

Packaging

What are my choices?

All products and services need packaging of some sort. Especially services which are otherwise so intangible.

Useful at which business stages?

Always

Cheap or Costly?

If you don't have large quantities of cash then be inventive and make it interesting as well as appropriate.

Where do I learn more?

From your competitors, from your favourite pieces of packaging.

What determines whether it works?

Does it help the customer understand the product at first glance... it should.

Whether you pick the right publication and use the right language. Always include a 'call to action' in the advert.

What determines whether it works?

From the newspaper/magazine you would advertise with. From an advertising agency. There is an association of advertising agencies.

Where do I learn more?

Ask for the rate card. Aim to pay less. Discounts just before deadlines or for commitments to multiple advertisers.

Cheap or Costly?

Useful if you need to reach large numbers of customers.

Useful at which business stages?

DIY or agency, trade press or consumer, specialist press or general. How long to keep going for?

What are my choices?

Advertising

Market Day 9 communication methods

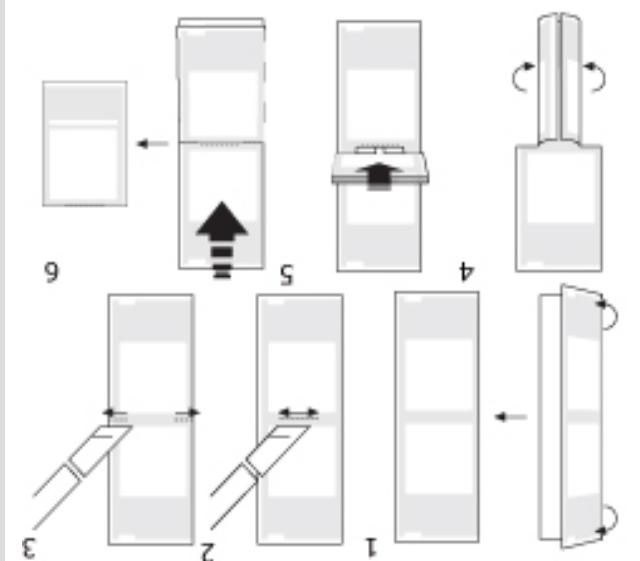
Sarah Thelwall

DIFFUSION GENERATOR

This eBook contains an overview of each of the promotional methods we discussed in the afternoon.

This set of 9 eBooks accompanies the Market Day workshop. You will find the explanations on how to re-do all the activities we covered on the day and a few more resources besides.

market day



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created on: Thu Nov 29 16:06:52 2007

Market Day 9 communication methods
Sarah Thewalli

The goal of marketing promotions is to represent your products and services via these various promotional methods in a way that excites customers, gives them an idea of what the whole product is, and helps them decide to buy it.

This eBook answers five questions about each promotional method:

- What are my choices?
- Useful at which business stages?
- Cheap or Costly?
- Where do I learn more?
- What determines whether it works?

What are my choices?
DIY, in-house or Agency

Useful at which business stages?

Pre-start through to well established.

What are my choices?
DIY, in-house or Agency

What determines whether it works?
Whether there is true synergy between partners and shared goals.

Where do I learn more?
This is common sense, experience and talking to potential partners.

Cheap or Costly?
Cheap, but if you pick the wrong partners can be very expensive.

You have to have something to offer as well as to gain (otherwise is little more than sponsorship).
Useful at which business stages?

What are my choices?
Would both companies benefit from the association and cross-selling?
Are there people you'd like to collaborate with?

Strategic Partners

getting the editorials list & selling in a story.
Well-briefed agency, long term relationships
(agency and journalists), knowing the readers,
institute of PR, on courses, in a book, from your

Where do I learn more?
3) Outsource to an agency (>UKP 500 a day)
2) hire an in-house member of staff
1) Expensive on time if you DIY

Useful at which business stages?
Pre-start through to well established.

What are my choices?
DIY, in-house or Agency

Useful at which business stages?

What are my choices?
DIY, in-house or Agency

Sales Promotion

What are my choices?

There are lots of variations on these - BOGOF (Buy One Get One Free), 2for1 etc. Make up your own.

Useful at which business stages?

You have to be able to afford to take the hit on profitability during the promotion.

Cheap or Costly?

You may be able to split the cost with the retailer.

Where do I learn more?

You'll see sales promotions in retailers, in adverts, on the web. Go looking.

What determines whether it works?

Are two packets of biscuits really better than one?

You need to have something to say!

What determines whether it works?

of sale information.

Go and look in some shops and spot some point

Where do I learn more?

a Point of Sale.

Usually fairly inexpensive. Not to be confused with sales promotions which are often offered via

Cheap or Costly?

When there are shops selling your product.

Useful at which business stages?

checkout?

provide to the customer on the shelf or at the

How much extra information do you want to

What are my choices?

Point of Sale

Trade Fair

What are my choices?

- 1) National or International
- 2) Choose sectors that relate to customer segments
- 3) how many you attend

Useful at which business stages?

Can do as market research, usually used when have a product/service to sell.

Cheap or Costly?

Always ask to see if you can get a discount as a first time participant. Expect to pay >UKP 2k for stand, remember travel, hotel and transport costs.

Where do I learn more?

Search the websites of Olympia, NEC etc, ask business advisor for list of those appropriate to your sector.

What determines whether it works?

A fair with the same audience as your customers. Staff who are comfortable chatting to strangers. Clarity of message.

worth their time.

Whether there is enough business to make it

The quality of the relationship with the agent.

What determines whether it works?

how they work.

Search for some agents and chat to them about

Where do I learn more?

way. Your pricing needs to account for this cost.

