



Small Business Marketing Essentials

Illinois SBDC at Champaign County EDC

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Agenda

- Understanding the Basics
- Strategic Planning
- Reaching Your Target Audience
- Building a Strong Identity
- Creating an Online Presence
- Q&A



The Basics



Understanding the Basics

Let's explore what marketing truly entails and why it's the cornerstone of success for businesses of any size.

Marketing

Marketing is the holistic process of identifying, anticipating, and satisfying customer needs and wants through strategic communication, value creation, and relationship building.

Key Elements

Marketing encompasses a wide range of activities, including market research, product development, pricing, distribution, promotion, and customer service.



Importance of Marketing

Market Visibility

Marketing is essential for small businesses to establish and maintain visibility in a competitive marketplace.

Customer Acquisition

Effective marketing strategies help attract new customers and expand the customer base

Brand Building

Marketing efforts contribute to building a strong brand identity and reputation, which fosters trust and loyalty among customers.

Revenue Generation

By driving sales and revenue growth, marketing plays a vital role in the financial success and sustainability of small businesses.



The Marketing Funnel

The marketing funnel is a framework that illustrates the stages of the customer journey, from initial awareness to final purchase.

Awareness

The customer becomes aware of the brand, product or service through various marketing channels

Examples

- Social Media Marketing, Content Marketing (Blog, Videos, etc), Influencer Partnerships



The Marketing Funnel

Interest

The customer expresses interest in the offering and seeks more information or engages with the brand

Examples

- Email Marketing (Personalized email newsletters), Webinars/Workshops, Free Trails or Samples

Desire

The customer develops a desire or preference for the product or service, often influenced by perceived value or benefits

Examples

- Testimonials or Reviews, Limited-Time Offers, Product Demonstrations



The Marketing Funnel

Action

The customer takes the desired action, such as making a purchase or signing up for a service

Examples

- Online Purchases, Subscription Sign-ups, Contact Form Submissions



Strategic Planning



Strategic Planning for Small Businesses

Strategic planning is the process of defining your business's objectives and developing strategies to achieve them.

Strategic planning provides direction, clarity, and focus for small businesses, guiding decision-making and resource allocation.



Identifying Your Target Market

Customer Personas

Creating detailed profiles of your ideal customers based on demographics, behaviors, and preferences.

Components: Customer personas typically include demographics (age, gender, location, income), psychographics (lifestyle, values, interests), behaviors (buying habits, preferences), and pain points (challenges, needs)

Example: For a small boutique fitness studio targeting young urban professionals, a customer persona could be “Sarah, 28 years old, works in marketing, values convenience and community, enjoys trendy fitness classes, and struggles to find time for exercise”



Develop your goals

Develop your SMART goal! Let's pretend your goal is to get more eyes on a new product you're selling:

Specific: You can narrow this down by deciding you want to increase the traffic this particular product landing page receives.

Measurable: Now, you need to add a quantifiable metric with which to compare your progress. You want to triple the current traffic level to this landing page.

Attainable: Next, you have to decide if this is a realistic goal. If it is, there's no action required. If it isn't, rethink the measurable metric you defined in the last step to something attainable.

Relevant: Think about your mission, vision, and business objectives. Does this goal get you one step closer to achieving these high-level objectives? If so, you're right to move on. If not, go back to step one.

Time-based: What does your timeline look like for this goal? Setting a deadline gives you something to work towards and a defined schedule. You decide on two months.

