

TAKEAWAY, RESOURCES, AND ASSIGNMENTS

Chapter 6, Takeaway:

- For a business to generate a sale, it requires a **product** that is offered at the right timing, the right **platform**, an online or physical store, the right marketing strategy, **distribution channels**, and an attractive **offer**.
- Marketing distributions channels are places where you can **communicate your offers and messages** to your costumers, such as social media, podcasts, TV, and billboards.
- Product distributions channels are places where you can **sell your product** to your customers. It could be online, offline, or Omni channels. They could be direct to consumers, which means you sell through your website and retail store or retailers such as [Walmart](#) and [Asos](#).

Understand the 4P's of marketing:

To position your brand right, your marketing **4P's** should work together hand in hand to deliver a consistent message to the customer.

- **Product:** The quality and perceived value of the product; Ingredients, materials, function, design.
- **Price:** The price point of your product, Cheap, on a budget or premium.
- **Placement:** The distribution channel of your product; Luxury retail, general merchandise retailer, and online.
- **Promotion:** How do you promote and associate your product; Luxury, discount.

Example:

Product:

Dior: They make the ingredients of [Dior Perfumes](#) of high-quality materials. The design

of the bottle and the packaging are beautifully made to be perceived as a premium perfume product.

Commodity Brand: They make the ingredients out of cheap alcohol and chemical components; the bottle is poorly designed and made of inferior quality plastic.

Price:

Dior: Priced in the range of \$80 to \$120 per bottle. **Commodity Brand:** Priced in the range of \$3 to \$8

per bottle.

Placement:

Dior: Only sells at Dior or luxury retail stores such as [Sephora](#).

Commodity Brand: Sells at [Walmart](#), [Amazon](#), [Carrefour](#), and general merchandise retailer.

Promotions:

Dior: Luxury fashion magazine, celebrities partnership, fashion show, Tv Commercials.

Commodity Brand: Deep discounts.
To send the right message to the right customer,

the **4P's** have to work with the brand image. You rarely see that customers visit Walmart to buy a

Dior perfume and expect to get it at a 50% discount.

Most brands are all over the place because their **positioning** is unclear to the end customer, which is frustrating to understand the brand's image and function.

Understand the 3A's of marketing:

- **Awareness:** To sell a product, you first have to make people aware of it through promotion. If not, the brand is not visible, and people can't buy it.
- **Availability:** Once people are aware of your product, the product needs to be available to a customer to buy through retail store or online; if not, even if people know your

product still they can't buy it.

- **Affordability:** Your customers need to afford your product, if it's for a person on a budget then it needs to fit their budget if its premium still needs to fit a specific price point; if not, people still can't buy it.

- An offer is a **packaged deal** that attracts a specific group of people with particular wants and needs.

- Buy X get Y for free.
- Buy X and get Y + Free Shipping, easy returns
money back guaranteed.
- Buy X and get Y + Bonus A and B + easy returns money back guaranteed.

Examples:

- Celebrate mother's day with a warm hug and a beautiful gift in your hands; enjoy

50% OFF store-wide on all of our exclusive items, shop special offer now <http://xx.xx> offer ends at midnight PST.

- Looking for a birthday gift, but overwhelmed? Look no more, enjoy 25% OFF on hot and unique items, plus we will handle the shipping and send a beautifully handwritten gift card; it's time to gift something special they deserve.

- Always take the risk off the customer's shoulders and apply it to your competition.

- To win your customers, **you don't have to be the cheapest;** you have to be the best offer that makes sense to the customer, which means you must understand your customer's wants.

- **Learn the difference between:**

- 1. Branding:** Building complete customers' experience around a business.

2. Marketing: Communicating with people your brand message and knowledge, educating your audience about your products, and attracting leads.

3. Selling: Converting your leads into buying customers.

4. Advertising: Spending money to pull attention toward your offer through advertising channels such as Tv, social media, billboard, magazines.

Branding content Vs. Direct marketing content

Branding content: is content you post about your brand highlighting the lifestyle and benefits around your products and brand experience, you also position yourself as an authority by providing educational content around your industry, we post this content on your social media channels and feed.

Direct response marketing content: is content you create to promote an offer of your product; you show-case your products along

with customers' testimonials and special offers such as % OFF or free shipping; we post this content through the Facebook business manager, Post mail, Radio, Billboard.

Direct response marketing needs to be measured through data and analytics if you spend \$1, you need to know the return on that \$1 in terms of brand reach, numbers of gained customers, revenue, and net profit.

Funnels and Process:

Funnel: the steps and processes that a customer

takes from being a stranger to becoming a buyer.

There are three major systems and process that a marketer should focus on:

- **Marketing Process:** how would you make people aware of your business, engage them with your brand, and convert them into interested leads. "lead magnet and nurture relationships, prepare them for the next step."

