



The CVSSDFW Marketing Guide

A Capacity Building Primer
***for emerging and sustaining
non profits organizations and their leaders
to practice maximized marketing strategies.***

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The publication is designed to provide accurate and authoritative information with regard to the subject matter covered - Marketing.

It is for the sole understanding that the publisher/writer is not engaged in providing direct answers to marketing without the engagement of services to deliver a competent analysis and marketing strategy administered in an in-depth fashion.

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The CVSS/DFW Marketing Guide
A Capacity Building Primer
for emerging and sustaining non profits organizations
and their leaders to practice maximized marketing strategies.

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Marketing Basics for the Emerging Organizations

The essence of marketing is to understand your client/targeted populations' needs and develop a plan that surrounds those needs. Let's face it anyone that has a business has a desire to grow their business. The most effective way to grow and expand your business is by focusing on organic growth.

You can increase organic growth in four different ways. They include:

- Acquiring more clients
- Persuading each client to increase patronage
- Persuading each client to use us more or up-selling each client for more in-depth services
- Persuading each client to expand utilization of your offerings

All four of these increase your revenue and profit. Let me encourage you to focus on the first which is to acquire more clients.

Why? Because by acquiring more clients you increase your client base and your revenues then come from a larger base.

How can you use marketing to acquire more clients?

- Spend time researching and create a strategic marketing plan.
- Guide your product development to reach out to clients you aren't currently attracting.
- Price your products and services competitively regardless of the payment source.
- Develop your message and materials based on solution marketing.
- Attract your clients to the services you provide that are subsidized by your funding sources.

Notes:



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Definition #1 Advertising

The paid, public, non-personal announcement of a persuasive message by an identified sponsor; the non-personal presentation or promotion by a firm of its products to its existing and potential clients falls into advertising.

Definition #2 Marketing

The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers for the mutually advantageous exchange or transfer of products.

After reading both of the definitions it is easy to understand how the difference can be confusing to the point that people think of them as one-in-the same, so lets break it down a bit.

Advertising is a single component of the marketing process.

It's the part that involves getting the word out concerning your business, product, or the services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc. Advertising includes the placement of an ad in such mediums as newspapers, direct mail, billboards, television, radio, and of course the Internet. Advertising is the largest expense of most marketing plans, with public relations following in a close second and market research not falling far behind.

The best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie you have slices of advertising, market research, media planning, public relations, product pricing, distribution, clients support, sales strategy, and community involvement. Advertising only equals one piece of the pie in the strategy. All of these elements must not only work independently but they also must work together towards the bigger goal.

Marketing is a process that takes time and can involve hours of research for a marketing plan to be effective. Think of marketing as everything that an organization does to facilitate an exchange between company and consumer.

**“ Advertising is a single component
of the marketing process.”**



Sponsorship: A Key to Powerful Marketing

Sponsorship is the fastest growing form of marketing in the U.S. It is still very much in its infancy, especially in the trade show arena. With this in mind, you can find unlimited opportunities to broaden your competitive advantage by increasing your credibility, image and prestige in sponsoring events attracting your target market.

Some trade show promotional opportunities include sponsorship of the press room, an international lounge, a speaker or VIP room, an awards reception, educational programs, banners, badge holders, audio visual equipment, display computers, tote bags, shuttle buses, napkins and drink cups.

So, why should your company be interested in sponsorship? When done well, it offers significant opportunities for distinct marketing and competitive advantages, as well as showing support of the event.

What is sponsorship?

Sponsorship is the financial or in-kind support of an activity, used primarily to reach specified business goals.

According to IEG's Complete Guide to Sponsorship, "Sponsorship should not be confused with advertising. Advertising is considered a quantitative medium, whereas sponsorship is considered a qualitative medium. It promotes a company in association with the sponsee."

A large number of events these days use sponsorship support to offer more exciting programs and to help defray rising costs. Sponsorship allows you to reach specifically targeted niche markets without any waste. In addition, it is a powerful complement to other marketing programs, in addition to having a dramatic influence on client relations.

Notes:



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Why sponsorship?

Sponsorship offers the possibility of achieving several goals at once. According to Schmader and Jackson in their book, *Special Events: Inside and Out*, a company can benefit from sponsorship in many ways, such as:

- **Enhancing Image/Shaping Consumer Attitudes**

Often companies are looking to improve how they are perceived by their target audience. Sponsoring events that appeal to their market are likely to shape buying attitudes and help generate a positive reaction. Coca Cola, for example is always looking to generate a positive influence of their products in the minds of their consumers and as such regularly support events they feel can influence consumer opinions.