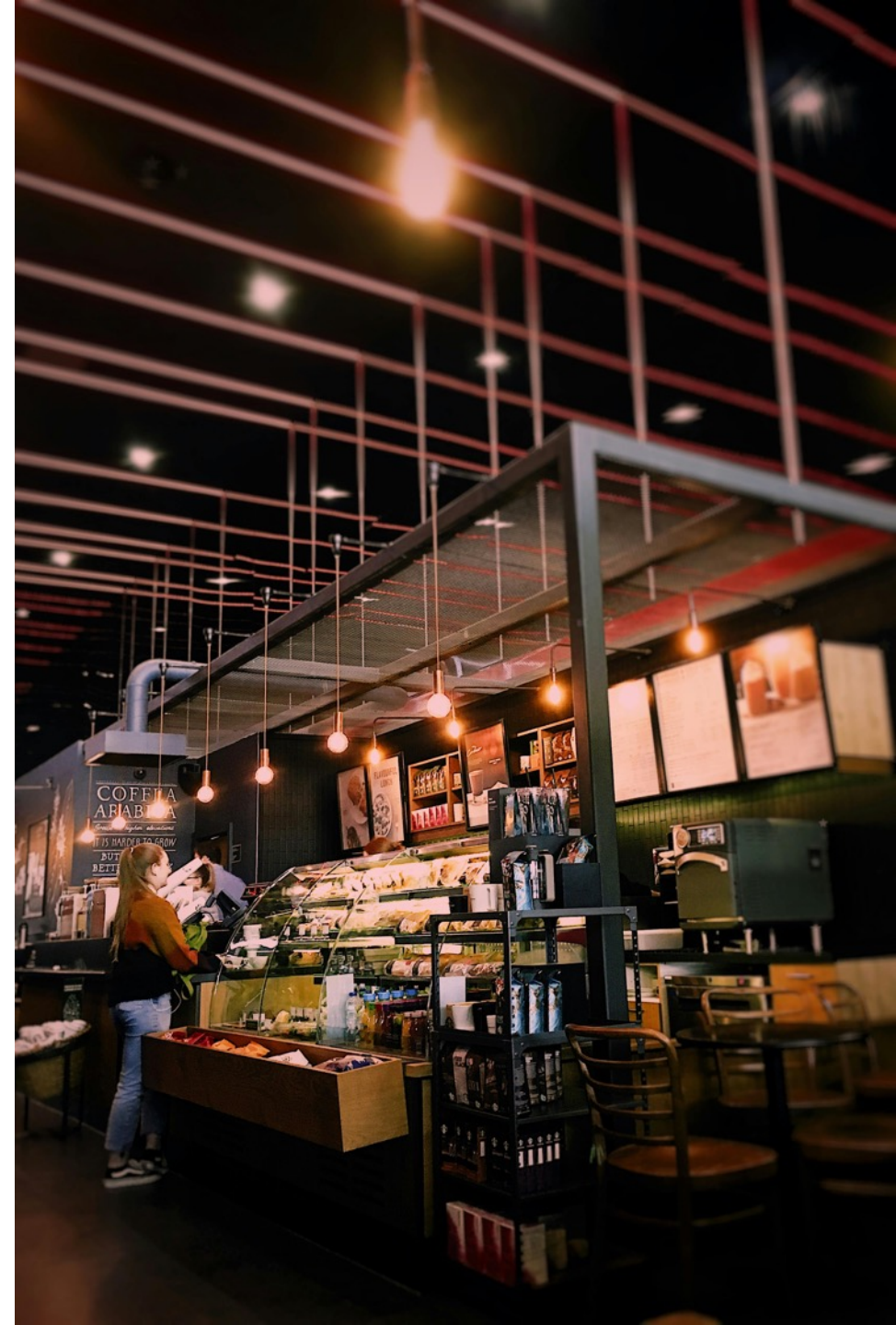
Let's Practice!

New coffee shop in Downtown Champaign

SMART Goal: Increase Quarterly Revenue by 20% through expanded events and programming

Specific: Increase quarterly revenue by 20% for the next quarter through the implementation of expanded events and programming at the coffee shop.