The steps of a marketing system are:

1. Awareness: you first need to make people know your brand.

2. Interest: you must pull enthusiasm toward your brand by promoting to the right audience.

3. Desire: your brand needs to be desirable by your target audience.

4. Action: if you have accomplished the first three steps, then a customer will take effect and become a lead.

- **Sales process:** how would you convert your leads into customers." qualifying leads and closing the sale."

The steps of a sales system are:

1. Prospecting: finding and reaching out to new customers. Through phone calls, events, and trade shows, the marketing department could establish this step for an online business.

2. Connecting: contacting your lead and starting a conversation.

3. Discovery: understanding the customer's wants, needs, and desires, qualifying if you are the right solution for their challenges.

4. Presenting: presenting your solution to the customer.

5. Closing: asking for the sale.

6. Objection: negotiating customers' concerns and objections.

- Service Process: how would you fulfill, serve your customers, and turn them into advocates. The steps of the service system are:

1. Product Fulfillment: fulfilling what you promised includes product quality and shipping.

2. After Sales Service: providing support to customers after they purchase your product.

3. Referral system: asking customers for business opportunities referrals.

These systems should work together for a business to grow.

- Understand the three critical types of audiences:

1. Cold audience:

This audience is unaware of your brand and business; we rarely communicate to this audience with a direct offer unless the price of the product is low ~ around \$50 or less, we usually attract them by a compelling and attractive proposition then walk them into the process of introducing the brand and making them getting familiar with us.

Some types of cold audiences could be:

- Facebook, Instagram, YouTube, and Google Ads are targeted with interests and keywords.
- Bloggers, Influencers, Newspapers, and Magazines advertising.
- Billboard, Banners advertising.

- Trade shows, Events.

2. Warm audience:

This type of audience is familiar with your brand but still not ready to purchase yet; your job is to provide value, deliver educational content, and build trust.

Some types of warm audiences could be:

- People who engaged with your brand or social media page.
- People who followed you on social media.
- People who opt-in to your mailing list.
- People who clicked on your ads and been re-marketed.
- People who replied to your cold email with interest in your offering.

- People who visited your physical store.
- People who were referred to your business by friends, affiliates, or partners.

3. Hot audience:

This audience has gone through the research phase and ready to make a purchase. Your job is to provide testimonials, answer objections, eliminate risks, and ask for the sale (close the deal)
Some types of hot audience are:

- People who searched for your brand and products.
- People who add your product to the cart.

- To design your funnel, focus on the following questions:

- How would people know/hear about your products?

- What is your offer to them that will attract their attention?
- How would you influence people to buy your product?
- How and where would people engage with your business?
- How would people buy your product?
- How and why would people keep buying your product?
- How and why would people promote your product?

- Your landing page should make the customer clear about:

- What is that I'm buying?
- How does it work?
- What are the benefits? And What can I do with it?
- How does it differ from other solutions?
- How did it work for others? And what if it does not work for me?
- What is your complete offer?
- How will you make it possible for me to buy it?
 - Leverage social media and platforms advertising to **drive new customers toward your business**, only relying on organic reach is not enough, especially if you are a new business.

- Don't **overuse discounts and promotions**; this will devalue your brand and attract the wrong

customers, think of alternative ways to adjust your offer, rather than just discounting your price.

- Always try to **up-sell and cross-sell** your customers to increase the average cart value and bottom-line profit.

- **Product Pages to study:**

- Purple
- The 5th
- Sand Cloud
- Puravida

- GymShark
- Levis
- AllBirds

- **Local Business Instagram Account:**

- Chocolate Saray
- The Sugar Factory
 - **Tools:**
Non-affiliate links, you can use whatever tools that work for you.
- **Answer The Public:** Public questions on the web around your business topic.
- **Klaviyo:** Email marketing tool.

- [Comment Sold](#): Comment shopping tool.
- [Referral Candy](#): E-commerce referral tool.
- [Yotpo](#): Product reviews app.
- [ReConvert](#): Up-sell & Cross Sell.

- **Resources:**

- [Shopify Compass](#)
- [Facebook Business Academy](#)
- [Google Training](#)
- [Jungle Scout Amazon Tutorials](#)
- [Klaviyo Email Marketing Tutorials](#)

Chapter 6, Assignment - Part1:

I would like you to fool yourself into buying a product, search for whatever product you like; then I want you to notice:

- What links did you click, and why?
- How did you do the background research, which websites you searched while doing the research?
- What offer made the most sense to you, and why?
- How does the brand make itself look credible?
- How did they follow up with you? What is their re- targeting strategy and content?
- Can you map down the funnel from start to finish?

Chapter 6, Assignment - Part2:

Plan your go-to-market strategy.

- How are you going to attract customers and sell your products?

- How would you bring customers to the top of your marketing funnel?
- What tools, tactics, and funnel strategy will you apply?
- How would you distribute your product to the customer? Is it through direct marketing? Retail store? Licensing? Or?

Note: Please check the attached files that come along with this week's resources.

Resources for this lecture:

- Marketing Distributions and Funnels.pdf
- Chapter 6 Ads Examples.zip