

MARKET MESSAGE MEDIUM



HOW TO DO
GREAT

MARKETING

AND WIN MORE
CUSTOMERS

ANDYDITCHBURN.COM

MARKET MESSAGE MEDIUM

Congratulations! You've just taken the important first step to do great marketing and win more customers.

Completion of my 'Market Message Medium' Workbook is guaranteed to help you choose the best marketing methods to communicate your unique messages to your specific target audience.

All you need is a pen and paper, some quiet (or private) time and most importantly an open mind. It might be easier if you print out the Worksheet pages.

Let me know how it goes - drop an email to hello@andyditchburn.com or tweet [@Perro_Andy](https://twitter.com/Perro_Andy).

MARKET MESSAGE MEDIUM

Market - Who Are You Talking To?

Before implementing any marketing activity, it's crucial to have a great understanding of who your target market is.

Marketing has always been, and always will be a numbers game.

Successful marketing needs to be efficient. It's not cost effective or a good use of your time to approach anyone who will never be interested in purchasing your product or service.

Having a clearly defined target market will make your marketing more successful and enable you to spend less time looking for customers and more time doing other things, like delivering your product or service or taking more holidays.

Finding More Star Customers

For existing businesses with a trading history, it's often a good idea to examine your existing customer base. You need to identify and make a list of your 'star' customers.

These can be customers who generate the most income (they purchase more, or more frequently) or customers who you enjoy servicing. Ideally your 'star' customers should fall into both of these categories.

It would be great if you could attract more of these 'star' customers. Understanding who they are can help you to establish and develop the most lucrative target markets.

MARKET MESSAGE MEDIUM

There's no precise rules on how many target market segments you should develop, but be aware - the more segments you target, the harder your marketing will become.

More segments only means having to allocate more time and resource to marketing. As a general rule, I advise initially developing no more than 3 target market segments.

Your target market segments should be as niche and specific as possible.

Some Questions to Consider

If you're selling mainly to individuals (business to consumer) -

Where do they live, eat, drink, socialise?

How old are they, what is their gender, what is their marital status?

What is their income, how much is 'disposable', where do they work?

Where (and how) do they shop, what brands do they currently buy?

What are their interests and hobbies?

What are their needs and desires?

What is their attitude towards purchasing your product / service?

MARKET MESSAGE MEDIUM

If you're selling mainly to businesses (business to business) -

Where are they based, what are their premises like?

Are they public, private or third sector, what industry sector(s) do they operate in?

Who is your ideal contact, who is the decision maker?

How do they currently buy your product / service?

What do they need, what are their problems (how can you solve them)?

