



Successful Marketing and Sales in the New Norm

Mpower your business today.

In the bottom left corner of the slide, there are several overlapping red circles of varying sizes, similar to the ones in the top right corner, creating a decorative border.

The new norm...

- Changes to traditional regulated revenue streams are eroding the business model
- Existing and emerging competition are eroding the customer base
- Explosion of Internet traffic requires investment in network without traditional revenue guarantees
- Money is harder to get

Market and adaptation to technology

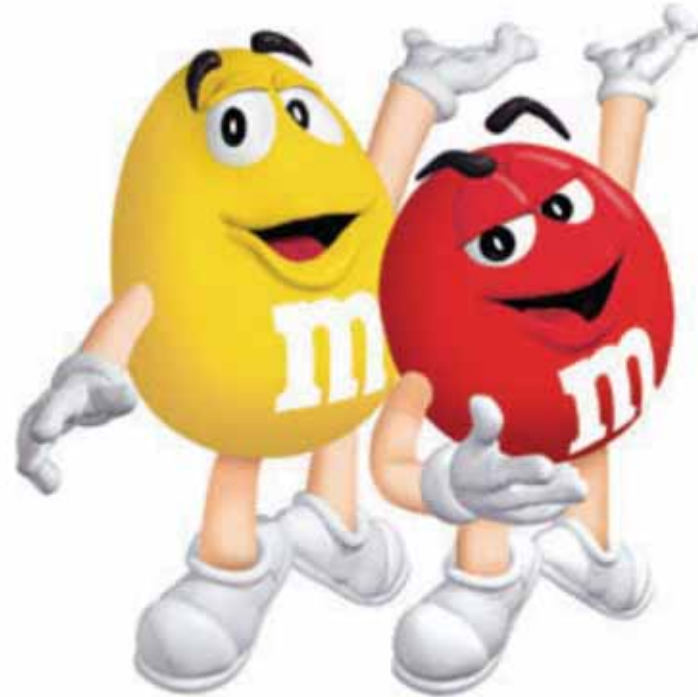
- Traditionalists and baby boomers fading away
- Estimated access lines will be down to 71.9m by 2013, 52m by 2019
- Customers increasingly cutting the cord
- Internet traffic expected to quadruple 2014
- Global marketplace
- Products are commoditized

The new marketing recipe... learning from M&Ms...



Key points of marketing in the new norm...

- Mission
- Mindset
- Motivation
- Messaging
- Money
- Methodology
- Memorable
- Measurement



Mission

- Do your staff members understand your mission in the new normal?
- Cooperative vs. Charity
- In order to serve, you have to exist
- Strategic vision
- Strategic operation
- Over communication

Mindset

- Market-driven, sales-driven organization
 - Information, communication, entertainment
- Know the products and services at a “sales” level
- Sales training saturation
- Quotas
- Sharing the insomnia
 - Plan for the future like jobs depend on it

Motivation



- Tie compensation to performance
- Individual
- Organizational
- Incentive programs for sellers and buyers
- Use uncommon channels (repair calls, tech visits)
- Referral programs

Messaging

- Internally
 - Consistency in messaging
 - Purposeful communication
 - Sales communication vs. service communication
- Externally
 - What to say
 - How to say it
 - Where to say it
 - Research – assumption vs. reality
 - You vs. competition

Strategic Marketing Plan – impacts our next two Ms



- Understand profitability by product line and product. Be able to measure, record and report.
- Evaluate existing customers by product and exchange and expansion footprints.
- SWOT of all products.
- Competitive analysis – benefit statements vs the competition
- Research –
 - Determining low fruit
 - Understanding buying habits
 - Techniques for marketing
- Determine which existing products for which target market.
- Techniques to market, promotions, etc.
- Evaluate new opportunities.

