

*plus 4 nuggets*

# 10 Key Points ✓ for Successful Marketing

Bernard Vincent



---

---

---

---

---

---

---

---

*In business*

**Marketing is Everything**  
**AND**  
**Everything is Marketing**

---

---

---

---

---

---

---

---

## Behind Every Successful Product

... is a well conceived, well planned and well executed Strategy and Plan

- 3 year olds - McDonalds
- Teenage boys - latest Xbox game
- Teenage girls - Twilight

---

---

---

---

---

---

---

---

**Too often we adopt the ...**

**Field of Dreams  
Marketing Strategy**

**"If we build it ... they will  
come (and buy)"**

---

---

---

---

---

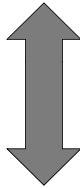
---

---

---

**continuum ...**

**Field of Dreams**



**Strategy and Plan**

---

---

---

---

---

---

---

---

## **My Goal**

Shift you (from FOD) towards  
Strategy & Plan

- Introduce you to new skills
- Seed some new ideas
- Motivate you to move forward

Field of Dreams



Strategy & Plan

---

---

---

---

---

---

---

---

## Different Skills Are Needed

Currently good at ...

- Growing
- Building
- Fixing
- Basic marketing skills (book, course)

---

---

---

---

---

---

---

---

## Different Skills Are Needed

Must become good at ...

- Observation (see what others don't)
- Perpetual curiosity
- Seeing and accepting shades of grey

---

---

---

---

---

---

---

---

## A nugget on "Learning"

Anticipation → Reveal → Learning

↑Anticipation → ↑Reveal → ↑Learning

↓Anticipation → ↓Reveal → ↓Learning

Good Marketers are curious, and learn from observation.

---

---

---

---

---

---

---

---

## Get the Strategy Right

The Market

		Existing	New
Your Product	Existing	<b>1</b>	<b>2</b>
	New	<b>3</b>	<b>4</b>

---

---

---

---

---


---

---

---

The Market

		Existing	New	
Your Product	Existing	Market Penetration		<ul style="list-style-type: none"> <li>• advertising</li> <li>• distribution</li> <li>• price</li> <li>• (low cost)</li> </ul>
	New			



1 = Market Penetration

---

---

---

---

---

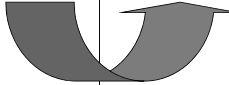
---

---

---

The Market

		Existing	New	
Your Product	Existing		Market Development	<ul style="list-style-type: none"> <li>• new distribution</li> <li>• online</li> <li>• direct</li> <li>• bundled</li> </ul>
	New			



2 = Market Development

---

---

---

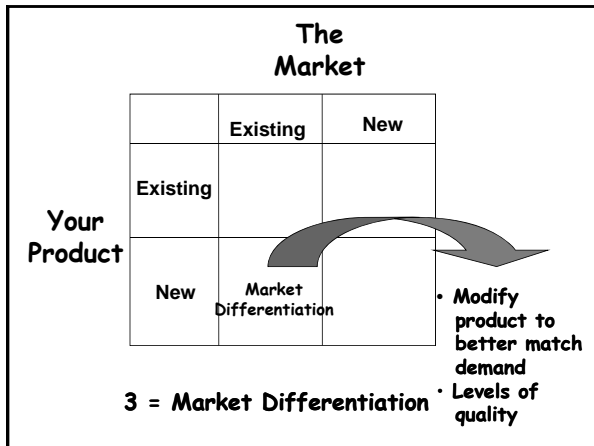
---

---

---

---

---




---

---

---

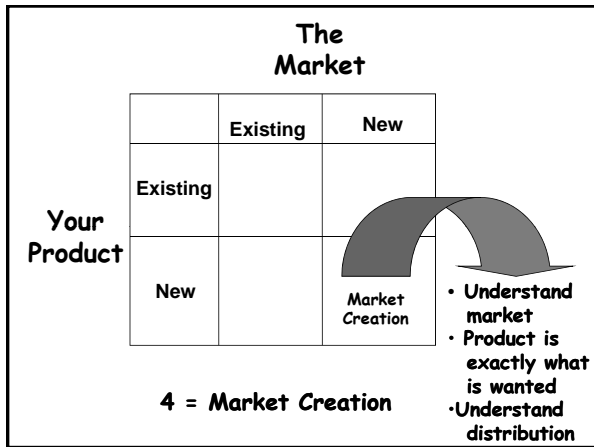
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

**A nugget on "Strategy"**

**PRICE\*                      TIME\***

**QUALITY\***

**Consumers Only Get 2 out of 3**

**\*relative**

---

---

---

---

---

---

---

---

**Slice & Dice the Market**

- Get specific - what is your market?
- Slice & dice until you have
  - A definable market
  - A market you can dominate (#1)
  - A targetable market

