



FiernyFX



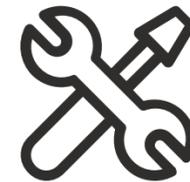
FOUNDATIONS OF MARKETING

Confidently market
your business & make
effective decisions
with ease

Learning Objectives



1. Understand marketing & the role it plays



3. Define what marketing means for your business



2. Familiarize yourself with the “How to Market” framework



4. Sketch out your marketing strategy

Overview

- 1 **About Your Instructor**
- 2 **Core Concepts**
- 3 **What is Marketing?**
- 4 **How to Market**
- 5 **Strategy**
- 6 **Plan**
- 7 **Implement**
- 8 **Evaluate**

ABOUT

GIVE A FIGURE IT OUT AND GET SH*T DONE

DAMN **JUDGEMENT-FREE ZONE**

VELVET HAMMER COMMUNICATION

DIRECT AND HONEST
WITH GRACE ———

Brave the storm





Why listen to me...



Marketing BA & MBA,
so... I have paperwork



15 years working in corporate
marketing & product development



10 years doing marketing for my business
and dozens of others

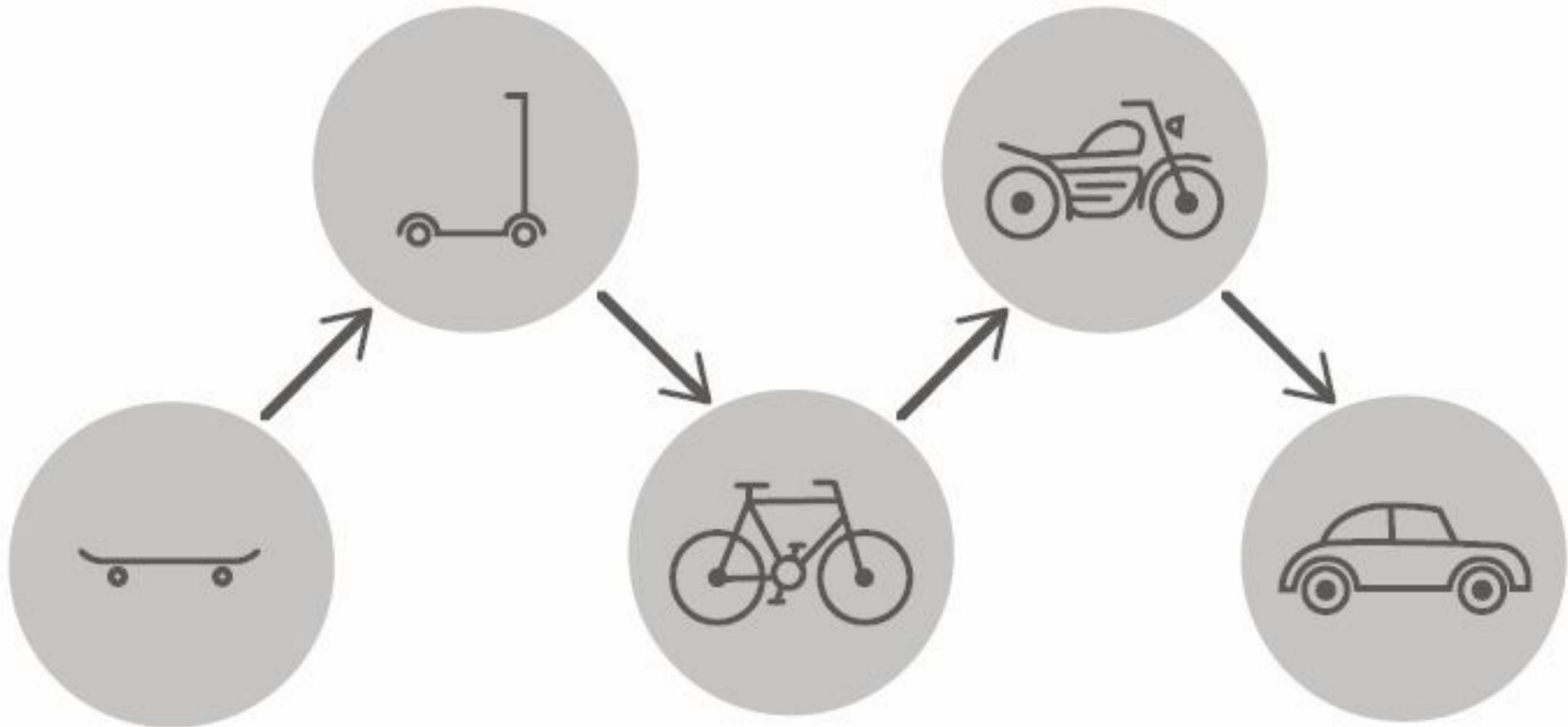


**Information ahead is not all original,
it's from *many* sources**

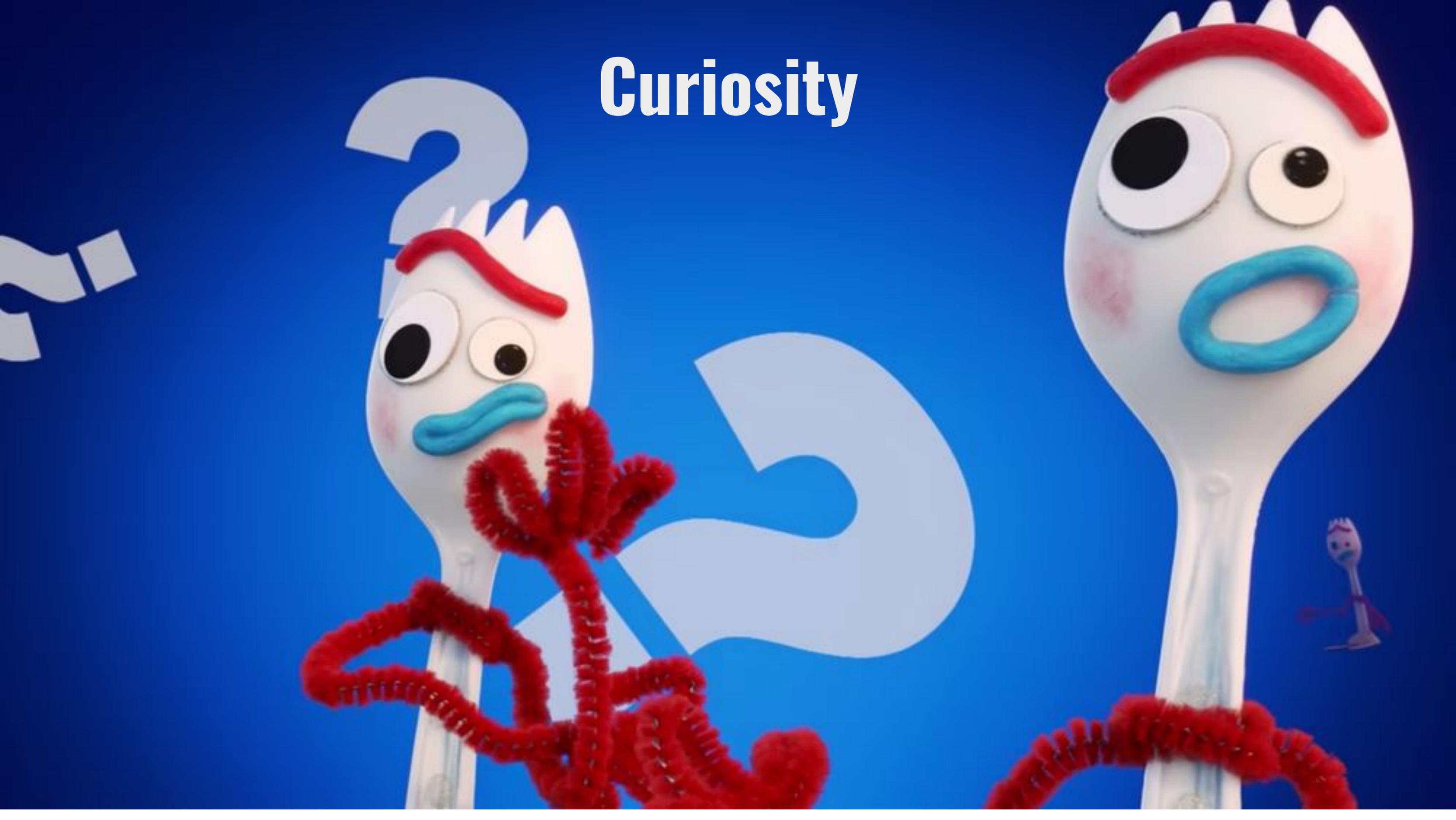
CORE CONCEPTS



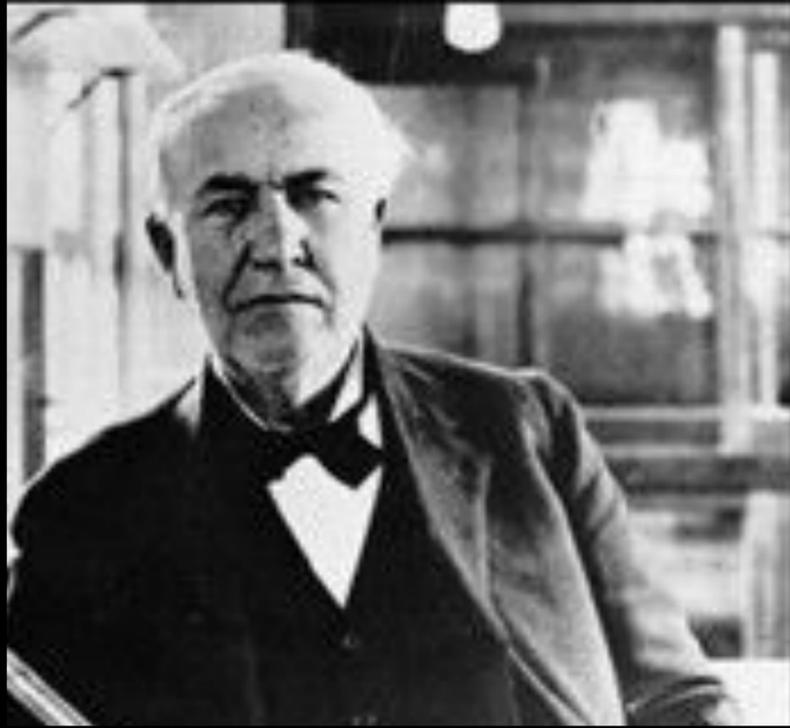
Minimum Viable



Curiosity



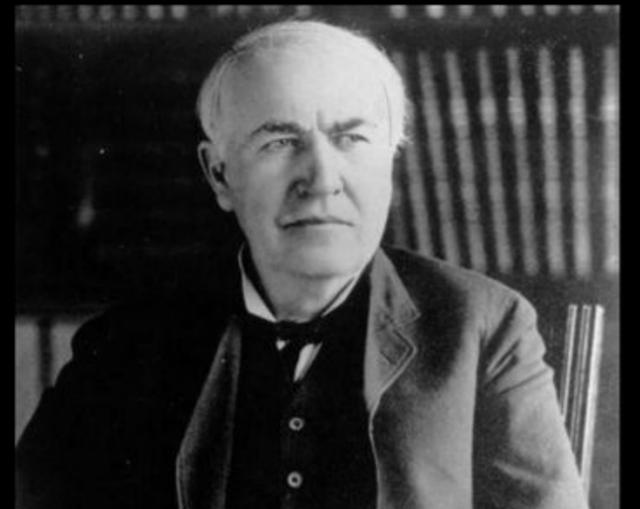
Edison Mentality



“Results! I have gotten a lot of results. I know what doesn’t work and won’t have to be tried again.”

