

RISE-WA

Rural Investment for Small-business Empowerment

Project administered by



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Economic Region*

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RISE-WA

Foundations of Small Business Marketing

May 2023
ChangeUp Advisors

Agenda

- Session Goals & Approach
- Marketing Topics:
 - Goals
 - Audience
 - Message and Brand
 - Tactics and Channels
 - Marketing Plan
 - Metrics and Measurement

Goals

Key Considerations:

- Align marketing goals with core business goals.
- Across different small (and large) businesses, the goals for marketing can vary widely:
 - Growing sales
 - Hiring & retention
 - Attracting outside investors
 - Attracting partners (like acquisitions and mergers)
 - Brand recognition and growth

Strategic Questions:

- What are your two most critical business goals?
 - How can marketing support these goals?
- Do you have a success story of a marketing goal that has worked to date?

Audience

Key Considerations:

- The business need(s) determine the audience or audience(s) you're trying to reach.
- Market research (on any scale) can help identify true or new audiences.
 - Define and refine your audiences, **don't try to be everything to everyone.**
- Each audience is reachable on different channels and through different messages (see below on "Tactics & Channels")
- Never underestimate the power of: "How did you hear about us?"

Strategic Questions:

- Who are you hoping to market to and why?
 - Existing customers? New customers? Partners? Employees (current and potential)?
- Within that, what do you know about them? What do they think? How and where do they audience consume information?

Message and Brand

Key Considerations:

- Differentiation from competitors and becoming memorable is much more about **The Why, instead of The What.**
- Successful marketing campaigns deliver usually **one clear, consistent, and unique message.**
- They often include some kind of call to action, like “View Our Menu” or “Visit Us” or “Join Our Team”.

Strategic Questions:

- What is your “Why” message? Why does your business do what you do?
- Who are your competitors, and what do they stand for? Don't be led by this.
- Do you have a single version of this story written down? Is everyone on the team trained on how to deliver that story?

Tactics and Channels

Key Considerations:

- Identify, narrow and align on the key tactics to reach your key audience(s). Don't try to be everywhere. **Less is more, and try to do a few things well and consistently.**
- Choose and use tactics that are measurable.
- As a small business, explore a wide range of tools, technology and people to help you.

Strategic Questions:

- What is your budget - from a human resources and financial perspective - you can build into your business plan?
- What platforms and/or services are you using, or could you use, to reach an audience?
- What technologies are you using to make your tactics cost- and time-efficient?

Marketing Plan & Execution

Key Considerations:

- A plan is the **foundation of marketing your company**. Take the time to develop a plan to provide a guide to follow and refine.
- **Set realistic timelines**, including short term goals AND longer-term goals.
- Have a realistic plan; ensure you can put in place the resources and protocols to actually execute on the plan.

Strategic Questions:

- Who is in charge of developing your marketing plan?
- Who is responsible for helping execute on it?
- Do you have a process for evaluating and revising your plan on a regular basis?

Metrics and Measurement

Key Considerations:

- Just as you measure your costs like space, labor and food costs, measuring the ROI on your marketing efforts is essential.
- Test your assumptions and track everything you can - and connect it back to your core business goal.

Strategic Questions:

- How are you measuring progress and performance?
- How do you know what you're doing is working?
- What data are you collecting, or do you wish you had, to drive how you allocate resources?

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Wrap-up and Next Steps

- **Next Accelerator session:** Marketing pt 2 - web and social media
Wednesday, May 10, 3:00 pm - 4:00 pm
Same Zoom link! <https://us02web.zoom.us/j/83527735341>
- **Recordings and materials from prior Accelerator sessions:**
<https://www.pnwer.org/rise-wa-cohort.html> (pw: risewacohort)

Wrap-up and Next Steps

Questions?

- RISE-WA program overall (requirements, contracting, invoicing):
 - Steve Myers, PNWER, 206-443-7723 / steve@pnwer.org
- Accelerator programming and technical assistance:
 - Katherine Cortes, BERK, 206-493-2403 / katherinec@berkconsulting.com
- Recruitment Team
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