



MARKETING 101: INTRODUCTION TO MARKETING

This session provides an introduction to marketing concepts used to successfully promote products, services and campaigns. It includes an overview on the difference between marketing and public relations, importance of marketing to keep a “fresh” image, and various types of marketing strategies (i.e. direct-cause marketing versus saturation marketing). Attendees will be engaged in additional dialogue on the role of marketing staff, and how every employee plays an important role in marketing.

This session will also provide an in-depth outline on how to market, including word-of-mouth, referrals, special events, mailings, sponsorships, etc. The discussion on marketing strategies includes developing relationships, identifying opportunities, and “branding” one message or theme.

Specific topics to include:

1. Knowing Difference Between Marketing & Public Relations
 - a. Who controls “where”
 - b. Who controls “when”
 - c. Who controls “end result”
 - d. What are benefits of each
2. Understanding Various Types of Marketing
 - a. Direct-cause
 - b. Saturation
3. “Branding”
 - a. Image, image, image
 - b. Generic formula that works: “How to _____ and _____”
4. Identifying Marketing Opportunities
 - a. News media
 - b. Community organizations (i.e. Rotary, Lion’s Club, Garden Club, etc.)
 - c. Word-of-mouth
 - d. Referrals
 - e. Special events (i.e. golf tournaments, job fairs, etc.)
 - f. Announcements (i.e. employee new hires, business milestones, etc.)
5. Marketing Strategies
 - a. Targeting your audience
 - b. Selling Your Value

This session includes time for content, review, interactive discussions, role-playing and question-answer. Materials include hand-outs and references (i.e. literature, best practices, etc.).