

Marketing

Business Standards Covered»

CTE Foundation Standards

- Business Communications: FS2.2.1(2.1), FS2.2.2(2.7), FS2.2.2(1.8)
- Technology: FS4.4.1, FS4.4.2
- Decision Making: FS5.5.1, FS5.5.3
- Legal Responsibilities: FS8.8.1, FS8.8.3
- Leadership: FS9.9.1, FS9.9.5
- Presentation Skills: FS2.2.2(2.4)

CTE Pathway Standards

- Entrepreneurship: B2.2.2, B2.2.3, B4.4.1, B4.4.2, B4.4.3, B4.4.4, B5.5.4
- Professional Sales and Marketing: D1.1.1, D1.1.2, D1.1.3, D1.1.4, D1.1.5, D1.1.6, D2.2.1, D2.2.3, D2.2.4, D3.3.1, D3.3.2

Introduction»

It would be nice to have a product or service that everyone needed or wanted and that all you had to do was supply it. Imagine that, you supply it and everybody buys it and makes you handfuls of money. Unfortunately that is not the case. You can have a great product or service but with all of the competition out there, you still have to market it so customers will purchase from you instead of your competition. In order to do this, you will first need to figure out what market (the prospective customers a business wants to serve and the location of those customers) to sell the product. Marketing is the process of creating, promoting, and presenting a product to meet the wants and needs of consumers. Remember, marketing is a process which means it is ongoing and it changes. When most people hear the word marketing, they think of advertising and selling. However, many marketing activities have to be done before a product or service is ever ready to be advertised and sold. Basically, marketing encompasses all activities involved getting the product from the inception of the product until it reaches the end user, or consumer.

There are basically seven functions of marketing. Each function is equally important. These functions are:

1. Distribution - This involves moving the goods and services from one place to the end consumer. Some of the methods used in transporting would include trucks, trains, airplanes and ships.
2. Pricing - this decision dictates how much to charge for goods and services in order to make a profit. Pricing is based on production costs, what competitors charge for the same product or service, and how much customers are willing to pay.
3. Promotion - this is the effort to inform, persuade or remind potential customers about a business's products or services. These communications are through any type of media.
4. Selling - provides customers with the goods and services they want. This includes business-to-business, retail, wholesale or manufacturers.
5. Marketing Information Management - This is the process of gathering, storing, and analyzing customer information to improve decision making. Making an informed decision requires good research and development. Market research is very important in the marketing process. Marketing experts keep track of consumers by using surveys, sales figures, databases, and the census. Marketers analyze and categorize their markets by demographics. Demographics are facts about the population in terms of age, gender, location, income, and education. Once marketers know the demographics of a market, companies can start developing products to fit that particular group.
6. Financing - This is getting the money that's necessary to pay for setting up and running a business. This includes budgeting for marketing activities, obtaining the necessary financing, and providing financial assistance to customers to assist them with purchasing the organization's products and services.
7. Product/Service Management - Assisting in the design and development of products and services that will meet the needs of prospective customers.

The Marketing Mix

Before a product appears on the market, marketing specialists have to consider who the product appeals to, how much it should cost, where it should be sold or the best way to tell people about it. There are four elements of marketing (Product, Place, Price, and Promotion), which are called the Marketing Mix or often called the Four P's

- **Product** - The first thing marketing is used for is to determine whether there is a demand for a product. The next step is deciding how to present the product to the customer to make it as appealing as possible. The packaging of a product is a major element of marketing. What is the design of the package, the color, the size, and even the brand name? CD's and books rely a lot on the designs of the cover to attract buyers.
- **Place** - Often referred to as Distribution. Marketers need to figure out where to sell a product to get it to the right customers. For example, you might not be able to sell as many surfboards in Minnesota as you would in southern California. Next, marketers need to consider what kind of location to sell their product. Sell it in a department store or boutique? Fast food restaurant or gas station? Finally, marketers need to decide the placement of their product. When you enter a store what is the first thing you see? Some products are placed in the front of the store, at the end of aisles, or on display stands. An example of this is last second items displayed by the checkout register. Items such as key chains, candy or gum.
- **Price** - A marketer needs to consider three things when determining the price of a product: 1) the amount of money it cost the company to produce the product (called the break-even point). Can the company make a profit? 2) How much are customers willing to pay? And 3) is the price competitive with other products?
- **Promotion** - This consists of informing, persuading or reminding potential customers of a product or service. The most familiar form of promotion is advertising. Some different forms of advertising include: TV and radio commercials, newspaper and magazine print ads or billboards. Promotion concepts and strategies are used to achieve success in the marketplace.