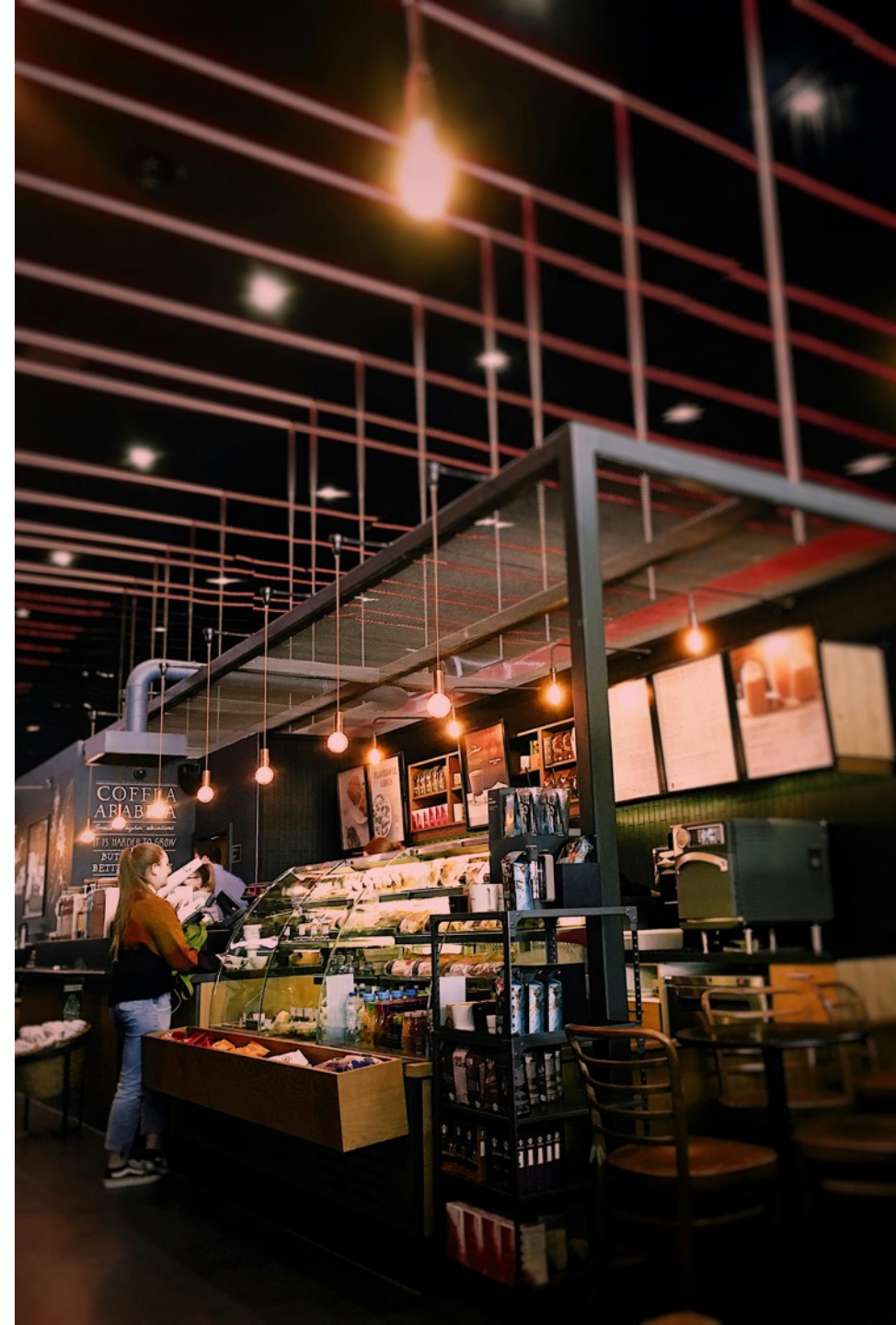
Measurable: Track quarterly revenue data and compare it to the previous quarter to measure the percentage increase. Use POS (Point of Sale) system data or financial records to monitor progress.



Achievable: The goal is realistic given the potential impact of increased events and programming on attracting new customers and increasing sales among existing customers.

Relevant: Expanding events and programming aligns with the coffee shop's strategy to enhance customer experience, drive foot traffic, and differentiate itself from competitors, contributing to long-term success.

Time-Bound: The goal specifies a timeframe of one quarter, providing a clear deadline for achieving the 20% increase in revenue and creating a sense of urgency for implementation and evaluation.



Conduct a SWOT Analysis

A SWOT analysis is a powerful tool for identifying strengths, weaknesses, opportunities, and threats

Strengths: Internal factors that give your business a competitive advantage or unique selling proposition

Weaknesses: Areas where your business may be lacking or vulnerable compared to competitors

Opportunities: External factors or market trends that present growth opportunities or areas for expansion

Threats: External factors or challenges that could potentially harm your business



Let's Practice!

New coffee shop in Downtown Champaign

Strengths:

- Prime downtown with high foot traffic
- Unique branding offering locally sourced specialty coffee blends

Weaknesses:

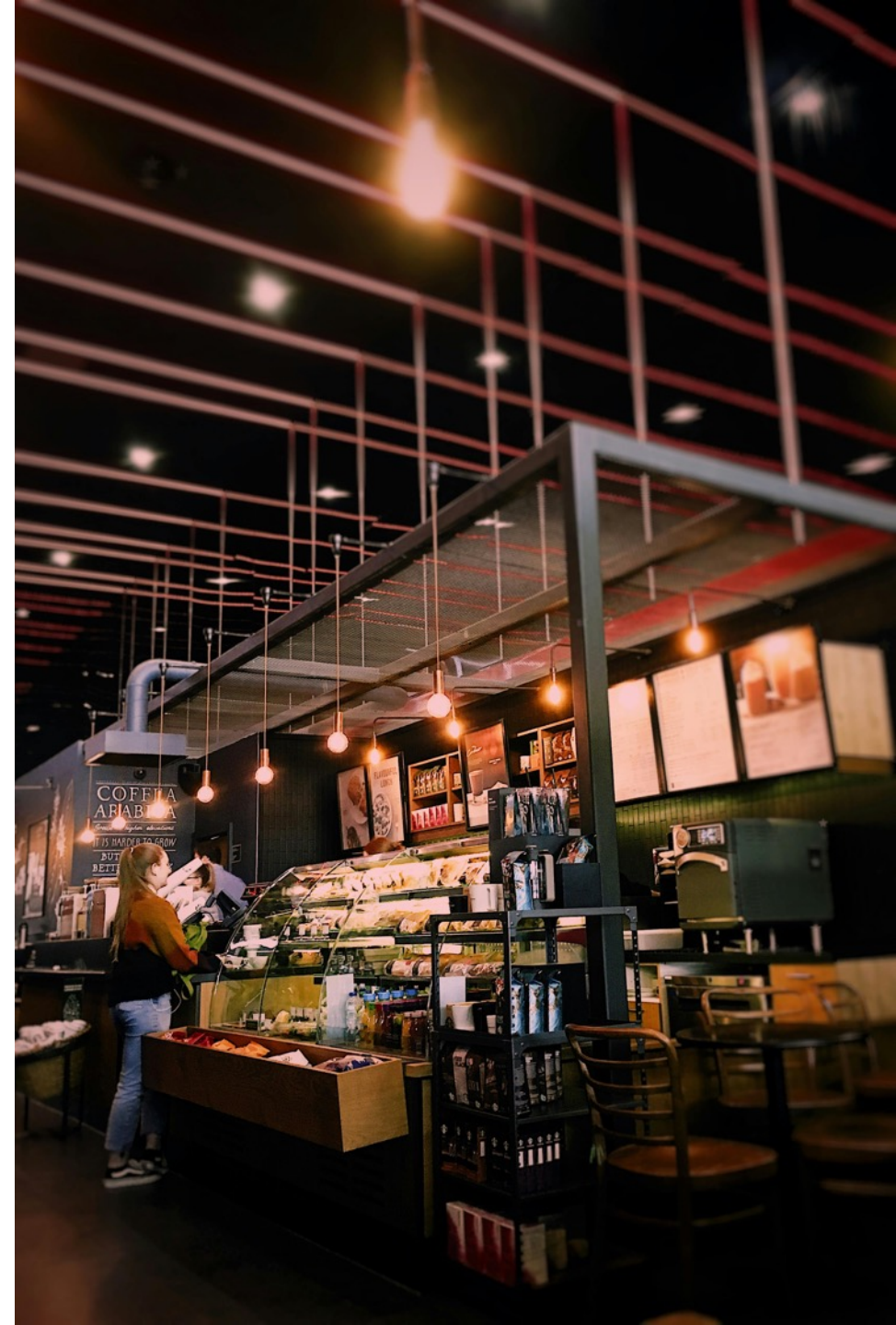
- Limited initial brand recognition
- Operational challenges in starting a new business

Opportunities:

- Growing market demand for specialty coffee
- Potential for partnerships with nearby businesses and offices

Threats:

- Intense competition from existing coffee shops
- Economic uncertainty impacting consumer spending



Strategic Planning Framework

Market Analysis

Conduct a comprehensive analysis of the market landscape, including industry trends, competitive analysis, and customer insights, to inform strategic decision-making

Mission Statement

Define your business's purpose, values, and long-term vision

Monitoring and Evaluation

Implement systems and processes for monitoring progress, measuring performance against established goals and objectives, and evaluating the effectiveness of your strategies



Building a Strong Brand Identity



Introduction to Brand Identity

Brand identity encompasses the visual, verbal, and emotional elements that distinguish your brand and shape how it is perceived by customers.

A strong brand identity helps build trust, loyalty, and recognition among customers, setting your business apart from competitors.

Creating a Unique Brand Personality

Define the personality traits and characteristics that reflect your brand's tone, voice, and style.

Examples

Sincere, Excitement, Sophistication, Innovative, Friendly, Wholesome, Playful, etc.



Develop your brand identity: Logo

Keep it simple.

The simplest solution is often the most effective. Why? Because a simple logo helps meet most of the other requirements of iconic design.

Keep it relevant.

Logos need to be appropriate for the business it identifies.

Incorporate tradition.