Money

- How you make it
 - Percent from customers
 - Margin by product line
 - Potential in market
 - Penetration of total market vs. opportunity market
- How you spend it
 - What you need to accomplish may dictate what you spend
 - Marketing budget vs. public relations
 - Donations

Methodology

- How do you reach the customer?
 - Print
 - Radio
 - Direct Mail
 - Door to door
 - Telemarketing
 - Social Media
 - Website
 - Finding out is part of every interaction, just like data collection should be

Social media

- Recognize it is real
- And, has impact on
 - Our lives
 - Our businesses
 - Our employees
 - Society
- Impact and reach is of historic proportion

Why people like it

- Allows people to:
 - Achieve “fame” – brag, compete or look cool (take stock of their reality)
 - Respond in the heat of the moment – gratification
 - Voice their opinion – be heard whether the opinion is good or bad
 - Demonstrate creativity – generate their own content
 - Connect – basic socialization need
 - Link to those with similar interests – validate social norms

Why it works



- 78% of people trust their peer's opinions
- Can put reactions, opinions and experiences into context when they come from someone you know and trust
- World of mouth
 - Global impact

External impact – the business perspective

- Image and Brand Management
 - Why do people want to be associated with you
- Behavioral influence – selling
- Reputation management
 - Diet coke, American Airlines
 - Spinach in your teeth?
 - 96% of dissatisfied customers don't bother to complain, and 63% don't do business with you again

External impact – the business perspective



- Relationship building – entertainment, content, putting followers to work for you
 - ESPN
- Education and customer care
 - YouTube guides
- Competitive analysis
- Lead generation
- Interception of potential prospects

ROI??

- Ford -gave 100 Fiestas to digital influencers
- Results (in 6 months)
 - Over 7 million views of YouTube videos
 - 125,000 hand raisers on Fiestamovement.com
 - 11,000 vehicle reservations
 - And an awareness rate of 60%, equal to vehicles that had been in market 2 to 3 years



Marketing in the new norm



- New methods, like social media come into play
- Determining which work for your market



Start at the beginning



- Listen – determine the right sandbox
- Interact – create value, content, interest
- React – stay within the framework or expand
- Sell – in the “not so obvious, usual manner”
- Simple roadmap - find people, build interest, deliver content, capture information, count money
 - Sometimes it’s your database, sometimes not

Success with social networks

The image shows a screenshot of a Facebook page for 'Mosaic Hot Summer Nights'. The page features a large banner with a crowd of people and the text 'hot summer nights' in yellow and orange, with 'by mosaic mobile' in blue and orange below it. A black box on the banner reads 'Next Hot Summer Nights Event - July 26, 2013 Visit our Events page for more details.' The page has 1,635 likes and 5 people talking about it. The navigation bar includes 'About - Suggest an Edit', 'Photos', 'Likes', 'Events', and 'Contests'. The 'About' section is circled in red and contains the text: 'Add A Category', 'Club Mosaic, 800 Memorial Drive, Barron, WI.', and '(800) 924-3405'. On the right side, there are sponsored ads for 'Travelers Multi-Policy' and 'Dresses as low as \$10!'. A 'Create Page' button is visible at the top right.

You don't make money with social media,
you build relationships that make you
money

The power of social networking in action



There's more to facebook than creating a page



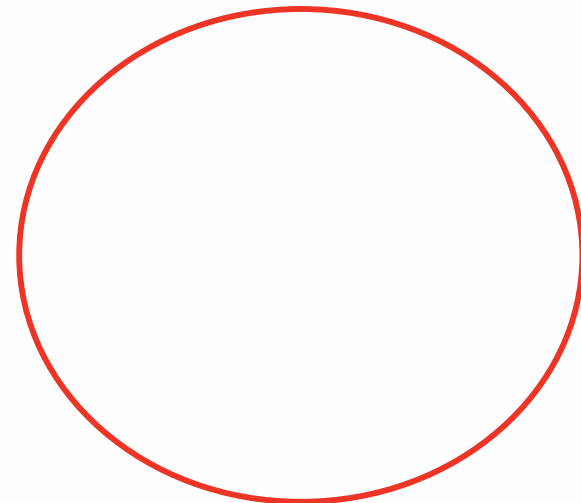
Advertising

Contests

Opinion polls

Interaction

Depends on what
you want to achieve
and how much time
you want to spend



Memorable



- Success is the creation of a customer sales experience that leads to the customer's desire to return and repeat
- Builds your sales force, without increasing your payroll
- Use satisfied customers in your communication with others

Measurement



- Understand the ROI on dollars spent
- Collect data in customer interaction
- Mine the data

Steps to take...



We heard from M&Ms...



- Now a few words from Henry Ford and Nike
- Baby steps in the right direction start the journey...

Questions?



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