Action

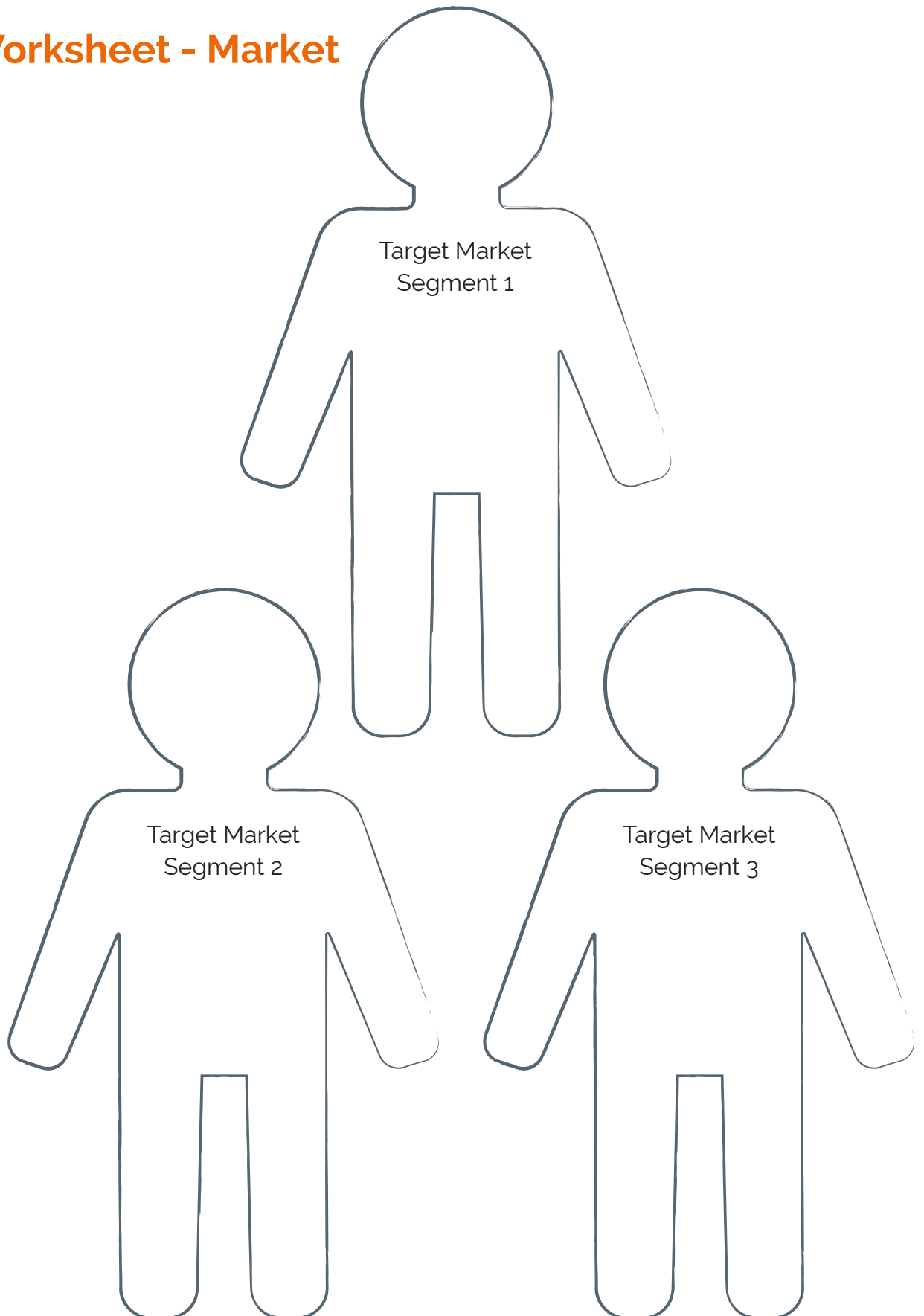
Use the Worksheet on the next page to develop your target market segment profiles.

Use the questions above to kickstart your thinking. Each 'person' is one target market segment. Don't be too precious - go for it - jot down and scribble your thoughts.

Remember - think niche! Your target market can't be 'everyone' or 'anyone'.

MARKET MESSAGE MEDIUM

Worksheet - Market



MARKET MESSAGE MEDIUM

Message - What Are You Saying?

Communicating key and relevant marketing messages will help you to engage with your target market and ultimately deliver more successful marketing activity.

Unique Perceived Benefit

Your Unique Perceived Benefit (UPB) is the ultimate reason why people will (or already do) buy from you. From the viewpoint of targets and customers, this is the main benefit that makes you or your product unique and therefore sets you apart from your competition.

It's a good idea to talk to existing customers to understand the reasons why they currently buy your product or service.

The real reasons why people currently buy from you might actually surprise you!

Key Messages

Key messages support your UPB and should be additional supporting reasons why targets will become customers.

When fully explored and understood, key messages should be prioritised. If you try to communicate too much (or everything), you'll end up communicating nothing. It's important to be brave and focus on key messages that will communicate why you are different and how you will add more value.

MARKET MESSAGE MEDIUM

Your UPB and Key Messages should focus around communicating your difference and solving the biggest problems that your target market face.

