

# New Mexico Broadband Program

## Internet Tools for Small Business Success

### Module 4

### Introduction to Online Marketing



# Internet Tools for Small Business Success

## Class Series

1. Terminology & Planning
2. Communication & Collaboration
3. Accounting & Finance
4. Introduction to Online Marketing
5. E-Newsletters
6. Websites & Blogs
7. Search Engine Optimization
8. E-Commerce
9. Intro to Social Media Marketing
10. Facebook & Twitter
11. Social Media Administration
12. Linked In

# Primary Business Components

- Planning
- Operations
- Accounting & Finance
- Sales & Marketing
- Hiring



# How This Class Works

**Terminology**



**Discussion & Demonstrations**



**Hands-on Exercises**

# Class Framework

Divided into Core Business Elements

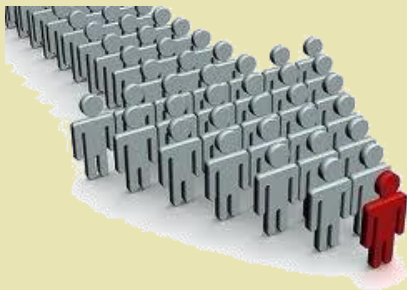
- Internet Tools for each Element

Terminology

Realm of tools

Choosing the right tool for your business

Getting Started



# Today's Class Goals

- Understand basic marketing terminology and concepts
- Review the 4 P's of marketing and how they are affected by online marketing
- Begin the online marketing section of your business plan
- Write your online marketing description
- Learn basic online marketing tips



# Terminology

## Marketing

**The process by which companies determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development.**



# Terminology

## Customer

A current or potential buyer or user of the products or services of an individual or organization, called the supplier, seller, or vendor.





# Terminology

## Competition

**Rivalry in business for customers or markets.**



# Thinking about your competition

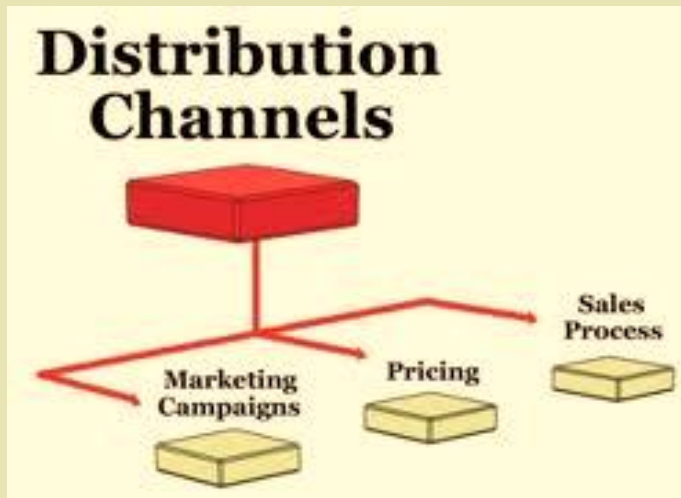
Using the Internet and the handout provided, name six competitors and list their websites, and any social media sites such as Facebook or Twitter.

<u>Competitor</u>	<u>Website</u>	<u>Social Media</u>
1.)		
2.)		
3.)		
4.)		
5.)		
6.)		

# Terminology

## Distribution Strategy

The process of making a product or service available for use or consumption by a consumer or business user.



# The Marketing Process

## Marketing:

- 1.) identifies likely customers
- 2.) reaches likely customers where they already are
- 3.) offers customers a value exchange
- 4.) delivers and satisfies or dissatisfies
- 5.) Repeat

***“Marketing creates meaningful relationships.”***

# Terminology

## Target Market

**A Target Market is the specific group of consumers to which a company wants to sell its products and services and to whom it directs its marketing efforts.**



# Terminology

## Targeted Segments

Groups of people separated by distinguishable and noticeable aspects.