- **Driving Sales/Growth/Sustainability**

Sponsorship geared to driving sales can be an extremely potent promotional tool. This objective allows sponsors to showcase their product attributes. Food and beverage companies often use sponsorship to encourage samplings and sales.

IEG's Complete Guide to Sponsorship cites Visa's fund-raising effort around its sponsorship of the Olympic Games and the U.S. Olympic Team. They promoted their association by offering to make a donation to the team each time consumers charge a purchase to their card. American Express used a similar strategy by donating to needy causes with their "Charge Against Hunger" campaign. As a result, both companies experienced a significant rise in sales volume.

- **Creating positive publicity/heightening visibility**

Every sponsor is seeking wide exposure in both electronic and print media. Positive publicity helps create heightened visibility of products/services. Various media covering the event may include sponsors names and/or photos. In addition, the kind of media coverage a sponsor may get is often unaffordable if the company were to think of purchasing it, and if it were available. To maximize this objective, it is important for the sponsoring company to have a comprehensive media campaign to augment the regular media coverage promoted by the organizers. Sponsorship can often generate media coverage that might otherwise not have been available.

- **Differentiating from competitors**

The mere act of sponsoring an event, especially an exclusive sponsorship, is a significant way to create competitor differentiation. Your company name has the opportunity to stand out head and shoulders above the competition. This is particularly helpful if your company wants to combat a competitor with a larger ad budget. Sponsorship allows smaller companies to compete with their industry giants.

Target audiences often perceive sponsorship in a positive way. They see you as making a greater effort to support the event, often allowing more or better activities to take place as a result of your sponsorship.



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Sponsorship Continued

- **Helping with good “Corporate Citizen” role**

Another powerful sponsorship objective allows companies to be viewed as a “good neighbor.” To be seen supporting the community and contributing to its economic development is extremely powerful and creates enormous goodwill.

- **Enhancing business, consumer and VIP relations**

Sponsorship that offers hospitality opportunities is always very attractive to companies. Perks may include special exclusive networking settings such as VIP receptions or golf tournaments – opportunities to meet key clients and solidify business relationships. It is important to evaluate each opportunity and look for ways it could tie into your marketing objectives

Brainstorming session:

List some viable sponsorship opportunities:

Notes:



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Other Marketing Strategies are summarized here.

Direct marketing:

How can you get the attention of your prospects when using brochures as your direct marketing medium? How can you get your direct mail stand out from the junk mail and be a success? How can you write an effective direct mail sales letter that will get a response?

Drip Marketing is the method of sending several promotional pieces to current and potential clients. This method keeps your name in front of your client base. It can be effective but it must be planned and executed successfully. Learn how to plan your drip marketing campaign.

Guerilla marketing: Marketing that is unconventional, nontraditional, not by-the-book, and extremely flexible.

Public Relations Marketing experts will tell you that a well planned public relations campaign is often far more effective than advertising. Public Speaking can be one of the best methods of marketing your business, but how do you create a lasting impression?

It is important to have a solid understanding of how the press works. Every day in your business, something happens that others should know about. It's often difficult to learn when and how to Toot Your Own Horn

Viral Marketing -Viral or Email Word of Mouth marketing has been said to be the best thing that has happened to marketers after the invention of advertisements. The power of buzz far exceeds many conventional marketing vehicles. It is probably the oldest, most well-used and valuable one out there Referrals are the most powerful form of marketing that you can use and it's also the least expensive. Are you rewarding your clients for referring business to you?

Relationship Marketing Clients utilized in a marketing database that is ready to go at a moments notice can assist to create strategic partnerships.

Positioning: Positioning is the heartbeat of an effective communications plan. A well-crafted positioning statement defines your company's strength and utilization tag. What is your position?

“Marketing experts will tell you that a well planned public relations campaign is often far more effective than advertising.”



Company Internal Marketing Positioning

With all that's involved in marketing, you need a strong team to help you out. Here's how to make use of the people already on your payroll.

You already know this, but let me say it anyway: There aren't enough hours in the day for you to effectively do all the things that need to be done in your entrepreneurial business. Your many hats include accounting, operations, and technology to name a few. Marketing is one area where building a team, using internal and external resources and delegating tasks, can really pay off.