Action

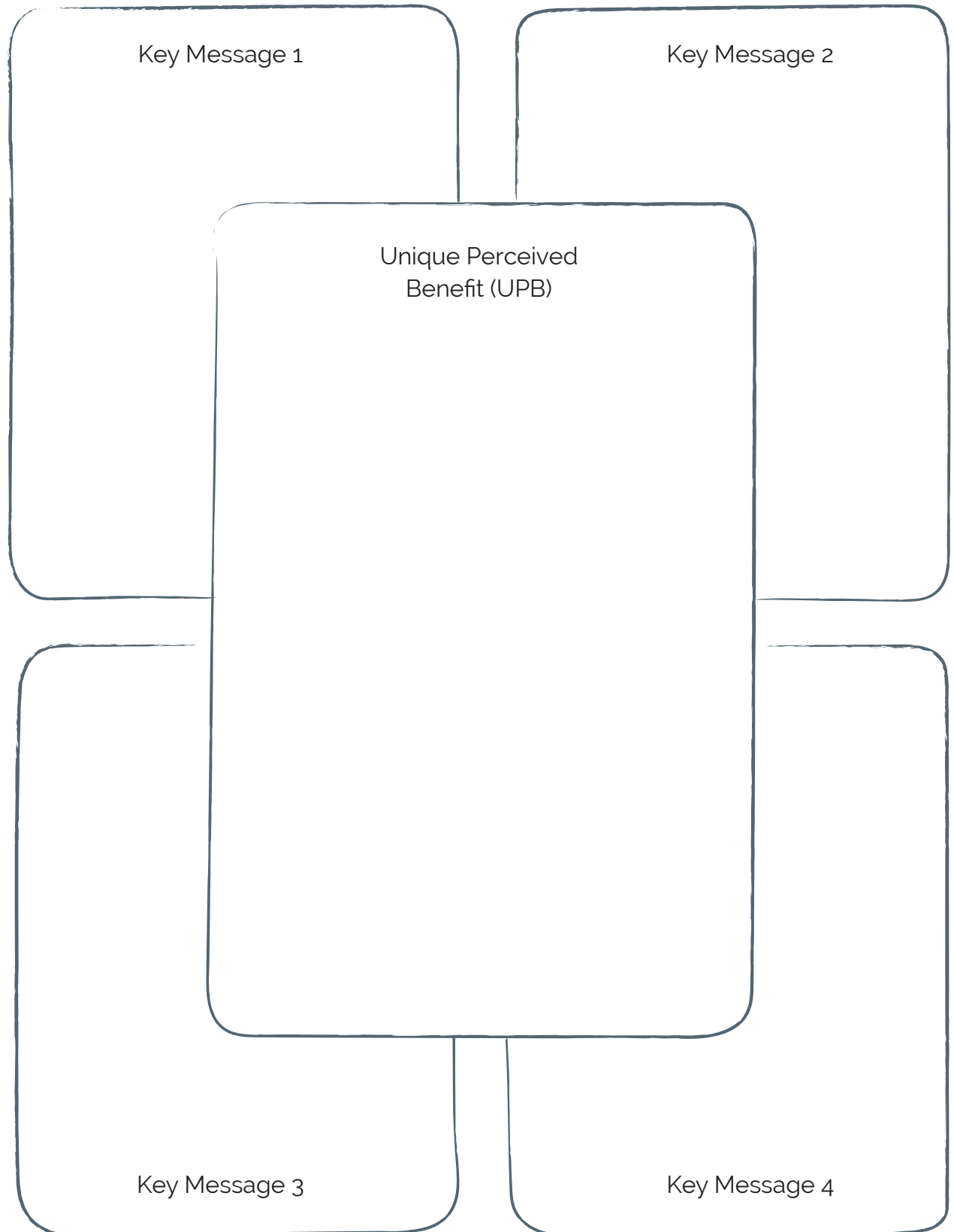
Use the Worksheet on the next page to develop your UPB and Key Messages.

I recommend no more than 4 Key Messages. When complete, prioritise these in order of importance (1 being the most important, 4 being the least).

Remember - this is what you really want your target market to know about your product or service. Your UPB and Key Messages will help you to turn targets into customers.

MARKET MESSAGE MEDIUM

Worksheet - Message



MARKET MESSAGE MEDIUM

Medium - How Will You Say It?

You need to select the most appropriate medium(s) to implement successful marketing activity. The medium should engage with your target market and effectively communicate your UPB and Key Messages.

Marketing strategy can be broken down into Outbound and Inbound activity.

Outbound Marketing

This strategy involves you looking for or targeting customers directly.

All Outbound marketing activity falls into 3 different areas.

1. Advertising

On mediums including television and radio and in directories, newspapers, magazines or any other printed publications.

Digital media including website banners and skyscraper ads, social media and online directories.

Outdoor media including on buses and taxis or permanently fixed signs, banners and panels.