Marketing Strategy

This is the way marketing activities are planned and coordinated to achieve an organizations goal. Markets are made up of many segments. Segments are components of a market in which people have one or more similar characteristics. In order to develop an effective marketing strategy, a business should concentrate on a specific market. This is known as selecting a target market, which is a clearly identified segment of the market that the company wants to appeal to.

Marketing Plan

A marketing plan is a clear written description of the marketing strategies of a business and the way the business will operate to accomplish each strategy. Businesses use this to aide them in decision-making and the coordination of the many people, activities, and resources involved in successful marketing. You can get sample marketing plans at the following website: <http://www.bplans.com/samples/index.cfm?s=mp&affiliate=wsmmp>

E-Marketing

E-Marketing is defined as achieving marketing objectives through use of electronic communications technology.

Internet Marketing

Internet marketing is a critical component in successful businesses today. Because it offers unprecedented access to new customers, many traditional firms are making the necessary investment to upgrade technology and incorporate e-marketing in their overall marketing strategy. The primary goal is to reach a broad audience anywhere in the world in any language.

Not only is the world a much smaller place because information can be sent and received from allover the world in an instant, but reaching customers in your own neighborhood can be accomplished almost instantly as well. The World Wide Web is a marketing tool where ideas can be converted into text and images in order to reach a desired target segment. It is important to continually assess and evaluate your website in order to achieve the right balance between design and marketing.

The Web has the ability to reach many potential customers, and give your customers immediate access to information that it might otherwise take them days or weeks to get. Each e-commerce customer that has a genuine desire for your information or products or services can only be satisfied if you have a web presence that they can see.

- **Website Strategy** -- An effective website strategically places valuable and useful information in a visible location rather than making the primary purpose of the website just a sales pitch. Users want interesting, important, and accurate information that is related to the business, products, or services that you offer. The decision to purchase should be the logical result.
- **Search Engine Positioning** -- Getting your website at or near the top of search engine returns should be the primary goal because it is proving to be the single most effective marketing tool that a company can have. The majority of all first time visits to a website occur as the result of a search! As such, visitors that arrive at

your website are considered pre-qualified. A pre-qualified customer is one that is already looking for the products and services your company offers.

- Email Marketing -- Due to almost immediate delivery times, email marketing out performs traditional direct mail marketing, often generating several times the response at a fraction the cost! Every email communication you have with a customer is a chance to improve your relationship. How you set the tone and handle situations that may arise also cements a lifelong relationship.
- International Internet Advertising -- The Internet places your products and services on the World Wide Web (www) and, as such, in the international marketplace. Whether marketing directly to international customers or not, your website will be visible and you may get inquiries.

Marketing in English is widely accepted but if your intent is to make your offerings available to a specific international target market, you must pay careful attention to language issues. International visitors can be targeted by identifying and utilizing foreign language search engines and including appropriate keywords from the targeted native language.

Another critical issue is to be aware of branding and labeling issues. Using an English word for a product that means something altogether in a foreign language can be crippling to your marketing campaign. Carefully research these issues before placing your site on a non-English international search engine.

Real World Application

As the world economy globalizes and technology changes the business infrastructure, companies must learn to market themselves not only in the domestic market but in International markets as well. There are many good reasons for companies to take the international online market seriously.

Globalizing e-business means expanding your reach into current markets, or opening up new ones, and appealing to both international audiences and domestic multicultural groups such as Americans of Hispanic ancestry. Implemented well, strategic globalization initiatives ensure that customers around the world have appropriate and useful experiences as they communicate, collaborate and transact online -- regardless of location, language, culture or business practices.