**Target markets can be separated into these segments:**

**geographic** - where they are located

**demographic/socio-economic** -people of similar gender, age, income occupation, education, sex, household size, age, and stage in the family life cycle

**psychographic** - similar attitudes, values, and lifestyles

**behavioral** - occasions, degree of loyalty, relationship to a product

# Sales and Marketing Strategies

The 4 P's of marketing and how they are affected by online marketing





# 4P's Online Considerations

- **Product**

You may need a different product mix

- **Price**

Heavy price competition

- **Place**

You can choose: NO online sales, SOME online sales, ONLY online sales

- **Promotion**

New marketing METHODS, but that's all they are

# Marketing Plan

## A roadmap

- Your target market
- Your target segment or customer
- Your product's value to your target customer
- How you will convey this value to your customers
- How you will delight them
- Repeat sales



# Beginning your Marketing Plan

## Using the handout provided:

1. Describe your **TARGET MARKETS**. Give specific demographic or other segmentation information.
2. Explain your **VALUE PROPOSITION**. A **VALUE PROPOSITION** explains why someone should buy from your company rather than another one.

# Online Promotion Tools

- Contact list or database
- Email
- Photographs
- Electronic Newsletters
- Websites
- Blogs



# Where will you reach your customers?

- Print media

1.)

2.)

3.)

4.)



- Online media

1.)

2.)

3.)

4.)



# How much will you spend?

- Print media

1.)

2.)

3.)

4.)



- Online media

1.)

2.)

3.)

4.)



# Basic Promotion Tips

Know your audience and remember to reach them  
“where they are”



facebook

twitter

LinkedIn

# Basic Promotion Tips

- Be consistent in your look and message

Words

Logo

Colors





# Basic Promotion Tips

Gather testimonials & email addresses



# Basic Promotion Tips

## Create calls to action



**Click Here, Call now, Buy today, Register now, Contact now, Buy now, Sign-up now , Offer expires, Reserve Now, Request for Free Quote, Talk to an Expert, Join Now, Go to our website**

# Basic Promotion Tips

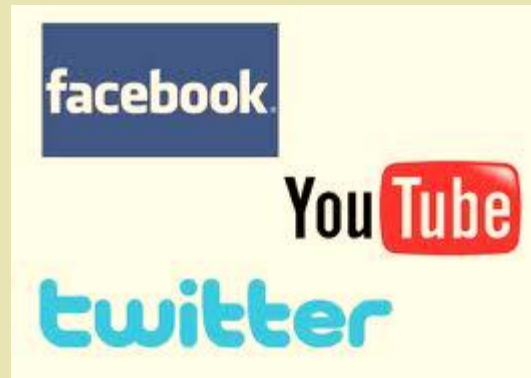
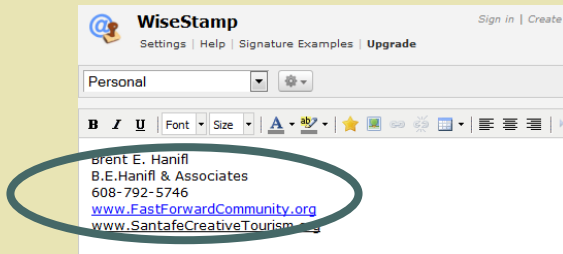
▪

Send customers to your place of business  
- your website



# Basic Promotion Tips

Put your email and website address on  
**EVERYTHING!**



# Review of Class Goals

- Understand basic marketing terminology and concepts
- Review the 4 P's of marketing and how they are affected by online marketing
- Begin the online marketing section of your business plan
- Write your online marketing description
- Learn basic online marketing tips



**We appreciate the time you spent with us.  
We hope to see you at the next training!**

**These materials were created collaboratively by the  
New Mexico Department of Information Technology, Fast Forward New Mexico,  
and the New Mexico State Library, under grants provided by the  
National Telecommunications and Information Administration.  
These materials are not to be used for profit.**

*Connecting you to a world of opportunities*