---

---

---

---

---

---

---

---

**Slice & Dice the Market**

```

graph TD
  A[Yogurt] --- B[ ]
  B --- C[homemade]
  B --- D[ ]
  C --- E[Berries / dinosaur eggs]
  C --- F[ ]
  E --- G[For kid's lunches]
  E --- H[ ]
  
```

---

---

---

---

---

---

---

---

### **Slice & Dice the Market**

- Determines how you distribute
- Determines how/if you advertise
- Determines how you package
  - Size
  - Look
  - Image

---

---

---

---

---

---

---

---

### **"Vincent Conundrum"**

**You are probably not the target audience**

**Get to know them!**

**You don't buy what you sell**

**Will likely undervalue  
(You get it for free!)**

**Marketing your own product, without input is  
probably not a good idea!**

---

---

---

---

---

---

---

---

### **Rewind to Beginning**

- 3 year olds - McDonalds
- Teenage boys - latest Xbox game
- Teenage girls - Twilight

**If you don't get the ad ...  
it is probably not targeting you!**

---

---

---

---

---

---

---

---

**Unique Selling Point (USP)**

Have 1!  
Repeat it  
Repeat it

---

---

---

---

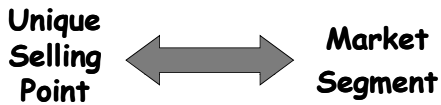
---

---

---

---

**Getting there ...  
do the Marketing Dance**



- Match USP to Market Segment
- Don't be afraid to make adjustments to either or both

---

---

---

---

---

---

---

---

**Enter "duct-tape"**

365 DAYS OF DUCT TAPE

HUNTING / FISHING / CAMPING / CANOEING / BACKPACKING  
DUCT TAPE IN THE GREAT OUTDOORS

The Duct Tape Guys' Top Ten Golfing Uses for DUCT TAPE

**THE DUCK TAPE CLUB** JOIN THE FUN! CLICK HERE  
The Duct Tape Guys use Duck® brand Duct Tape EXCLUSIVELY!

---

---

---

---

---

---

---

---

## A Nugget on Sales

Not an event ... but a process

- 5 stages
1. Awareness
  2. Trial
  3. Customer
  4. Repeat customer
  5. Advocate

... it is a relationship

---

---

---

---

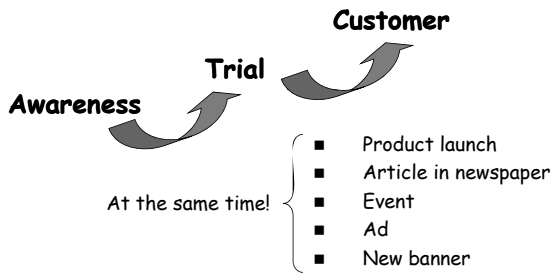
---

---

---

---

## Create Momentum - Get it going



---

---

---

---

---

---

---

---

## Branding - Lock it in



Make it easy for them  
to recognize and  
buy again!



Product not exciting?  
Coke = sugar + water

---

---

---

---

---

---

---

---

**Get Some Help**

What you don't see (or know) will hurt you!



Which way is the arrow pointing? (1 minute)

---

---

---

---

---

---

---

---

**Get Some Help**



Once you see it, it will appear obvious!

---

---

---

---

---

---

---

---

**Get Some Help**

- **Get the resources**
  - Websites, books, courses
- **Build a strong team**
  - Who do I want in the sandbox?
  - Different viewpoints
  - Independents
  - Advisors / coaches
- **Pay attention to what is happening**
- **Observe others**

---

---

---

---

---

---

---

---

## Get Some Help - it's everywhere

**Question:** How important is having trusted advisors to building a successful business?

Richard Branson writes:

It's essential. You need trusted 'lieutenants' to bounce ideas off and deliver your vision. But keep your team small so you don't become too far removed from your customers and the core business decisions.

Globe and Mail, Q&A with Richard Branson, December 2008

---

---

---

---

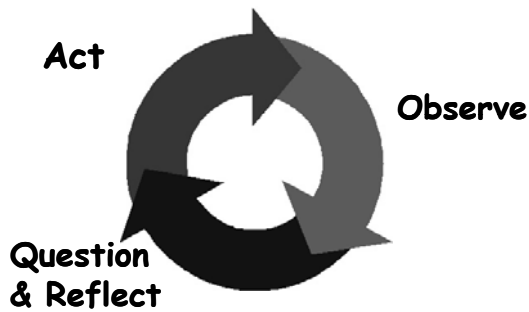
---

---

---

---

## Create a Learning Loop



---

---

---

---

---

---

---

---

## In Conclusion

- Form a strong team
- "Anticipation - Reveal - Learning"
- Reflect & learn from everything you do
  - Make time to reflect
- Try something
- Enjoy the ride!

---

---

---

---

---

---

---

---