Trends come and go like the wind. Make sure your design direction doesn't look outdated within a year or two.



Develop your brand identity: Logo

Aim for distinction.

Begin by focusing on a design that is recognizable.

Commit to memory.

You want your viewers' experience to be such that what you've designed is remembered the instant they see it the next time.

Focus on one thing.

Incorporate just one feature to help your design stand out.



Develop your brand identity: Fonts

Like brands, fonts have their own personality.

Serif Fonts

Basic typeface with extra details on the letters.

Times New Roman
Book Antiqua
Georgia

Reliable
Respectable
Dependable
Reputable
Conventional

Develop your brand identity: Fonts

Like brands, fonts have their own personality.

Sans Serif Fonts

Easy-to-read fonts with no extra details

Helvetica

Arial

Century Gothic

Clean

Simple

Contemporary

Futuristic

Straight Forward

Develop your brand identity: Colors

**Stimulating
Vibrant
Passionate**

**Energetic
Enthusiastic
Fun**

**Friendly
Cheerful
Warm**

**Natural
Healthy
Peaceful**

**Trustworthy
Secure
Responsible**

**Calm
Loving
Feminine**

**Successful
Wise
Royal**

**Earthy
Simple
Dependable**

**Exclusive
Prestigious
Luxury**

**Pure
Clean
Practical**

FARMHOUSE
RESTAURANT



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RESTAURANT



FARMHOUSE
RESTAURANT



ABOUT US

★ WE'RE FREAKS

OUR FOOD

OUR STORY

OUR TEAM

OUR GIVING

OUR SUSTAINABILITY

OUR OWNER & FOUNDER

We're Freaks

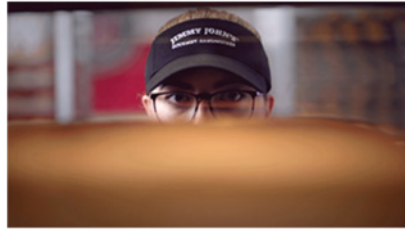
FREAK YEAH™, WE'RE FREAKS

FREAKY IS A WAY OF LIFE FOR US AT JIMMY JOHN'S, AND WE'RE NOT ONLY TALKING ABOUT FREAKY FAST®. WE'RE FREAKS ABOUT FRESH BREAD, MEATS, AND VEGGIES. WE'RE OBSESSED WITH THINGS NORMAL PEOPLE DON'T EVEN THINK ABOUT. AND IF THAT MAKES US FREAKS, THEN FREAK YEAH™, WE'RE FREAKS

★ Bread ★ FREAK

Bakes perfectly golden bread all day, every day, so it's never more than 4 hours old

MORE



★ Meat ★ FREAK

Slices and weighs each portion of our all-natural* meats to perfection

MORE

★ Lettuce ★ FREAK

Slices lettuce to exactly 3/32 of an inch for maximum crispness

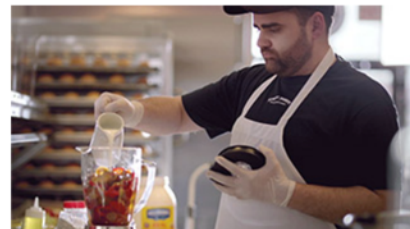
MORE



★ Kickin' Ranch® ★ FREAK

Purees hot cherry peppers into fresh buttermilk for your dippin' pleasure. Dip it! Dunk it!

MORE



*All-Natural means our meats are minimally processed (except for caramel color on roast beef) and contain no artificial ingredients.



Jimmy John's ✓ I'm sorry for any confusion Wally, I do offer a whole, halved, or quartered giant dill pickle as a side item and the sliced pickles on any favorite or classic sandwich! I apologize if that wasn't explained properly but you can definitely get a pickle!

Like · Reply · 1w



Kris Threet Jimmy johns is not freaky fast anymore. Took 20 min to get my sandwich which is 6 min down the road lol 😂

Like · Reply · 3w



Jimmy John's ✓ I'm truly sorry for the delay today! Slow is not how I roll or how I built my biz. I hope you can forgive me and give me another shot! Still friends?

Like · Reply · 3w



Melanie Williams Will you be selling kicken ranch in bottles? I love it ate some I had left over with chicken bites. 🙄

Like · Reply · 2w



Jimmy John's ✓ Most stores sell it by the quart!