You may not have a marketing person on staff, you may have friends whose skills you can tap. In fact, most of your friends can probably do something to help out. But before involving others in your marketing efforts, you need to figure out what exactly can be done by yourself and what should be left to the others.

When deciding what can and cannot be done by yourself and what should be outsourced to a marketing professional or agency, the three most important factors are workload and experience/expertise. Entrepreneurial staffs tend to run lean, so you must first evaluate your employees' workload to see if they can handle additional responsibilities.

Second, look at your current employees' past experience. If you have an employee who's handled media relations or had a job in journalism, for instance, you might want to have this person start building relationships with the media. Then, as you identify more target markets and niches, you may want to hire a professional with more expertise to launch more wide-ranging targeting efforts.

It's important to point out that if you plan right and concentrate on delegating just a few marketing tasks each day, much of your marketing can be done more efficiently. Because marketing's made up of many elements, all working together, spreading your marketing tasks throughout the company is a smart way to get the job done.

“More successful companies do more than say hello and identify the company name before transferring a call.”



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If you'd like to get started using your available resources, take a look at these suggestions for some easy ways to include different staff members in your marketing efforts:

Receptionist

Often, clients' first contact with your business is your receptionist, so you should pay close attention to the way your clients are greeted. Do you have guidelines for answering the phone, and are they marketing oriented? More successful companies do more than say hello and identify the company name before transferring a call. Here are some ways your receptionist can help you stand out:

Create a new, nonstandard phone answering script featuring the best thing you do or a monthly offering.

Hand out service information, brochures or intake information to all guests.

Use the receptionists's idle time to handwrite thank-you notes from the company to key clients and prospects

Stuff fliers into outgoing invoices., Handwrite a note on billing statements. Offer a hotline to clients. Join in on customer tours and in rallies. Feature employees and client profiles in your company newsletter.

Creative Staff

Some companies anticipate—and eliminate—any loss in translation that might come through a salesperson or customer-service person. This is done by having functional staff people talk directly to clients. For instance, I know of a advocacy organization that has their lawyers speak directly with clients about needs and services. These volunteer lawyers are proud to be part of the marketing process, especially when they're so effective at improving the customer experience.

The marketing efforts you can have all your staff do are only limited by your imagination. The bottom line is, getting everyone to participate in your marketing will go a long way within your organization and with your clients to improve your business image and bottom line—and successes will be shared by all involved



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Marketing Mentality

Extraordinary marketing results are rarely achieved by playing it safe. Yet when it comes to marketing, many growing businesses remain buried in the pack, going from year to year with the same minor market share. After all, with so much “me too” marketing out there, it’s easy to consider mediocre marketing the status quo.

But if you look to the standouts, you’ll see that their marketing strategies and campaigns are anything but ordinary. They’re the top competitors you love to hate, yet want to emulate.

To compete on their level, you’ll need to be bold and approach marketing with an altered mind-set. There are four critical elements to extraordinary marketing success.

1. Originality: A funny new slogan or a reinvented logo may be uniquely original, but the true litmus test of originality is strategy. That’s is the ultimate beginning! Do you have a definitive marketing strategy? How is it original to your company and its clients? List your response here:

Every organization must have its own point of differentiation. A promise that delivers a specific benefit to its clients and can’t be claimed by any of its competitors. This is what gives position to your company or brand. It takes effort to understand what clients want and need most from your business and then excel at delivering that benefit. Yet to be a marketing front-runner, you must carefully outline a strategy to communicate an original message based on this point of differentiation.

“Extraordinary marketing results are rarely achieved by playing it safe. “



2. Improvisation: Extraordinary marketers focus on their core competencies while allowing their product and service offerings to evolve, and they find ways to sell what their clients want to buy. They offer several layers of products and services, all meeting the growing and changing needs of clients.

The ability to listen to and learn from clients hinges on having the appropriate “listening posts” in place. These can range from simple on-line message boards to more formal customer advisory boards, surveys and other studies. All organizations must have an advantage over “gatekeepers” and “red tape politics” . You can turn on a dime to quickly create a new service or product offering based on input from your clients or clients, and improvise your way to a whole new means of organizational growth.

3. Adapt: As the marketplace changes, so do the ways your prospects relate to your organization’s brand. New competitors enter the fray with unique, compelling benefits all their own. While others drop out of sight. Successful marketers know what to change and what to hold onto and nurture for the long haul. This may sound like a cookie -cutter answer, but it’s practical and proven time and again. It’s absolutely essential to stick with the core message of your organization while evolving to meet the changing needs of the clients. Marketing campaigns may come and go, but the core message of your brand must remain steadfast, or clients will find nothing to believe in.

