

# **Marketing and Advertising For Small Business**

**Thursday April 27<sup>th</sup>, 2017**

# Agenda

- Introduction
- Marketing
- Advertising
- Summary

# Goals

**To get you to think a little differently about marketing and advertising.**

# Goals

- More money coming in**
- Less money going out**
- Hold your money accountable**

# Introduction

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## Marketing and Advertising for Small Business

This is a resource page for attendees of Marketing and Advertising for Small Business:

- Presentation Slides in PDF

Enter your email below, and I'll send you the checklist I use before I start a website project. I'll even add a gift! It's free and easy!

Email:

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# Marketing

**What is it?**

# Marketing

**“Marketing** is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.”



# Marketing

**“Any and every interaction  
you have with your market.”**

# Marketing

**That's a lot of people... and a  
lot of interaction...**

# Marketing

**... and a lot of chances to influence how people will feel about your business.**

# Marketing

**It's a lot more than flyers and advertisements... it's everything you do (and how you do it).**

# Marketing

**What business are you in?**

# Marketing

You're in the  
marketing business!

# Marketing

- Every Breath You Take**
- Joe Girard's Rule of 250**
- Your Best Marketers...**
- You Can't Out-Advertise...**

# Marketing

- Staff Infection**
- Uncle Julio's**
- A Tale of Two Pizzas**
- Want Donuts With That?**



# Marketing

- Merchant Partnerships**
- Referral Programs**
- Personal Notes**
- Shop Local?**

# Marketing

- Email Marketing
- Website
- Social Media
- Traditional Media

# Email Marketing

- You own it!
- Use a reputable list host
- Get permission
- Give value

# Website

- Pay attention**
- Be responsive**
- Give folks what they want**
- Make it easy to find**

# Social Media

- Be responsive**
- Facebook Live**
- SOCIAL media...**
- ... not social MEDIA**

# Traditional Media

- TV
- Radio
- Print
- Stories

# Advertising

***“The only purpose of advertising is to make sales.”***

# Advertising

***“I know half of the money I spend on advertising is wasted... the only problem is I don't which half.”***



# Advertising

***“If your advertising isn’t  
making you money, then  
you’re doing it wrong.”***

# Advertising

**The majority of advertising is  
what I call “faith-based.”**

# Advertising

- Is it working?**
- Two quick stories...**
- ... and eight words**

# Advertising

**“But we have always  
done it this way!”**

# Advertising

- Message**
- Market**
- Media**
- Timing**

# Advertising

- Keep your money accountable**
- The worst employee**
- It's not automatic**
- Ask the tough questions**

# Advertising

- Test, track, repeat**
- Seamus and Colleen**
- You're not the boss of me!**
- Is it worth it?**

# Advertising

- What else do I get?
- John Carlton's 4-step ad
- Simplify your message
- Billboards



# Summary

- Marketing: The Big Picture**
- Advertising: Accountability**
- Results Rule. Period.**

**Thank You!**

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