Like · Reply · 2w

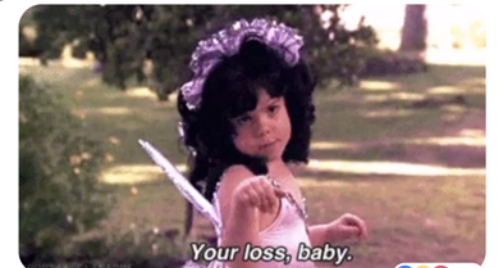


Ronald Robertson \$18 dollars for a freaking sandwich??? I'm ordering a steak!

Like · Reply · 3w



Jimmy John's ✓



Like · Reply · 3w



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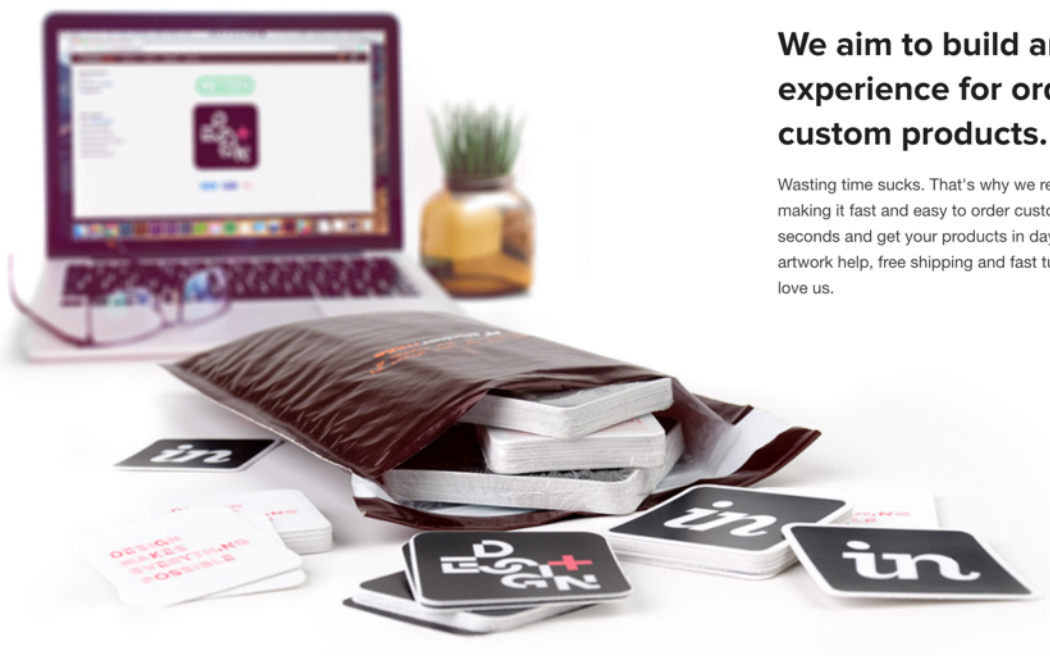
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Custom stickers Custom labels Custom magnets Custom packaging

HOW TO ORDER CUSTOM STICKERS

Free shipping, free online proofs, fast turnaround.

Sticker Mule is the fastest and easiest way to buy custom printed products. Order in 60 seconds and we'll turn your designs and illustrations into custom stickers, magnets, buttons, labels and packaging in days. We offer free online proofs, free worldwide shipping and super fast turnaround.



We aim to build an incredible experience for ordering custom products.

Wasting time sucks. That's why we relentlessly focus on making it fast and easy to order custom products. Order in seconds and get your products in days. Free proofs, free artwork help, free shipping and fast turnaround are why people love us.

Integrating your brand

Your brand should be visible and reflected in everything that your customer sees

Office/business design
Stationary
Advertisements
Packaging
Website & Digital Accounts
Copy

Making your brand consistent

Don't constantly change your branding!

Document all brand guidelines you create and distribute internally for reference.



Creating a Compelling Online Presence



Introduction to Online Presence

An online presence refers to how a brand or business appears and interacts with customers on the internet.

Website Development

- **Responsive Design:** Ensure your website is mobile-friendly and responsive, providing a seamless user experience across all devices.
- **User-Friendly Navigation:** Design intuitive navigation menus and site structure to help users find the information they need.
- **Compelling Content:** Create engaging and informative content, including product descriptions, blog posts, and multimedia elements, to keep visitors engaged.





Google Sites and GoDaddy are great solutions for very simply websites for small businesses. These sites offer a very limited number of template and customization options.



A step-up from Google Sites and GoDaddy, Squarespace and Wix offer more template options to select from and more brand customization options and integrations. These sites require additional time for build-out.