It is undeniable that globalization is no longer an option but a strategic imperative for all but the smallest corporations. The Internet is increasingly the element that holds the global economy all together, as it makes the marketplace into a 24/7 event that takes place everywhere at once. The potential for cross-border trade has never been stronger. Benefits of international marketing:

1. Increased Sales - When domestic sales are good, the time is ripe for you to start exporting.
2. Higher Profits - Your profits can rise faster, if your company's fixed costs are covered by domestic operations.
3. Reduction of Dependence on Traditional Markets - You can strengthen your company by diversifying into international markets.
4. Diversified Markets - Companies that market internationally can take advantage of booming export markets.
5. New Knowledge, Experience and Enhanced Domestic Competitiveness - Expand your horizons! Often, new ideas, new approaches, new marketing techniques learned from exposure the global marketplace can be successfully applied domestically.
6. Global Competitiveness - Today, many companies outside your country are entering your local market, as they are exporting worldwide. Exporting paves the way to global competitiveness.

Virtual World Application

The Virtual Enterprise World is not much different from the real world. You are marketing the same products and services that companies in the real world do and therefore it is essential for your VE company to try and mirror successful real companies in all forms of marketing. Really focus your marketing electronically because this is where you will have the most contact with the VE community. Flyers and brochures are still really important forms of marketing but it is less expensive to send these electronically than through the mail.

Objective»



All employees should gain an overall understanding of marketing and e-marketing concepts including the importance of a well thought-out marketing plan to the overall success of the company. Emphasis has been placed on teamwork, departmental cooperation, and company-wide interaction, including development of website and effective email communication skills.

Implementation»



E-marketing is a critical component in the annual marketing plan for all VE companies. The development of an effective and profitable e-marketing campaign is critical to the success of the company. Each department plays a critical role in the development and execution of the e-marketing component of the annual marketing plan. Begin work on this as soon as positions have been identified and you are ready to start developing your marketing plan for the year.

While broadening your understanding of the role e-marketing plays in the successful marketing of products and services, you will:

1. Create an annual e-marketing plan.
2. Improve your email communication skills.
3. Develop team skills.

Use the following information to broaden your understanding of the role e-marketing plays in successful marketing of products and services and to identify useful guidelines for developing your company e-marketing plan.

Website Strategy

A web site is a critical component of a successful e-marketing campaign. Although it may not be utilized by everyone, it is rapidly becoming the most effective contact point in many marketing strategies today.

Factors to be considered when determining a strategy for a website include:

- Website Mission Statement and Strategy - Describe in one sentence exactly what it is you hope to accomplish, which should be the mission of your website. You must have a clear understanding of the business activity that should be generated from the website. Clearly identify how the customer should benefit (i.e. convenience, time savings, better prices, and/or customer service.)
- Website Content -- This should include, but not be limited to, newsletters, product specifications, frequently asked questions, and links to other relevant sites. Useful information will guarantee return visits. People use the Internet to get information, not just buy things. The more interesting and current information you give them, the more likely they are to return. The more they return, the more likely they will become customers. Additionally, the more user-friendly your site is, the more trust (credibility) will be developed with your viewers. Credibility is one of the most important perceptions your customers need to have.
- Credibility Tips
 - Use an appropriate domain name (use for email address also).
 - Include necessary contact information (phone numbers, hours of operation, time zones, and mailing addresses).
 - Provide contact links.
 - Publish security information.
 - Update content on website regularly.
 - Design for quick downloads.
 - Request recommendations and/or testimonials and post them.
 - Provide links to other relevant sites approved by ADMIN.
 - Proofread for accuracy in spelling and grammar.
 - Provide guarantees that you will honor! Do what you say you will do.
- Linking - An excellent way to get more traffic to see your website and increase search engine rankings may be accomplished by linking with other sites. Using either relevant links or reciprocal links can provide invaluable customer service and be profitable in the long run.
 - Most search engines determine your ranking based on how often your site gets linked to other relevant sites. By creating a "relevant link" you can provide a link to a non-competitive site and, as long as the site is relevant, the link should work to your benefit.
 - "Reciprocal linking" is becoming more popular. Through careful negotiations, you agree to place a link to your competitor's website if they, in turn, will place a link to your page on their website. This allows you to reach a broader audience without incurring additional costs. This can also improve search engine ranking.