Charge a percentage of all deals brought you

Cheap or Costly?

you.

make it worthwhile an agent taking the risk on

When you have sufficient potential market to

Useful at which business stages?

they cover.

experience in your target markets, geography

Size of company, sectors they work with,

What are my choices?

Agent

Licensing

What are my choices?

How much freedom do you want them to have? Will it be an exclusive licence? There are lots of questions here. Get help.

Useful at which business stages?

When there is a large market for your products/services. When your products/ services are fully packaged.

Cheap or Costly?

Intensive work to find licensees and legal bills are not small. But set it up well and will be fairly simple to run thereafter.

Where do I learn more?

Seek specialist advice but also think about who would want to license from you and what they have to gain.

What determines whether it works?

The licensee must have an established client base who would want your products and they have to be able to handle the risk.

There has to be sufficient customers for your products and services to need multiple retailers.

What determines whether it works?

Where do I learn more?

Fairly costly to set up properly.

Cheap or Costly?

When you are established.

Useful at which business stages?

What are my choices?

This is a mechanism for increasing numbers of retail outlets. Is this appropriate?

Franchising

Sampling

What are my choices?

Do you give away the whole thing or just a small part of the product/service?

Knowing what you want them to do as a result of receiving this information, making this easy to do as a result of this communication.

What determines whether it works?

Useful at which business stages?

When considering new markets and you want some feedback from potential customers. In general it is a way of testing ideas.

Find a graphic design agency to work with. Preferably one with good copywriters (they write better copy than you!).

Where do I learn more?

Cheap or Costly?

The cost is that of the product plus the distribution to get it to people plus any feedback/evaluation method.

There's more cost in the preparation than in the paper.

Cheap or Costly?

Where do I learn more?

Have a look at things you are handed in the street or that come through your letterbox. Work it out from there.

Different customer segments you may need different pieces of print for each. Early on you may not have much detail to convey. Useful at which business stages?

What are my choices?

Your ability to get it to the right customers e.g. if you want to reach ABC1 consumers stand outside M&S not the bus station.

Almost endlessly. What do you want to say? Why would a customer keep a piece of print? (what benefit does it offer?).

Print

Distributor

What are my choices?

What geography? Will they manufacture as well?
How long a term?

Useful at which business stages?

When the market exists. Distributors don't make markets.

Cheap or Costly?

They'll take a percentage of the sale. You need to build this in to your pricing model. This may mean changing your manufacturing method.

Where do I learn more?

Go to some trade fairs and talk to people.

What determines whether it works?

The quality of the relationship with the distributor.
The value of the sales within the distributor's portfolio of products.

You can't force them...
Whether or not people WANT to talk about you!
What determines whether it works?

There are agencies who specialise in viral and guerrilla campaigns. Talk to them.

Where do I learn more?

easy messages to convey to others.
Generally inexpensive, the key is giving people talking about you.

Cheap or Costly?

what you do... then you'll struggle to stop them
Always. Its about getting people excited about what do you want to talk about you, why and want to) put words in their mouth?

Useful at which business stages?

Word of Mouth

Personal Selling

What are my choices?

DIY or hire a specialist.

Useful at which business stages?

When you have something definite to sell. Can use partly as market research.

Cheap or Costly?

It's the cost of time... yours or someone else's. If someone else's who will train them?

Where do I learn more?

Watch others, go on a training course in selling skills or learn from your agent.

What determines whether it works?

An ability to listen to your customer and answer any questions they may have. The ability to 'close' a deal.

genuineess in involving them in the company.
Your empathy with your employees and your what determines whether it works?

meetings etc.

intranets, in-house newsletters, company Ask anyone who has worked corporately about where do I learn more?

Cheap or Costly?

aren't lots of people to reach... just a few.
Generally not costly in small firms 'cos there what the company is doing and capable of talking to others about it.
Always, you want people thoroughly bought in to what do you want to communicate with your useful at which business stages?

team?

How do you want to communicate with your what are my choices?

Internal Marketing

What are my choices?

Whether you just do something so that you at least have a brand (and can improve it later) versus whether you do the whole thing now.

Useful at which business stages?

Always. Expect to continue to refine it based on whether your customers understand you and what you stand for.

Cheap or Costly?

Another piece of string question. The upside is that you can do this bit yourself to start with.

Where do I learn more?

There are many books on this subject, specialist agencies and you are surrounded by brands.

What determines whether it works?

Whether the brand accurately reflects your company and what you stand for

What determines whether it works?

Knowing what the purpose of it is.

ideas.

Look at your favourite websites and borrow good

Where do I learn more?

How long do you want this piece of string to be?

Cheap or Costly?

It's pretty much expected of you

Useful at which business stages?

Interaction with customers?

B2B or B2C site? Key component of service

What are my choices?

Website

Direct Marketing*What are my choices?*

There's a lot under this heading. Look up the Institute of Direct Marketing for more info.

Useful at which business stages?

You need to know your customer segments very well and have a means of contacting customers directly.

Cheap or Costly?

You may be able to buy data via your business support provider (in smaller chunks than from the data owners direct).

Where do I learn more?

The Institute of Direct Marketing or a Direct Marketing Agency.

What determines whether it works?

Your ability to reach your customer segments effectively rather than scattergun approaches.

Whether someone with budget likes you or not.

Customers and your sponsor's customers.

Whether there is a good fit between your

What determines whether it works?

place then find out what these details consist of.

Look and see what activity is in your market

Where do I learn more?

No avail. Do you really need it?

You could spend a lot of time chasing sponsors to

Cheap or Costly?

Benefit is for them?

Could you clearly articulate to a sponsor what the

Useful at which business stages?

of companies direct?

In your market - could you approach these sorts

DIY or a specialist agency. Look at who sponsors

What are my choices?

Sponsorship