



## Contact First Pty Ltd

### Business Solutions

Business Planning – Marketing – Mentoring/Coaching/Facilitation/Training - Workshops

## MARKETINGS TIPS

### What is Marketing?

Marketing is getting your Product or Service in the right shape and size into the market at the right place at the right time.

### Marketing is not Advertising

#### Advertising is part of your Business Promotion;

To make your Business familiar to the public  
To create a good and favorable image  
To Educate and inform  
To attract customers to find out more

#### Advertising and your Customers, is it effective;

Does it catch the eye  
Does it arouse *interest*  
Does it create *desire*  
Does it lead to *Action*  
Is it *clear, concise, accurate*

### Marketing has 4 components known as the 4Ps

Product.....quality, features, packaging Guarantees, name

Price.....list price, discounts, allowances, credit

Promotion.....advertising, sales promotions, public relations

Place.....distribution, retailers, locations, transport, warehousing, inventory

And the 5<sup>th</sup> Profit....is your purpose doing business to make a profit

### Market Positioning

Where does your product or service fit into the market....what perception or image is created

What is the clear message of what you do, how you describe what your business is

### Elements of Positioning

Price.....is your product luxury...in the middle ...or cheap

Quality.....is your product well produced consistently backed with friendly guarantee, return

Service.....do you offer service or support...is your product customized or personalized to suit

Distribution....how do customers obtain your product

Packaging....packaging can make a strong statement. Is it the message you intend