- A byproduct of these types of links is that you will create repeat traffic. If your links work well, visitors will return because they know that they can quickly find what they are looking for. They will get used to going to your site and eventually this could convert to profits.
- Target Market - The golden rule of any marketing plan is to identify all target segments (demographics, psychographics, etc.) and then focus on the market niche (segment) that is the most likely to be interested in your product or service. After organizing potential customers into segments and identifying which segment(s) you are trying to reach, you should take the time to determine what action you want your target audience to take as a result of visiting your website.
- The Competition - It is important to know who your competition is.
 - Carefully identify and categorize your competitors. Determine if they would be a candidate to contact for a relevant or reciprocal link. Decide if you want to place your business ad in their newsletters or on their website in exchange for doing the same for them. Swapping ads in this manner is cost effective and allows you to reach more of your target market.
 - Identify competitors' websites and create a cooperative email campaign with your endorsement. Split the profits with them 50/50 if you receive any sales from their customers and visa versa. This may be time consuming to design and develop. It might take some time and convincing, but, in the long run, everybody wins.

Search Engine Positioning

The fact that you have a creative, entertaining, and state-of-the art website doesn't do any good if no one can find it! You must be correctly positioned in one of the major search engines if you want to see your online business grow. The single most critical element is to optimize your website so that it comes up in the major search engines at or near the top for keywords or phrases that people will actually use to search. Successful positioning involves identifying keywords that are highly popular resulting in being listed in the top 20-30 search returns for a specific keyword or phrase.

- 60% of all visitors arrive at a website as the result of a search.
- Over 90% of the "found" sites are listed in the top 20 returns.
- Over 55% of all online purchases are the result of a search.

Factors to consider:

- Develop Campaign Objectives and Budget - Identify clear goals and set achievable Internet campaign objectives that fit your budget.
- Research Keywords - Identify appropriate keywords that are logical and commonly used to search for the products and services similar to what your company provides.
- Develop Clear and Concise Titles and Written Text - Write useful titles and concise text for each advertisement that include your keywords or keyword phrases. Appropriately written advertisements should maximize visitor traffic (hits on your website) while minimizing advertising costs.
- Place the Advertisement - Strategically place advertisements in the major search engines (top 30).
- Monitor Results - After your campaign has been initiated, monitor activity including such things as number of hits, inquiries, and orders. Adjust key words as needed to maximize your website traffic within your budget constraints. You should know exactly how many visitors saw your advertisements and clicked through to your website.

Email Marketing

Although many people still say they do not use the Internet, the majority of Americans check their email everyday. Email marketing is one of the most effective and efficient ways to influence purchases and keep customers informed and happy. This is because, compared to traditional direct mail advertising campaigns, it has the potential to reach far more customers for a fraction of the cost. Reasons to use email to market your website include:

- Email is familiar to and used by almost everyone. There are over 1.5 billion emails sent per day. That's at least three times (3x) more than traditional U.S. Postal mail.
- Email marketing gets a greater response rate than traditional direct mail marketing when used effectively.
- Email costs less than traditional direct mail. The traditional direct mail piece, including postage, costs approximately \$1 to produce and send. By contrast, the typical email, including transmission charges, costs pennies to produce and send.

When creating an effective email campaign, remember that an effective email should provide value to every one

When creating an effective email campaign, remember that an effective email should provide value to every one of your customers. Your message must be:

- Compelling - enough to convince people to either buy now or return again
- Valuable - enough to keep customers wanting more
- Useful - enough to pass along to someone else

Elements to consider when planning an email campaign:

- Profile Potential Customers - This may be the most important element of any email campaign. Create a profile of the intended recipients for the email campaign. This could be created from a list of people who have already requested information about your company, specific products, or services. It might be a list of those who have been identified as highly likely to use your products or services. Research their characteristics and behavior. Try to identify what they value and what you need to do to make them a loyal customers. Then deliver email communications that are tailored to their individual needs.
 - Effective Email Messages - It is more effective to create an email message/ad that looks like a Web page (HTML email message) than to send a typical email. Effectively formatted messages might include a variety of fonts, good use of color, and pictures of your products and services. The majority of recipients generally prefer HTML email messages and studies show HTML email messages out perform text only versions by over 20%.
1. Text Only Email Messages - Some recipients can't or won't accept HTML email. In this case, a text only version of the email message is required. The most critical element is a well written, creative message with accurate spelling and punctuation. However, many elements can still be incorporated in a text only message including a variety of fonts and good use of color.