‘You must learn to fail intelligently. Failing is one of the greatest arts in the world. One fails forward towards success.’

Thomas Edison



WHAT IS MARKETING?



What do you think marketing is?



Let's define it...
for ourselves

TRADITIONAL DEFINITION

Product: What you sell. Could be a physical good, services, consulting, etc.

Price: How much do you charge and how does that impact how your customers view your brand?

Place: Where do you promote your product or service? Where do your ideal customers go to find information about your industry?

Promotion: How do your customers find out about you? What strategies do you use, and are they effective?

UPDATED TERMINOLOGY

Customer: needs & wants

Cost: to the customer

Convenience

Communication

Recent additions:

People

Positioning

Processes

Performance

Another way to think about it...



5 “W”s (+1 H) of Journalism

Who
What
When

Where
Why
How

Brandy's Definition



Marketing is connecting the dots between...

a **problem** your target audience has
and
the **solution** you offer.

Brandy's Definition





Good marketing is **HARD**



HOW TO MARKET

How to Market TM



STRATEGY

- Audience
- Offering
- Positioning and messaging
- Prioritized channels
- Visual & Verbal brand



PLAN

- Goal
- Timeframe
- Channel(s)
- Activities
- Milestones
- Metrics



IMPLEMENT

- Steps or phases for the plan.
- Prioritized list of tasks with timeframes and owners.



EVALUATE

- Performance vs Objectives
- What worked?
- What didn't work?
- What did we learn?
- What will we do differently?





What is Strategy?

A CLEAR ROADMAP

set of guiding principles or rules that defines the actions to take (and not take) and the things to prioritize (and not prioritize) to achieve desired goals



What is a Plan?

A SET OF ACTIONS

outlines a specific course of action being taken (can also be called a campaign) and includes objectives, activities, timeframes, milestones and metrics.



What is Implementation?

THE WORK

This details the steps, actions & tasks needed to execute your marketing plan or campaign.



What is Evaluation?

DID IT WORK?

Assessment of the performance of the marketing plan or campaign
AND
incorporation of the learnings into the strategy and next iteration of
the plan

NEXT



Oh yes honey, you better werk!



1. Key takeaways?



2. What are your next steps?



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You Did It!



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