WordPress is the industry standard for website designs. However, without a professional developer, set-up can be complex. WordPress offers endless options and plug-ins to perfectly tailor your site. WooCommerce is a great solution for selling products through WordPress.

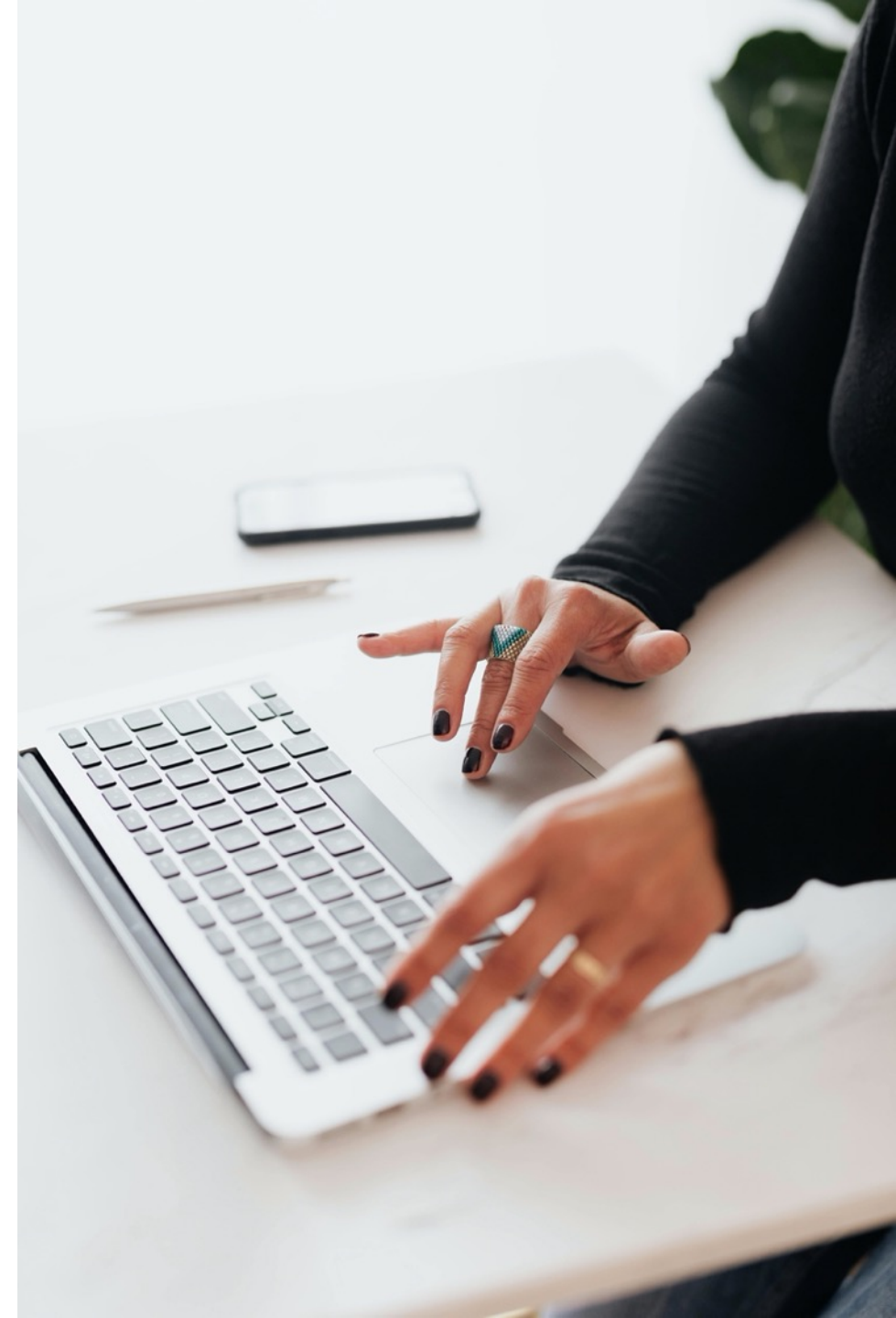


Shopify is an excellent site for selling products online. Shopify offers many different template options (some available for purchase) and can integrate well with many other third-party sites.