Consider using the IDA strategy to write an effective email.

- A -- Attention: get the readers' attention. Use their formal name.
 - I -- Information: provide them the information they need.
 - D -- Desire: make them desire your product.
 - A -- Action: provide action links to encourage a purchase.
- Email Links - All emails, both HTML and text only, should include some method to reply or connect with your company. This can be achieved by including a link inside the email to a web page that provides information about the company, additional data about the product or service being advertised, open an order form, or at least begin the ordering process.
 - Tracking Email Campaigns - All campaigns should be tracked in some manner. This can be accomplished by placing special coding on the order form; creating queries, surveys, or questionnaires to be completed by customers; or other creative methods that track orders and/or results of the email campaign. Critical information might include the total number of emails delivered, the number of HTML emails opened, and the number of people that clicked on a link inside the email. This information could be used to evaluate the effectiveness of the email campaign and then be used to create or modify future campaigns.
 - Customer Retention - Successful use of email should result in recurring communication with customers. Customers that are comfortable communicating with you and are satisfied with the results of that contact will become loyal, repeat customers. Use the following tips to insure customer retention.
 - Answer all emails enthusiastically, appropriately, and in a timely manner.
 - Use the customer's name respectfully. Remember to use complimentary titles such as Mr., Mrs., Dr., etc. with their last name. Do not use first names.
 - Demonstrate a clear understanding of their inquiry by providing accurate, useful information. This may be an opportunity to share your knowledge of products and services available to customers. The more knowledge you exhibit, the more that customer will contact you for answers.
 - Be honest with customers. If you do not know the answer, say so, but be certain to let them know you will find out and get back to them. Then do it!
 - Try to solve the problem, if there is one, without involving a manager. Customers are just looking for someone who can meet their needs. Follow up on customers you have referred to managers for service. However, be careful to communicate a team attitude. Always make positive references to managers or other employees.
 - Try to use "I" messages. "I can take care of that for you." This will indicate that you will be providing service. Statements that require something from the customer and begin with "You" can often put the customer on the defensive. "You said...." "You should have...." Rephrase to be less confrontational.
 - Close all emails on a positive note. Use the customer's name and tie it to your company's name. "Thank you

- Close all emails on a positive note. Use the customer's name and tie it to your company's name. "Thank you for contacting company name, Mr. Smith (customer's last name). Is there anything else I can help you with today?"

International Internet Marketing

The Internet is indeed international. Potential customers from all over the world have access to view your website. Your goal may be to use the World Wide Web to market your company's products and services on a global level and even emphasize a specific non-English speaking market segment.

- Less than 40% of the online audience is in the United States.
- Over 60% of the online audience does not speak English.
- The fastest growing online populations are outside the United States.

Since English is widely used in the international marketplace, language is no longer as significant a hurdle when marketing your products and services to international customers. Although traditional marketing strategies still apply, there are additional issues that must be considered including import/export fees, shipping/freight costs, and taxes.

Most search engines used in the U.S. are in English and, as a result, communication will be in English. However, many non-English speaking customers prefer to use search engines available today in their own language. This may include, but is not limited to, search engines such as Google China, Yahoo! Japan, and MSN Korea. These should only be used if you have clearly identified a target market that would use them. Today, there are international search engines for almost every country or language.

You might want to develop an international marketing campaign in order to expose a greater number of foreign visitors to your website and, as such, your products and services. However, it is important to remember that additional communications, such as email, may require translation tools as well.

If marketing in a non-English international search engine, you will need to identify popular keywords and/or phrases that are used in the native language. Pay very careful attention to words used when branding and labeling your products and services. A word that has one meaning or identity in English may generate the wrong message and be counter productive in your marketing strategy. There are examples of brand names having crude or offensive meanings when pronounced in another language. Use caution. Research the language carefully!

