



Mr. Dashboard™

mrdashboard.com

Marketing Leverage System

Marketing Seminar
Quick Overview

The Marketing System Quick Overview

What is Marketing?

What is Marketing System?

The Mindset of Successful Marketers

1. Mindset; 2. Skills; 3. Tools;

The Marketing System Model

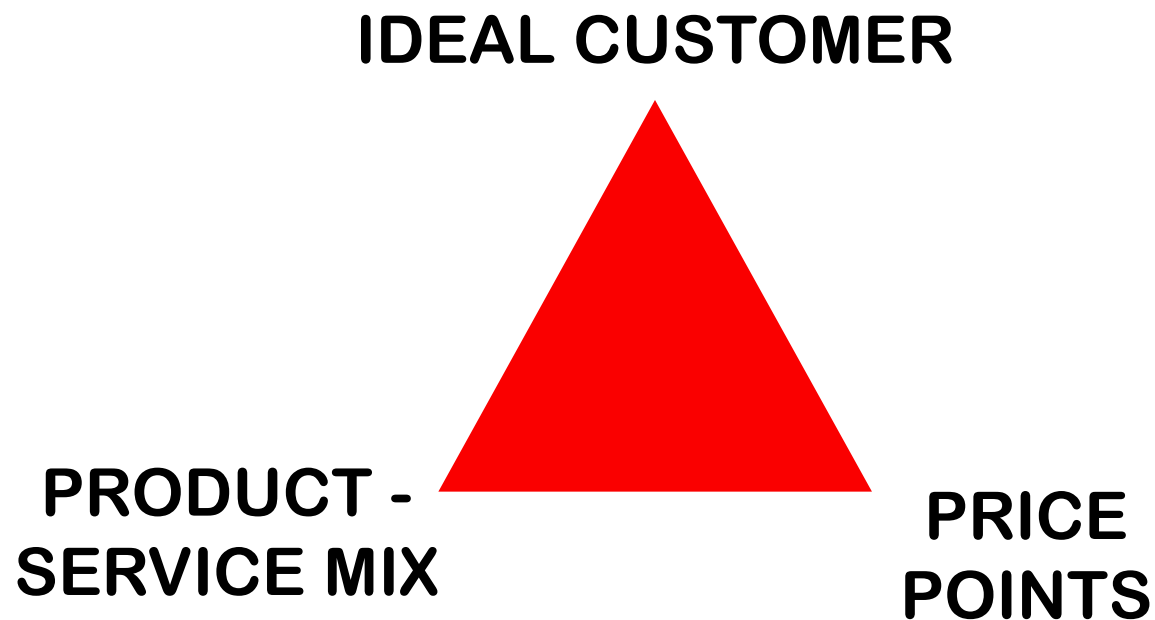
The Marketing Foundation

1. Foundation 2. Lead Gen, Conv., Sales



The Marketing System Quick Overview

Building the foundation for successful marketing



The Foundation for Marketing Success



1. Ideal Customer

Who is your ideal customer? Target market segments?



2. Product-Service Mix

What product-service mix are you selling to these segments?



3. Price Points

How are you going to position yourself in the mind of your ideal customers?

Your Ideal Customer Profile

Always talk to the right person

Never spend your budget on anyone else

Everything is organized around the ideal customer



If you fail here no marketing tactic will work!

Your Ideal Customer Profile



Clearly identify the needs



Clearly define the demographics

Segment Your Market For Success

B2C Segmentation

B2B Segmentation

Product Usage Segmentation

Event-Based (Trigger) Segmentation

RFM-Based Segmentation

Tiers



Your Winning Offerings: Product/Service Mix

Your Core Product/Service Mix



Your Ideal Profile



Your Customized Products and Services

UVP

Who is the customer?

What is the offer?

What is the key benefit?

Why and how the value is greater than the cost?

In what ways the value is unique?

Elements of strong UVP

How to Improve Your Product-Service Mix

The 7 Categories

The 4 Value Creators

The Product-Market fit growth

The Service Marketing Elements

The Higher Consumption Strategy

How to Differentiate Commodity Product or Service

How to Differentiate with Strong Marketing Message



Your Price Points and Positions

Value Add Pricing

Pricing Mechanisms

Specialization High Margins

Raising Prices

Profit Optimization

The 3 Price Points Strategy



Your Lead Generation - Part 1

Your Customer Buying Process vs Your Lead Gen Process

Discovery > Evaluation > Purchase

Targeted > Multi-Channel > Measurable

Direct Response

Customer Worth

Target CPA Value



Your Lead Generation - Part 2

CLV Timeline

Media Selection

Elevator Pitch

Irresistible Offer

From Disadvantage to Advantage



Your Lead Generation - Part 3

Free	Email Autopilot
Seminars	Newsletters
Endorsements	Social Media
Affinity Marketing	Direct Mail
Cause-Related Marketing	Newspaper/Magazine
Event Marketing	Outdoor
Joint Ventures	Radio
Content Marketing	TV
Email Marketing	More Channels and Tactics....



Your Conversion – The Initial Purchase

Words That Sell

Headlines That Sell

Guarantees

Risk Reversals

Testimonials

Case Studies

Scarcity

Social Proof

Marketing Kit

Disqualifying Prospects

Follow Up

Selling with TCO

Free, Coupons, Contests...

Marketing Materials

CTA

Email Capture Page

Teleseminars

Hot Prospects



Selling to Existing Customers

Cross-Sell

Up-Sell

Down-Sell

Tiers

Loyalty Programs

Share of Wallet

Retention

Customer Feedback

Account Management

Referrals

80/20

RFM

Sales Force

Training



Metrics

Sales Analysis

Sales Metrics

Marketing Metrics

Measuring ROI

Setting Sales Targets

Sales Mix Analysis



Leverage, Plan and Growth

The 7 Sources of Instant Leverage

One-Page Marketing Plan

Marketing Calendar

Marketing Audit

Putting Everything Together

Marketing Budget



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Marketing

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Let's use the forms now

