

## **THE AUTHORS SHOW – Business/Finance**

**Author: Jill Brennan**

Getting noticed in a world that has gone brand crazy is hard. It's estimated that the average person sees between 3,000 and 20,000 brands each day. From the labels you see when you open the pantry doors to a trip to the mailbox overflowing with junk mail and through the onslaught that peppers the daily commute; brands are everywhere.

On top of this, many big brands are backed by dizzying marketing budgets to make sure they are first ones that come to mind for consumers looking for specific solutions.

According to Adweek, Coke's advertising budget was \$3.3 billion in 2013 and Matt Powell, a sports industry analyst, put Nike's spending on 'demand creation' in 2014 at just over \$3 billion. When you break down the numbers – "that's \$8 million per day, \$350,000 per hour, \$6000 per minute, \$100 per second" – that number is even more astounding.

In Australia, Hall of Fame Business Solutions identified the top advertiser in 2013 as Wesfarmers with a budget of \$237.2 million, followed by Woolworths with \$176.9 million spend on media advertising.

Advertising in mainstream media is priced for these bigger companies. If you want to run a large billboard advertisement in one prominent location in Melbourne you can expect to pay around \$30,000 plus printing and installation. If you want to take out a full-page ad in the Sydney Morning Herald then it will cost around \$70,000 plus design costs. Mainstream media advertising requires deep pockets and an ongoing commitment to have an impact.

This means small businesses can no longer hope that their audience will find them. Nor can they sporadically try different marketing techniques and platforms in the hope that something might stick.

So how do small businesses with limited budgets and resources stand out in a sea of logos?

They need to know how best to reach their target audience. This book will teach you how.

Another marketing book?

First, let's talk about the elephant in the bookshop. Does the world need yet another marketing book? Really? I thought hard about that before beginning and I believe that the answer is yes, it does.

If you've taken a look at the business section in a bookstore or searched online for marketing publications then you know there is no shortage of titles available. And that is just in the small business marketing space. When you look at the overall number of marketing and sales texts, then the number swells exponentially.

So what makes this book different from every other business marketing book?

This book specifically targets the owners of ambitious small businesses that are stuck in a turnover rut and want to take control of their growth. In my work as a marketing consultant, mentor and business owner working with small businesses I see that they typically experience three main problems:

- Marketing can be confusing and without a plan, often a haphazard approach is used
- Without knowing what is possible with marketing and having the right skills and expertise it can be difficult to implement marketing activities
- Many businesses are stuck doing the same thing, getting the same results and don't know how to effectively communicate so that customers understand who they are and what problems they can help them solve.

This book addresses these problems and provides simple, practical and step-by-step advice for business owners on how to connect with customers and share their products with more people.

How? By teaching you to create a marketing plan.

Your marketing plan

Most people know that planning, like flossing, is important but often it doesn't happen as frequently as it needs to. If you're in this position, it's probably due to two reasons. First, you are too busy running the business to have time to pull back and strategise. Second, the idea of marketing feels completely overwhelming and not knowing where to start means you don't start at all.

However, not having a strategy is like heading out in the car in a new city without a map of where you want to go. You may get there eventually but you won't be taking the quickest or easiest route. You may even get lost.

Instead you want a plan that will draw in new customers, encourage repeat business, create raving fans and spread word of mouth buzz. In other words, you want a plan that you can use to grow your business.

The key elements of your marketing plan

If you enter 'marketing plan template' into a search engine you'll find so many different options it can quickly become overwhelming.

There are many different components that you could have in a marketing plan and if you run a larger business it would be expected that you would go all out on most of them. But for smaller businesses that want to see results without a lot of fluff, I've narrowed it down to the following key parts:

- Strategy
- Branding
- Collateral
- Awareness
- Reporting

Putting your plan to work

Part 1 of this book focuses on the strategic steps required to get your marketing off the ground, or to develop your existing marketing efforts. However, once you've got your marketing plan worked out the question becomes, how can you make the plan happen?

In Part 2 you'll get different processes and tools you can use to make your marketing repeatable and scalable, as well as the different ways you can source marketing help, including hiring internal staff, outsourcing, and the key questions to ask to find the right person or team.

Once you finish, this book will give you the confidence to make informed choices in respect to marketing your business and growing your sales.

The aim of this book is not to turn you into a marketing manager. You will not know every single thing about marketing after reading this (and I'm sure you don't want to know it – you'd rather focus on the rest of your business). You will, however, be armed with the key steps and concepts that will give you a big-picture view of what marketing can do for your business. By the end of this book, you'll know enough to be able to hold your own with marketers and ask the right questions if you need more information.