Recommended Steps to Follow»



Step 1:

Establish a Virtual Business Club account with the Associated Student Body on local school site. Complete forms as required by local ASB to establish a club on campus for fundraising.

Step 2:

Identify all of the known Virtual Enterprise/Practice Firm Marketing for the school year.

Step 3:

Determine which Trade Fair(s) the company will possibly attend during the school year. Determine criteria for who will attend the event(s):

Step 4:

Research possible fundraising ideas and programs to raise money for Trade Fair expenses and travel. Determine types of fundraisers that would best suit the VE company; i.e., campus food sales, candy sales, donations from businesses, etc.

Step 5:

In preparation for Trade Fair participation, a company should do the following (refer to Trade Fair To-Do Lesson, Trade Fair Booth Lesson, Ten Steps to Booth Staffing Lesson, and Trade Fair Success Lesson):

1. Define clear, measurable goals ahead of time.
2. Determine budget for event - booth cost, booth decorations, hand-outs, travel costs, accommodations, etc.
3. Decide who will attend Trade Fair based on established criteria; i.e., entire company, selected representatives, etc.

4. Register for Trade Fair and pay all necessary real and virtual costs required.
5. Make all travel and hotel arrangements, as needed.
6. Select booth staff based on ability, not seniority.
7. Design booth for specific event.
8. Train booth staff before the Trade Fair.
9. Consider options for booth design and choose booth design.
10. Determine special promotions and giveaways, if appropriate.
11. Tell other businesses (clients and prospects) how to find your booth at the Trade Fair via direct mail and e-mail.
12. Determine products and/or services to be promoted and sold at the Trade Fair.
13. Design and develop specific business literature for Trade Fair; i.e., sales receipts, invoices, company brochures, catalog, etc.
14. Determine if there will be product demonstrations.
15. Develop marketing and sales strategies before the Trade Fair.
16. Devise follow-up strategies before the Trade Fair.
17. Learn about business customs, business methods, and foreign exchange if attending international event.

Step 7:

Attend the Trade Fair(s) and present company's products and/or services following specific guidelines for Trade Fair(s) as outlined in each of the Marketing' registration packets (refer to Working the Trade Fair Floor Lesson).

Step 8:

Purchase products and/or services at Trade Fair(s):

1. Company Purchases
2. Individual (employee) Purchases

Step 9:

Represent the company in a professional manner by being appropriately dressed and prepared for the event (refer to Trade Fair Success Lesson, Trade Fair Booth Lesson, 10 Steps to Booth Staffing Lesson, and Working the Trade Fair Floor Lesson).

Step 10:

Hold post-Trade Fair debriefing after returning from event.

Step 11:

Make suggestions for improvements, if necessary.

Step 12:

Deposit Trade Fair checks in company account, if necessary.

Step 13:

Follow-up on every lead and sale generated at the Trade Fair(s) in an appropriate and timely manner; i.e., invoicing, thank-yous, etc.

Step 14:

Compile notebook on Trade Fair(s) for the next year's company.



The following lessons are designed to aid Virtual Enterprise companies with Marketing:

- [Trade Fair Booth Lesson](#)

- [Trade Fair Success Lesson](#)
 - [Trade Fair To-Do List Lesson](#)
 - [Working the Trade Fair Floor Lesson](#)
 - [Ten Steps to Booth Staffing Lesson](#)
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Other Resources >>



There are numerous resources on the web for information about trade shows in general and about actual trade show throughout the world. The following sites will also lead to other trade show sites and information:

- <http://www.allbusiness.com>
 - <http://www.info-now.com>
 - <http://www.ideacafe.com>
 - <http://www.advantekinc.com>
 - <http://www.imagespecialist.com>
 - <http://www.siskindtraining.com>
 - <http://www.tsdsc.com>
 - <http://www.exhibitorease.com>
 - <http://www.tradeshowweek.com>
 - <http://www.tscentral.com>
 - <http://www.bizland.com>
 - <http://www.iondesigngroup.com>
 - <http://www.woznymedia.com>
 - http://ca.essortment.com/tradeshowbooth_rxub.htm
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