

Marketing Forge

CEO Space 908

Presented by Rand Brenner
Licensing Consulting Group

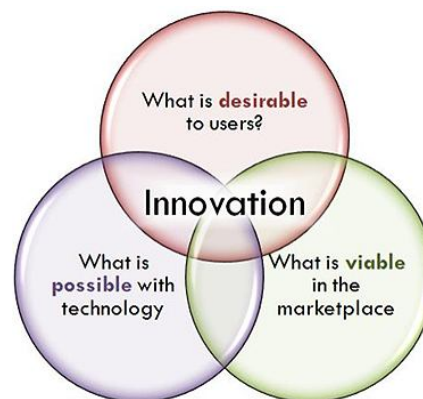


Business Purpose

- "Because the ***purpose*** of business is to create a customer, the business enterprise has two—and only these two—basic functions: marketing and innovation. *Marketing and innovation produce results*; all the rest are costs.
“*Peter Drucker*

Entrepreneurial Creativity

- Entrepreneurial creativity is about coming up with innovative ideas and turning them into value-creating profitable business activities.



Marketing is a Process

- An ongoing **process of planning and executing** the marketing mix for products, services or ideas to create exchange between individuals and organizations. It has a beginning, a middle, but never an end.



Marketing Gets You in the Game

- Keep It Clear (and Simple)
- Focus on your customer
- Know where you want to go
- Execute, Execute and Execute
- Evaluate and Adjust



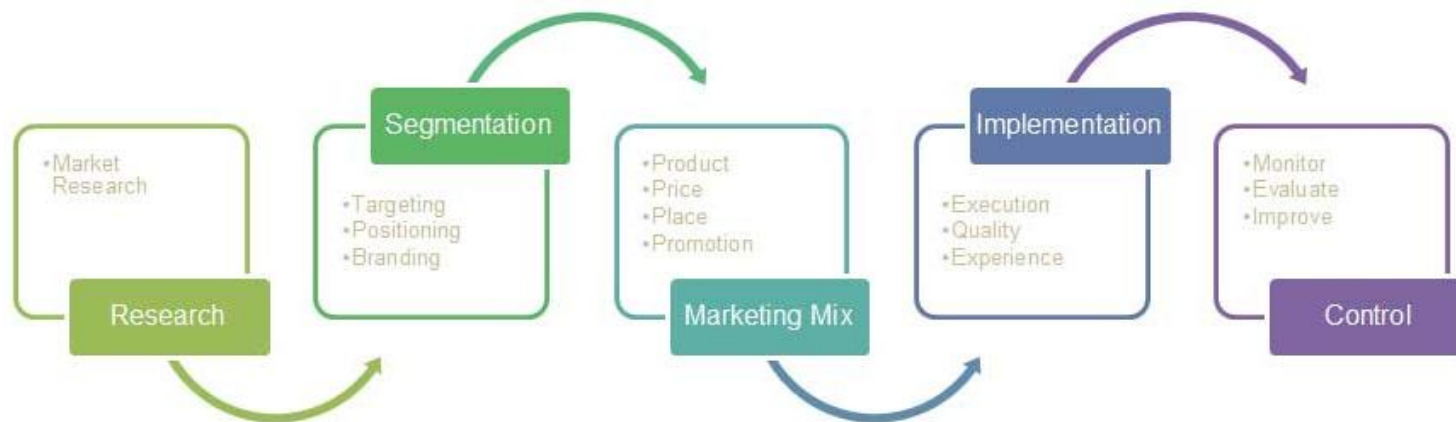
Action is the Key

- You can be the most talented person in the world and have the best ideas, yet still if you do not take action you will achieve nothing.



Marketing is an Action Plan

- Consumer
- Markets
- Competition
- The Marketing Mix
- Means & Methods
- Expected Results



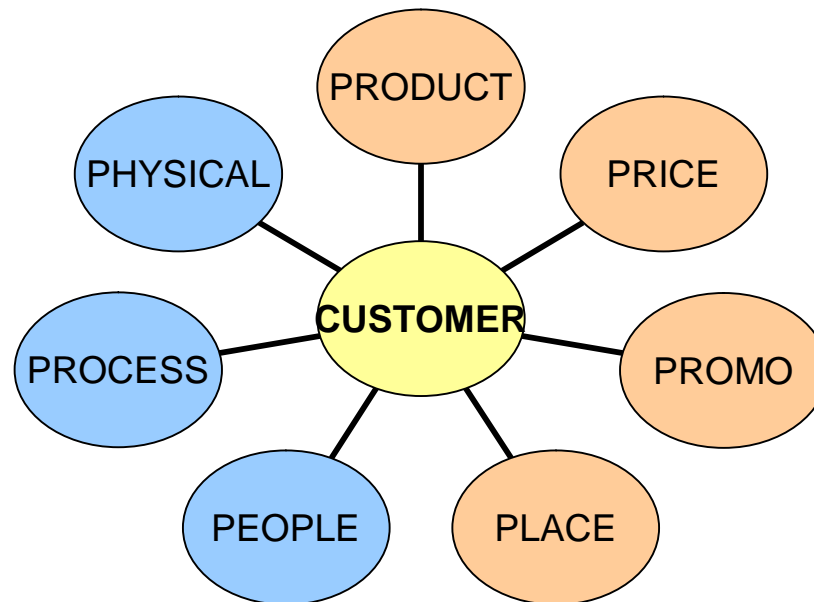
Strategy Innovation

- Concentrating limited resources on the ***greatest opportunities***
 - Generate/increase sales
- Dynamic - Planned & Unplanned
 - Action, Respond and Learning
- SWOT, PEST, STEER



The 7 P's Are the Key

- Each P has Strategies
- TAT – Target, Action & Timing



How Many Strategies are in Your Plan?

- Affiliate
- Article
- Behavior
- Cause
- Communal
- Community
- Database
- Digital
- Direct
- Diversity
- Early Adopter
- Email
- Engagement
- Ethical
- Evangelistic
- Experiential
- Merit
- Global
- Green
- Guerilla
- Influencer
- Internet
- Loyalty
- Mobile
- Multichannel
- Next Best Act
- Permission
- Proximity
- Reality
- Referral
- Relationship
- Search Eng
- Shopper
- Social
- Social Media
- Trade
- Tissue Pak
- Undercover
- Value
- Viral

Financials are the Foundation

- Determine Your Costs
 - Cost to Make, Deliver and Sell
- Find Examples
 - Bizstats.com
 - census.gov
- 15 Minute Forecast
 - 3 – 5 Years

Sales	100%
COGS	35%
Gross Profit	65%
Sales/Mktg Cost	25%
Other Expenses	30%
Net Profit	10%

A Plan Must be...

- Clear – Exactly what will be done
- Quantified – How it will be measured
- Focused – Where and when (the 80/20 Rule)
- Realistic – What can really be achieved
- Agreed – Team commitment



30 Minute Plan

S olution (Product / Service)	How appropriate is the solution to the customer's problem/need?
I nformation (Promotion / Tangible)	Does the customer know about the solution? If so, how and from whom do they know enough to let them make a buying decision?
V alue (Price)	Does the customer know the value of the transaction, what it will cost, what are the benefits, what might they have to sacrifice, what will be their reward?
A ccess (Place / Process / People)	Where can the customer find the solution? How easily/locally/remotely can they buy it and take delivery?

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