

# Simple Successful Marketing for Small Business

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This publication provides a comprehensive yet succinct guideline of all the key marketing elements that entrepreneurs need to know to ensure that their products or services are marketed effectively and efficiently.

## Target market

This book is aimed at new or prospective entrepreneurs, who need to acquire the basic knowledge and skills required to create a marketing plan.

### Publication includes

- More than 40 interactive exercises
- Printable templates: Brand personality document, Market Segmentation document, Promotion strategy document, STEPCOM analysis document, SWOT document, Strategy document, Annual sales and revenue document.

## Publication content

1. Introduction
2. What is marketing?
3. Determine your marketing goals and objectives
  - Visualise your goals
  - Set realistic and challenging goals
  - Set specific goals
  - Set measurable goals
  - Set time-bound goals in respect of the short, medium and long-term goals
  - Set at least one primary goal and not more than three secondary goals
4. Conduct a STEPCOM and SWOT analysis

- Complete a STEPCOM analysis of the market place
- Complete a marketing SWOT analysis
- Devise your strategy to overcome the impact of STEPCOM and SWOT factors

#### 5. Design your product or service

- Designing the anatomy of your products / services
- Determine the market segmentation of your products / services
- Position your products / services in terms of the price-quality matrix
- Major reasons why certain products or services are successful
- Major reasons why certain products fail or brand loyalty declines
- Understanding the customer buying process

#### 6. The marketing mix: 7 Ps of marketing

- Product
- Price
- Place
- Promotion
- People
- Processes
- Physical evidence (Assets)

#### 7. Internet Marketing

- Website
- Social media( Blogs, Facebook, Twitter, LinkedIn, Other channels)

#### 8. The most common mistakes made by small business owners

#### 9. Marketing plan

#### 10. Conclusion

## Outcomes

The primary objective is to provide prospective or new entrepreneurs and even existing entrepreneurs with the necessary knowledge and skills that will enable them to compile and implement a comprehensive, practical Marketing Plan.

The secondary, objectives are to ensure that they acquire the necessary knowledge and skills in order to:

- Establish proper practical marketing objectives.
- Do a proper STEPCOM analysis or environmental scan and SWOT analysis.
- Design the product or service concept properly.
- Define and understand the market segmentation strategy.
- Position the product properly in the market in terms of the price-quality matrix.
- Compile a marketing mix in terms of the 7 Ps of marketing.
- Compile a comprehensive Marketing Plan.