MARKET MESSAGE MEDIUM

2. Direct Mail

Traditional 'letterbox' or 'hand outs' printed material such as letters, postcards, flyers, leaflets, brochures, catalogues and newsletters.

Email marketing campaigns.

3. Networking (face to face)

Structured membership organisations

Informal 'get togethers' or events

Trade shows, conferences and exhibitions

Inbound Marketing

This strategy relies on implementing tactics to encourage potential customers to find you. It's more about ongoing engagement than direct sales strategies.

The inbound marketing process breaks down into the following 3 stages.

1. Get Found

Increase your overall online presence (website, blog and social media) and implement a strong search engine optimisation strategy.

MARKET MESSAGE MEDIUM

2. Generate Branded Content

Mediums including blog posts, social media channels, case studies and info graphics can be used in a content building strategy.

3. Engagement and Nurturing

Interacting with and educating and helping potential customers instead of directly selling to them.

None of these marketing mediums are fundamentally right or wrong. Which ones are best for you? - it really depends on what your are trying to communicate and who your target market is.

Action

Use the Note Sheet on the next page to explore different marketing mediums and strategies that you could adopt.

Some points to help get you started -

Is Outbound or Inbound more appropriate for your business?

Can you effectively use a combination of integrated mediums?

Will your target market be more receptive to digital activity, or should you focus on more traditional methods?

