



StartUp
Mendocino

BUSINESS ACCELERATOR

2023

Marketing



Agenda

- Updates
- Lead Generation Channels
- Lead Generation Messages
- Building Relationships in an Online World
- Next Steps



“In the end, Marketing is all about creating a brand that catches the attention of your target market through channels they use everyday.”

-M. Gerber, *The EMyth Revisited*



LIVE,
WORK,
CREATE

Updates

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Lead Generation Channels

The methods; media or vehicles you use to communicate the messages of your business to prospective customers. Channels are the “how”. The right channels will give you the response you want-interest in your products or services and an ongoing relationship with your company.



Channels Connect People

The goal of all channels are to connect you with your market. Your Marketing Plan will be the tool that confirms who you are people are.



Choose Strategically

With all the channels to choose from, selecting a combination of paid and unpaid channels will ensure you have created a channel mix the reaches your target market and is something your business can sustain.



Lead Generation Channels

Any communication vehicle that expresses our business and offerings to an individual or group of people.

•Common Marketing Channels are;

- Newspaper, Billboards and Print Magazines
- Social Media and Electronic Marketing
- Commercials, Radio and TV
- Donations, Word of Mouth, Referrals
- Trade Shows, Workshops, Live Events
- Networking Groups
- Blogs
- Alliances

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How Do You Choose?

Objective

Number of People Reached
Overall Cost
Percent of Market Reached
Overall Cost Per Lead

Subjective

Fit With Your Target Market
Intimacy
Credibility
Impact
Fit With Your Company

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Lead Generation Messages



Four Key Parts:

1. Inspiration
2. Information
3. Emotional Gratification
4. Call To Action

Three Creative Elements

1. Words
2. Images
3. Sensory Package

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What Should I Say?

Inspiration: What if you could achieve your business goals?

Emotional Gratification: Taking your business to the next level does not have to be challenging or stressful.

Education: Understand the key components that make up your business and learn how to organize them. Take action immediately to implement your plan today.

Call To Action: Sign up here for our strategic planning session. Space is limited to 10 participants.

Are They Listening?

1. Attracted Attention
2. Created The Right Impressions
3. Provide a Convenient Way For Customer To Respond
4. Qualify Your Leads



Marketing Production Calendar

A centralized organization system to ensure all channels are being tracked and implemented in a timely fashion.

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Building Relationships Through Systems

Good client relationships make you feel like a true partner to your client. They trust and listen to you, and you feel good about the work you do for them. As a result, your relationship builds and expands into bigger and better things, either through longevity, additional projects or business, or the biggest compliment—referrals to other clients.

What Builds A Client Relationship?

Brand Commitment

Informative Marketing

Needs Assessed Conversion/Reconversion

Excellent Fulfillment

Organized Billing

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Next Steps

Identify 5 Lead Generation Channels

- Using the criteria, identify which current channels are delivering results
- Find Replacement Channels, to total 5 active channels
- List Channels in order of preference and budget

THANK YOU FOR BEING PART OF



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