Introduction to Online Presence

Search Engine Optimization (SEO)

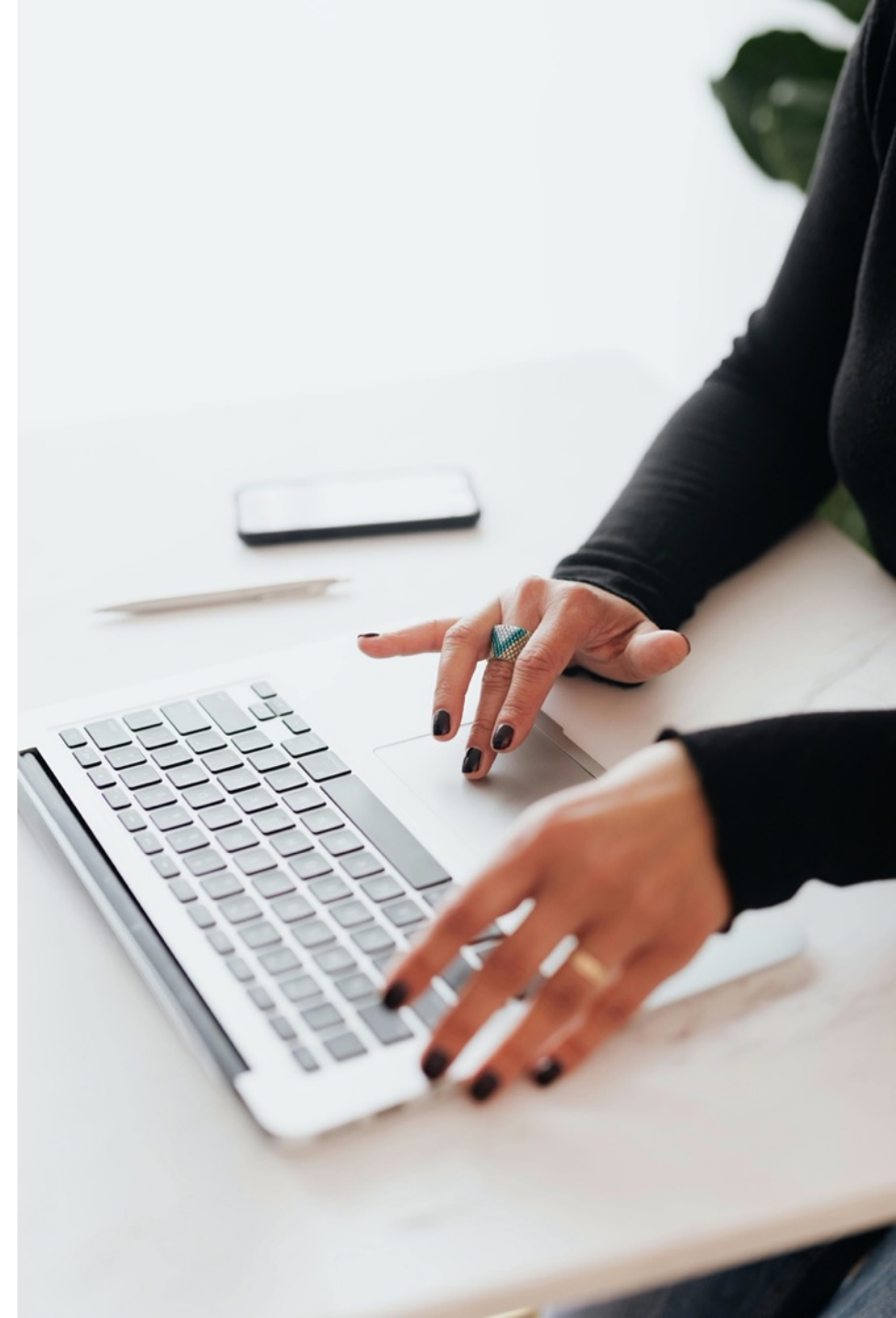
- **Keyword research:** Identify relevant keywords and phrases related to your business and target audience, optimizing website content for improved search engine visibility.
- **On-Page Optimization:** Optimize meta titles, descriptions, headings, and image alt text to improve search engine rankings and attract organic traffic.
- **Link Building:** Develop a link-building strategy to increase domain authority and credibility, earning backlinks from reputable websites and directories.



Introduction to Online Presence

Social Media Marketing

- **Platform Selection:** Choose social media platforms that align with your target audience demographics, interests, and preferences.
- **Content Strategy:** Develop a content calendar and posting schedule, sharing a mix of promotional, educational, and engaging content to keep followers interested and informed.
- **Community Engagement:** Foster meaningful interactions with followers through likes, comments, shares, and direct messages, building relationships and brand loyalty.



Miscellaneous Tips & Resources





Thank you!

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