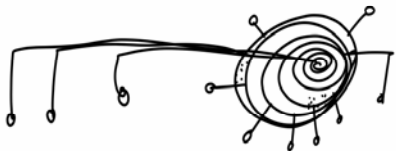
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If two smart, savvy people can't have an interesting conversation about your product, you haven't done your marketing.



@hugh

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## Word of Mouth

- The voice of the customer
- A natural, genuine, honest process
- People seeking advice from each other
- Consumers talking about products, services, or brands they have experienced

### How do you Facilitate?

[www.womma.org](http://www.womma.org)

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## Word of Mouth

Step	Easy	Advanced
1. Talkers	Volunteers, customers, bloggers	Influencer, agent, evangelism programs
2. Topic	Special offer, great service, new product	Viral campaign, buzz stunt, new feature
3. Tools	Tell-a-Friend form, forwardable email, coupon	Message board, online communities, blogs
4. Take part	Join blog and message board conversation	Outreach teams, campaigns by PR and customer service
5. Track	Blogpulse, Feedster, Technorati, Google	Advanced metrics program, trend analysis

From [www.marketingprofs.com](http://www.marketingprofs.com), 1.17.06, Andy Sernovitz

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## Customer Evangelists

- Roomba
- Obtainium.tv
- SoapWorks
- Southwest Airlines
  - *“We are encouraging our clients to fly Southwest Airlines. We are buying more stock...and we stand ready to do anything else to help. Count on our continuing support.”*
  - customer Ann McGee-Cooper, October 2001 letter to President Colleen Barrett

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## Customer Evangelists

- Who are they?
- How do you encourage it?
- What are the downsides?

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## Creativity

6. Everyone is born creative; everyone is given a box of crayons in kindergarten.
20. The choice of media is irrelevant.
24. Don't worry about finding inspiration. It comes eventually.
31. Remain frugal.

Hugh Macleod, [gapingvoid.com](http://gapingvoid.com)

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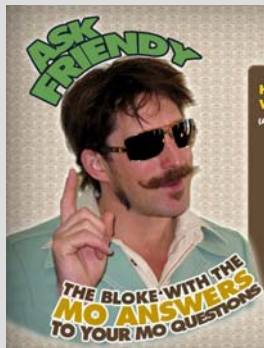
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## Creativity in Action

- Movember
- Stormhoek Wine



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### Creativity in Action



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### Creativity in Action



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### Creativity in Action



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## A note on Market Research

- Do you know your competitors?
- Do you know who your initial customers might be?
- Are your customers satisfied with your product/service?
- How has the market changed? What might influence future changes?

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## Tools/Sites

- [www.melissadata.com](http://www.melissadata.com)
- <http://www.mpdailyfix.com/>
- <http://moblogsmoproblems.blogspot.com/>
- <http://www.horsepigcow.com/>
- <http://www.churchofthecustomer.com/blog/>
- <http://blog.guykawasaki.com/>
- <http://www.beyondmadisonavenue.com/>

Email me for more: [marketingjen@gmail.com](mailto:marketingjen@gmail.com)

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