

No Time Marketing  
small business book series in 30 minutes or less

## Master Marketing In No Time

Web-based, self-paced course  
Session 1 of 5



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### About the course

- Five 30-minute (or less) online sessions
  - First session is **free!**
- For new marketers - learn
- For existing marketers - validate
- No fluff, quick and practical
- Course includes:
  - Electronic copy of the book, "No Time Marketing" and all templates
- Optional support
  - Hardcopy book, [www.notimemarketing.com](http://www.notimemarketing.com), use discount code: student
  - One-on-One consulting help, tutoring
    - Special student discount \$100/half hour

No Time Marketing

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### Course Curriculum

- ➔ **Session 1:** *Meaningful Marketing*
  - Why bother marketing?
  - What is it, why is it important, how much is enough?
- Session 2:** *The Body of Knowledge*
  - Do a marketing inventory
  - Fill in the missing blanks
- Session 3:** *Preparing to market*
  - Position with precision
  - Practical pricing
- Session 4:** *Push Marketing*
  - Acquiring new leads
- Session 5:** *Pull Marketing & Pulling It All Together*
  - Fostering leads
  - Creating a defensible & sustainable marketing plan



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## Your Instructor: Alyssa Dver



- **Author of:**
  - **No Time Marketing: small business-sized steps in 30 minutes or less**
  - **Software Product Management Essentials** ([www.swproductmanagement.com](http://www.swproductmanagement.com))
- **Chief Executive for:**  
**Mint Green Marketing** ([www.mintgreenmktg.com](http://www.mintgreenmktg.com))
- **Contributor to:**  
Forbes, BusinessWeek, Entrepreneur, Promo, Readers Digest, Chief Marketer, Software Magazine, etc.
- **Speaker at:**  
WDLS at the UN, Women's Congress, American Marketing Association, Software Business, The Commonwealth Institute, Ladies Who Launch, Downtown Women's Club, etc.
- 2007 BusinessWeek Female Entrepreneur to Watch
- CPM, CPPM, Wharton School, lifelong learner

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## Welcome to the Business World



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## Marketing Mayhem

- SEO
- Twitter
- Web video
- Corporate responsibility
- Facebook
- Opt in/Opt out
- AdWords
- Blogs
- Customer relationships
- Loyalty programs
- Flash demos
- Virtual events
- Online ads
- Electronic billboards



- YouTube
- Permission marketing
- LinkedIn Groups
- Track backs
- Clickthroughs
- Chasms
- Second Life
- Landing pages
- Mavens
- Tipping Points
- 1 x 1 marketing
- Mobile ads
- Affiliate Marketing

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## Why Bother Marketing?

- "What has marketing done for me lately?"
- "Marketing is a necessary evil."
- "We have no good leads."
- "Marketing is a cost center, not a revenue generator."
- "Anyone can do marketing. Its intuitive."
- "The Internet makes it so easy and affordable to do marketing."
- "Marketing is a luxury we can't afford."

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## Justifying the Marketing Means



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## Marketing Definition

*Marketing identifies, attracts, fosters and retains qualified sales leads.*

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## Marketing Definition

***Marketing identifies, attracts, fosters and retains qualified sales leads.***

***Marketing Objective:***

**...profitably find prospects and then help them make efficient buying decisions.**

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## How Much is Enough?

- Big Company/Traditional Marketing
  - Number of prospect eyeballs needed to generate sales (A)
  - Number of leads needed to close a single sale (B)
  - Number of sales needed to meet revenue goals (C)
  - Cost per lead (Y)
  - Theoretically,  $A*B*C*Y =$  marketing budget

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## How Much is Enough?

- Real Company/Practical Marketing
  - Meaningful Marketing = as many leads as your company can handle (sales and support) at the lowest possible cost/highest possible profit

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  - Theoretically,  $A*B*C*Y = \text{marketing budget}$
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  - Meaningful Marketing = as many leads as your company can handle (sales and support) at the lowest possible cost/highest possible profit

**NO WASTE!**

- *Precise targeting – who and what you offer*
- *Optimal price – never leave \$ or valuable leads on the table*
- *Effective follow up – push and pull, close and retain*
- *Learning enabled – art meets science*

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## Less Can Be More



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## Case Study:

*customer relationship management software*

- **Crowded, commodity market**
- **Established leaders**
  - Selected a specific market: community banks and credit unions <\$10bil
  - Identified market specific users, buyers, influencers
  - Developed product, documentation, support systems, etc. for market
  - Developed messaging, website, collaterals, colors, logo, for market
  - Did targeted PR, events, promotions, etc. with nominal marketing budget
  - Became market leader in 3 years: over 500 systems installed worldwide



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## Session 1: Final comments

- Readjust your marketing definition as necessary for effective sales and revenue generation *(Session 1)*
- Marketing starts with a minimal body of knowledge which allows you to be strategic so you can make smart decisions *(Session 2)*
- Strategic marketing is all about telling the right people the meaningful reasons they want to buy your product/service with terms and conditions of value to them *(Session 3)*
- Marketing programs don't have to cost a lot but should always demonstrate a return *(Session 4 & 5)*
- You shouldn't spend a lot of time writing a marketing plan *(Session 5)*
- Great marketing continues to get better *(Session 5)*

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- NEXT UP** → **Session 2:** *The Body of Knowledge*
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- Session 3:** *Preparing to market*
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- Fostering leads
  - Creating a defensible & sustainable marketing plan
  - Summary



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## Session 2 Preparation

*Get ready to get marketing smart!*

- If not already, purchase the course at [www.notimemarketing.com](http://www.notimemarketing.com)
- Review Chapter 2 in No Time Marketing, specifically *The Marketing Inventory*
  1. Your prospects & customers
  2. The buying process
  3. Your marketing channels
  4. Your competition
  5. Your market



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## Contact Info: *Alyssa Dver*



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- Book, eBook, Templates
- Online & live classes
  - Consulting
  - Event Speaking
- Promotional, Co-branded Programs and Products

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