



Small & Medium Enterprises (SME) Marketing Challenges

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3 August 2012

Inner West Small Business Expo

Marketing is Business Development



Marketing is Business Development

-  Secret success to marketing
-  Feel good or hopeful marketing
-  Purely branding & image building advertising

-  Recognising your market environment
-  Using direct response marketing



SME Marketing Challenges

1. Finding new clients and customers



2. Engaging marketing messages



3. Implementing marketing





1 – Finding new clients & customers

- Who is your customer?
 - Understand buying motivations
 - Purchasing or buying criteria
 - Purchasing or buying cycle
 - Focus spend on defined group



Prepare your ideal customer profile/s



Prepare Customer Profile/s

- Ideal or best customers (B2C or B2B)
- Key Attributes:
 - Demographics – suburb, sex, income...
 - Psychographics – lifestyle, leisure...
- Buying drivers and selection criteria
- Understanding purchasing cycle
- Recency-Frequency-Monetary method



2 – Engaging Marketing Messages

- Positioning and timing of message
- Interaction with the recipient
- Use emotive language content
- Powerful, compelling & relevant offers!



Apply direct response marketing



Direct Response Marketing

- Highly targeted & focused
- Medium of your market
- Compelling relevant offer
- Limited duration
- Compelling 'Call to Action'



Marketing message copy (content)



Marketing Message Copy

- Apply **AIDA** techniques in your messages
 - Attract **A**ttention
 - Generate **I**nterest
 - Create **D**esire
 - Provide a call to **A**ction
- Emotive, one to one and personalised

Use appropriate communications medium



What Communications Medium?

- Traditional marketing mediums
- Electronic communications
- Integrated multi-media campaigns
- Personal selling and referrals



Traditional Marketing Mediums

- Mail outs – direct mail, letter box drops
- Visual displays – signage, posters, billboards
- Mass media – print, radio, TV
- Telemarketing
- Marketing collateral – brochures, flyers, business cards



Electronic Communications

- Web presence – desktop, tablet & mobile
- eCommerce web store
- Social networks
- Email/video marketing
- SMS/text messaging
- Mobile apps
- PPC & banner advertising



Integrated Multi-Media Campaigns

- Combination of communications mediums
 - Print offers and web landing or product pages
 - Social media with web presence / web store
 - Mass media and social networks / web pages
 - SMS/text offers with retail and or web stores
 - Other combinations....
- Understand your target markets and their use of the communications mediums



Personal Selling & Referrals

- Knowledge of unique selling benefits
- Referral marketing
 - Promote the Importance of Referrals
 - Track Referrals and Feedback
 - Reward and Encourage
- Affiliate marketing



Ask for the business or referral



3 – Implementing Marketing

- Time & money limited resource
- Lack expertise and guidance
- Too many hats & distractions
- Getting the business model right
- Mix of sales and marketing strategies
- IT Infrastructure support
- Testing and adjustment

Develop a workable marketing plan



Developing a Marketing Plan

- **Calendar your Marketing Programs**
 - What, When, Where, Why & How
 - Keep it Short
 - Educate and Inform

**Prepare a weekly plan
and measure
results!**





Marketing Time & Resources

- Prepare a Weekly Management Plan
 - Open & receptive to marketing Ideas
 - Use cost effective marketing mediums
 - Discipline and commitment
 - Set a specified time for marketing
 - Testing, Measure/Track & Improve

Seek expert marketing advice



SME Marketing Challenges

1. Finding new clients and customers

Prepare your ideal customer profile/s

2. Engaging marketing messages

Apply direct response marketing

3. Getting Consistent Referrals

Develop a workable marketing plan



- Need help for your marketing?
 - *Email: patrick@pmzmarketing.com.au*
 - *Mobile: 0403 436 889*
- Subscription to marketing articles, advise, hints & tips e-newsletter
 - www.pmzmarketing.com.au
- *Other social media links:*
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