4. Values: It takes guts to create marketing that reflects your organization’s values, and vision to stay the course. Today more than ever, clients want to know what your organization stands for. Whether you’re a small non profit that promotes coalition building processes for re-entry or you give women’s scholarships that support young women’s participation in sports. Exceptional marketing may rally clients around a mutual passion or cause, or merely communicate their charitable affiliations to a like-minded customer base. Make sure your organization’s values are reflected in your marketing campaign. Show your clients the bandwagon, and invite them to jump aboard. If you’ve read them right, they’ll share your values and demonstrate intense, long-term loyalty that results in increased growth.

“Exceptional marketing may rally clients around a mutual passion or cause, or merely communicate their charitable affiliations to a like-minded client base.”



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Marketing Tips: Testimonials

Give me a testimonial about your service:

What do people who have actually used your service think about it?

Answering that question is one of the most fundamental tasks to accomplish. Very simple to do as it is important.

By using testimonials in text, audio or video format, on your website, you not only answer the question, you also get a pitch into a credible recommendation for your product.

Adding testimonials is probably one of the easiest ways to improve your marketability, and a good ones can generate more growth than some of the best brochures you have.

So why are testimonials so effective?

Testimonials build trust. Whether your clients are raving about what your product has done for them or about the great service you gave, they're telling your potential clients first and foremost that others had a positive experience with your products and company.

Testimonials aren't "salesy." Because testimonials aren't written in your "voice," they stand out as candid and unbiased accounts of how well others who used you.

Testimonials overcome skepticism. A good testimonial has the power to convince even your "tough sell" visitors that your product or service really can make a difference in your customer's life.

How to Choose the Right Testimonial

When you're choosing testimonials, there are a few key ingredients to look for that make the difference between an ineffective testimonial and one that sells. Here's an example of a "hyped up", but ultimately ineffective testimonial:

"I love this product! I can't get enough! I'm so glad I bought your stuff and I'll definitely be back to get more!"

What could be wrong with that? It sounds like you have a happy customer on your hands!



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But what does this testimonial really tell your visitors? Does it prove you are effective or explain exactly how your client benefited from using you? While the feedback is definitely rewarding internally, the testimonial doesn't provide enough detail to have any real impact on your prospects.

Here's an example of an effective, benefits-driven testimonial that will secure your visitors and turn them into a customer:

"I used the methods you told me to use, and for three days my child has been home on time! He has improved his grades, class attendance in three weeks! It's the first time in five months that teacher has really called me about something positive about him"

What makes this testimonial so powerful? Let's break down the elements of an effective testimonial in more detail:

A good testimonial is filled with benefits. A comment like, "This organization is great!" Is nice to hear, but it doesn't tell visitors what your service can actually do for them.

You want the benefits of what you offer to be front and center in every testimonial: "This program doubled our visitors in a month!" or "We've never seen any organization that could get my child back in school so quick, I love them!!

A good testimonial substantiates your claims. If you say your service can do something, your testimonials should back up your promises, complete with actual facts and figures. How much money did your clients save by using your organization? How much time did they save by using your service? How did it solve their problems or improve their lives?

A good testimonial is from someone your audience can relate to. You want your visitors to see that your product helped someone just like them. Make sure your testimonials come from someone with whom your target market can identify.

If you serve primarily to seniors, for example, ask your clients if you can include their age along with the testimonial. If you're helping moms with children, ask if you can mention how many kids they have or include a photo of their family.

A good testimonial is credible. Accompany each testimonial with the first name, last name and hometown of each testimonial-giver to show that your endorsements come from real people. Always try to include a photo as well. Do anything you can to help your visitors connect with your testimonial-givers on a personal level.

Now that you know what you're looking for in a testimonial, how do you actually gather the reviews you need from your clients? Lets begin an exercise:



Just because we're approaching July doesn't mean it's too late to plan your marketing for the year. Jay Levinson, my Guerrilla Marketing in 30 Days coauthor says there are two best times to develop a marketing plan: right now and whenever your business started.

Marketing can be complicated. To make effective use of its many strategies and components, you have to first plan them out, then stay organized and consistent in implementing your plan. A marketing calendar is the best way to organize your marketing activity; the calendar also serves as a working document you can revise and update throughout the plan year.