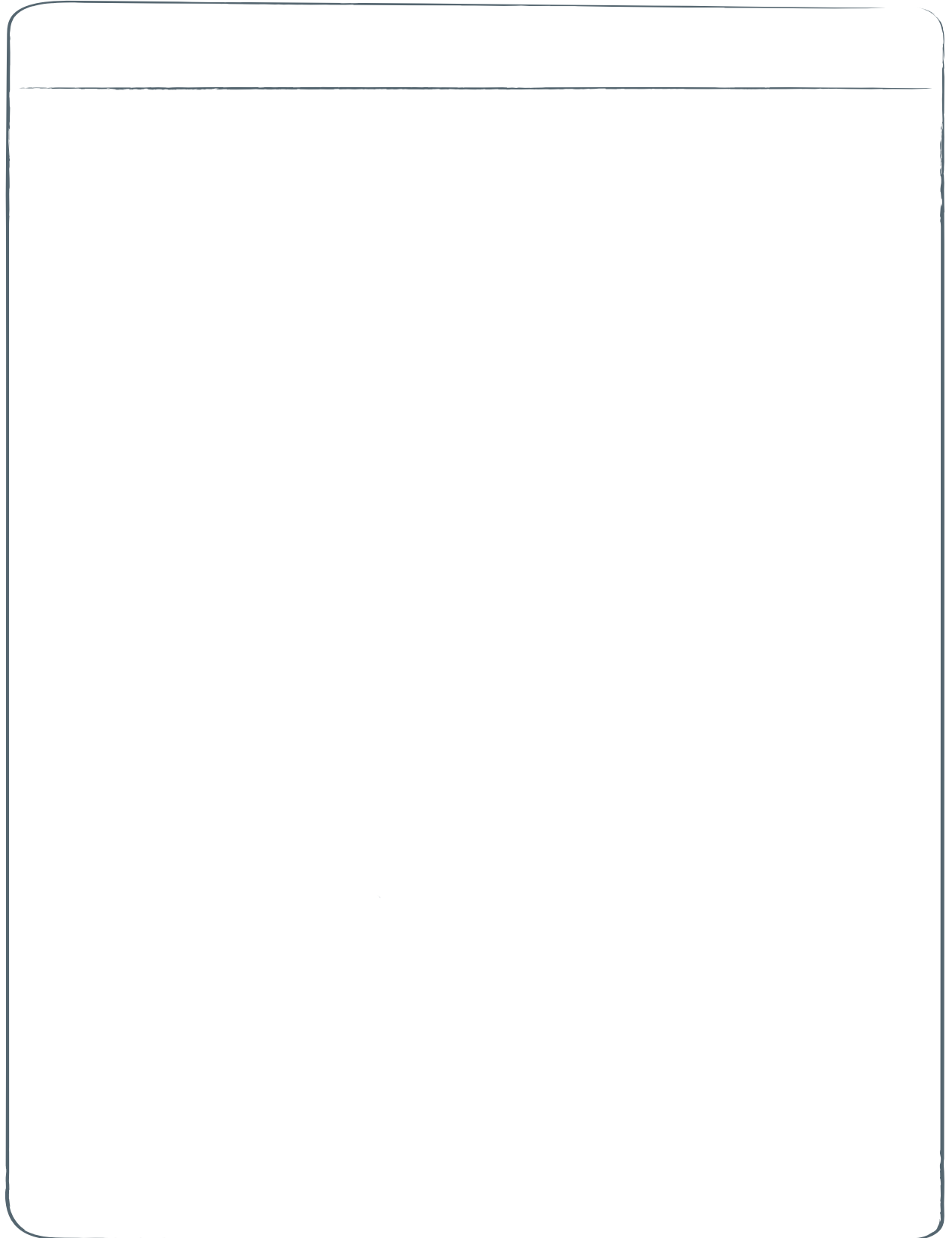
MARKET MESSAGE MEDIUM

Could you use social media or blogging to generate more branded content?

Which sort of networking events do your target audience attend?

Remember - you should be exploring mediums that will efficiently engage with your target market and effectively communicate your UPB and Key Messages.

Worksheet - Medium



MARKET MESSAGE MEDIUM

The next Worksheet is where the Market, Message and Medium phases come together to build a complete marketing campaign.

I recommend that you start by creating between 1 and 3 campaigns.

Action

Use the notes that you've created on the previous sections to fill in the next, and final Worksheet.

Remember - Your market is who your are talking to, your message is what you want to say, and your medium is how you choose to say it.

At this stage you should have at least 1 marketing campaign that you can immediately implement. To help to focus on implementation, it's a good idea to create a schedule and plan. You might also want to set some targets or goals.

Some areas to consider -

What do I need to prepare to implement the plan?

How much resource do I need to allocate?

How many targets do I need to contact?

When will the activity start and finish?

How will I track and record the results?

MARKET MESSAGE MEDIUM

Worksheet - Marketing Campaign 1

Market

Message

Medium

MARKET MESSAGE MEDIUM

Worksheet - Marketing Campaign 2

Market

Message

Medium

MARKET MESSAGE MEDIUM

Worksheet - Marketing Campaign 3

Market

Message

Medium

Return on Investment

It's crucially important that all marketing activity is constantly tested and measured. You need to record how much time and money each campaign has cost to implement and the level of income that's generated in return.

Income should be measured in 2 ways - the value of the initial sale and the likely longterm value of the customer.

Testing and measuring gives you vital information to make better decisions when planning future marketing activity.

If a marketing campaign is successful and generating a good level of return on investment, then run more of these. If a campaign isn't generating the desired return on investment, then simply stop implementing it.

It's crucial that you put systems in place to accurately measure the overall effectiveness and return on investment that your marketing activity generates.

Good luck!

Completing this Workbook will firmly set you on your way to doing great marketing and winning more customers!

Drop an email to hello@andyditchburn.com or tweet [@Perro_Andy](https://twitter.com/Perro_Andy) to share your marketing success stories.

HINTS, TIPS and SUPPORT

Check out my Blog at www.andyditchburn.com/blog - it's full of hints, tips and support to help you do great marketing and win more customers.

To offer support and advice when implementing marketing campaigns, I've created a series of mini guides -

BLOGGING - Who else wants to blog like an expert?

EMAIL MARKETING - Discover how to run successful email marketing campaigns.

NETWORKING - What everybody ought to know about networking.

SEO - How to optimise your website and get found on Goggle.

SOCIAL MEDIA - The secrets of social media strategy.

They're all available to purchase from www.andyditchburn.com.

I'm currently running a promotional offer - available only to people who've downloaded this Workbook. You can purchase all 5 guides for a special discounted price.

ALL 5 GUIDES - 5 ways to become a marketing genius is usually priced at £19.99. Use coupon code 'MMM Special Offer' at the checkout to purchase this for only £13.99.

Connect

Email: hello@andyditchburn.com

Twitter: [perro_andy](https://twitter.com/perro_andy)

LinkedIn: [Andy Ditchburn](https://www.linkedin.com/in/andyditchburn)

Skype: [andy.ditchburn](https://www.skype.com/people/andy.ditchburn)