

Monkey business



Marketing for social enterprises
Social Business Centre, 28 February 2007

What we'll do today

- Understand who your customers are
- Work out how to tailor your service so you don't offer everything to everyone
- Introduce the monkey-nutshell marketing plan
- Come up with some creative ways to market your services

Any great examples of this thing we call marketing?



Why monkey business?

- Some really good marketing in the music business
- Arctic Monkeys - use of myspace.com (by a customer) and free downloads
- Four Day Hombre - asked fans to invest in a record label
- All about building relationships - without much money

Why is this important?

- Because a lot of organisations aren't very good at marketing
- You're in competitive markets
- Part of the cultural shift towards building your business around your customer - not your funder.

What is marketing?

- Every contact you make with customers, suppliers and staff
- The whole business seen from the customer's point of view
- Building relationships with customers

What is a market?

- A set of all existing and potential buyers of a product or service

or

- The total value of products or services which satisfy the same customer need

How do you decide what market you're in?



- Ask what the customer needs

What market am I in?

- I make buttons
- I grow organic soft fruit
- I make lovely sandwiches
- I manufacture soap
- It's 1996 and I manufacture pagers

Understanding your market

- No shortcut - market research
 - Your market
 - Your customers
 - Your competitors
- Today we're focusing on customers
- More market research resources:
http://thesocialbusiness.typepad.com/social_business_plans/

Market segmentation

- Division of a market into different groups of customers who have broadly similar characteristics
- Why is it important to do this?

Because customers are not all the same!

- Different customers have different needs
- If you understand that, you can tailor your services to meet their needs
- No prizes for guessing what happens when you do treat everyone the same

Who are their customers?



Now, you start to tailor your service

- Develop a marketing mix for each group
 - a unique combination of:
 - Product
 - Price
 - Promotion
 - Place

What's their marketing mix?



Now do the same for your customers

- Try to break down who you think your target customers are into "segments" - customers with broadly common characteristics.
- You might come up with around five or six groups
- Try to give each group a name

How about your marketing mix?

- Take a segment, and think about how to tailor:
 - Your service package - what will you offer (and not offer)?
 - Price - discounts, payment options, guaranteed pricing?
 - Promotion - How? Where?
 - Place - where will they sell?

So, to recap...

- We've looked at what market you're in
- We've identified a number of customer groups with common characteristics - market segmentation
- We've looked at how to tailor your service to each customer group - marketing mix

Next

- What are you going to do?
- The monkey-nutshell marketing plan
- Some creative marketing ideas

Your monkey-nutshell marketing plan

If:

- You understand who your customers are
- You know what you're selling
- You understand why they want to buy from you
- Then you can come up with a marketing plan - as long as you keep thinking like a customer

Step by step

- Focus on one group of customers - what do you know about them?
- What service will you offer them?
- What are the key **features** of the service (Product, Price and Place)?
- What **benefits** will your service bring?
- What do you want to tell them? (and what do they want to hear?)
- How will you go about building a long-term, committed relationship with them?

How to develop a long-term relationship

- Please promise me one thing now:
- Think long and hard before taking out an advertorial in your local paper
- Instead - think creatively

To recap

- Be clear about what market you're in
- Understand your customers - inside out
- Tailor your service to meet their needs
- Think about the benefits your service offers to your customers
- Get your message right (sell the benefits)
- Be realistic - and do achievable things well

And finally...



Listen to your customers