

MARKETING MAGIC FACT SHEET

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DEFINITION OF MARKETING

“The management process responsible for identifying, anticipating and satisfying customer requirements profitably.” Chartered Institute of Marketing

THE MARKETING MIX

- Product
- Place
- Price
- Promotion (aka marketing communications)
- People
- Processes
- Physical Evidence

CASTING YOUR SPELL

Basic Ingredients

- Market intelligence and analysis
- Customer intelligence and analysis
- Appropriate channels of communication
- Appropriate ‘messages’

Mix With

- Creativity
- A willingness to adapt and respond to circumstances
- Good timing

SEGMENT AND PRIORITISE YOUR AUDIENCE

Group the people you need to communicate with in a way that helps you to get the right messages to the right people in the right way.

CLARIFY YOUR MESSAGES

Create clear, compelling, key messages for each target group. What do your different audience groups need to hear? NB One size rarely fits all!

CHOOSE YOUR CHANNELS OF COMMUNICATION

Which channels are most appropriate for your different audience groups – think about their preferred methods not yours!

MAKING THINGS HAPPEN

Plan according to need, then consider how to resource what you need. Don't limit your thinking to your obvious resources (or lack of them) at the outset. Think creatively.

MARSHALLING RESOURCES

People

- You/your colleagues
- Volunteers
- Paid professionals

Money

- Marketing Communications budget
- Grants or Loans

Knowledge

- Training courses
- Information online or in books

CONJURING UP A PLAN

- Organisation/Marketing Objectives
- Communications Objectives
- Target Audiences
- Channels of Communication
- Key Messages
- Strategy and Tactics
- Budget/Resources
- Timing/Activity Schedule
- Methods of Evaluation

YOUR 'TRICK' LIST

- Set clear objectives
- See everything from your customers' perspective
- Focus resources on priorities
- Build a strong identity and differentiate your offer
- Plan, evaluate and revise
- Be sustained in your activity and consistent in your messages
- Allow yourself to be flexible and creative in approach

Magic happens when preparation meets opportunity!