A marketing calendar doesn't have to be fancy. I recommend a simple matrix. Grab one of those free annual wall calendars you have gotten from everyone, I list each individual marketing initiative, event or activity I'll use during the plan year.

For instance, if I'm going to do a press release every other month starting in February, I would put an X in the February, April, June, August, October and December columns. If I were going to issue a print newsletter once a month, each monthly column would have an X in it for that item.

How do you know which activities to include in your calendar? Brainstorm all the marketing ideas that make sense for your plan year but keep in mind that you can't do everything. Balance your marketing workload with the other things you need to do for your business. Plan for what you can do completely, not halfway. Also plan what you feel comfortable with, emotionally and financially. Prioritize accordingly, then place your ideas in your matrix.

Using a marketing calendar allows you to do four things with your marketing:

It organizes, categorizes and prioritizes your marketing initiatives and activities.

“Just because we're approaching July doesn't mean it's too late to plan your marketing for the year.”



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It allows you to spot “bunches” in your marketing activity. Too many X’s close together might indicate the need to spread out your activity. It’s generally accepted, though, that there are natural bunches that occur as a result of seasonality in your business and your clients’ buying habits. Many retail operations market heavily in the third quarter, for instance, and bunch up marketing activity in anticipation for the fourth-quarter holiday season.

It offers a way for you to spot gaps in your marketing activity. Too much time in between the X’s in your activities leaves clients and prospects untouched. Your goal with marketing is to achieve top-of-mind awareness. Consistency is key here, as is repetition. Don’t have gaps in your marketing.

It allows you to more easily evaluate your marketing. At the end of the year, the quarter or any other period of time you specify, grade the individual activity and initiative items. You can use a 1 to 10 scale, with 10 being spectacular, or you can use a simple A, B or C grading system. If your particular initiative worked, grade it high. If it was moderately successful, give it a midlevel grade, and if it didn’t work, give it a low rating. The real value of this activity: When you plan the next period’s marketing, repeat what worked or what you graded highly. Fix, modify or tweak the marketing that kind of worked or that was graded at a midlevel, and eliminate the marketing that didn’t work at all.

That’s all there really is to planning your marketing with a marketing calendar. Do what works for your business. Plan it quarterly if that’s easier for you than doing it monthly. Once you establish your marketing plan, keep it up on a regular basis, just like paying your bills. Consistent marketing wins out. Planned consistent marketing with effective implementation wins out even more. And if you didn’t start back when you launched your business, start now.

“The real value of this activity: When you plan the next period’s marketing, repeat what worked and eliminate the marketing that didn’t work at all”



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Marketing: Press Release

Pitching the media can be tough. Every day, reporters are inundated with breaking news from different sources, all clamoring for attention. One way to break through the cacophony is to offer a different type of article. One that speaks to a topic that's of interest to a target audience but isn't dependent on being newsworthy right at the moment it's sent. That type of article is called a feature.

A feature is an in-depth look at a topic, product or industry—it's a complex story designed to be read at a leisurely pace. And a feature can benefit your organization by linking your brand or service to a larger trend or industry focus while also showcasing you, as the expert, and as a thought-leader in your field. While a news release is designed to entice the reporter into finding out more information themselves, a feature's designed to be used as is, or merely edited to fit the space available. Trade publications also publish feature articles, usually in the form of special supplements.

Because a feature should be written from a journalistic perspective, you should emphasize information over outright promotion. Ideally, a feature editor won't change the story at all and will use it when it's needed as part of a theme or to fill space.

Headlines

The headline is the most vital part of your feature. Treat the headline as if it were a summary of the article. Ask yourself, Why is this story important? What about it will it grab readers' interest? A good headline answers those questions by telling the reader something new, different or useful—in 20 words or less. A few examples I've seen recently include:

14 Men Freed via DNA Exoneration

Reinventing the "Afterschool Program": More Teachers Choose Business Owners to Gain Control of the Classroom.

To come up with a good headline, pretend you're telling a friend what the article's about, explaining the most interesting aspects of your story. Keep the wording simple, and avoid superlatives and emotive language. Also, avoid using a brand or client name in the headline unless it's very well known. Instead, focus on what's most interesting about your topic.

Leads

A strong lead paragraph offers intrigue from the start. Editors don't have time to read through the entire article to reach your key point, and neither do your readers.

The Second Paragraph

The second paragraph serves to support and expand on the ideas set out in the lead. It's also a good place to let people know who's "behind" the feature so there's no confusion about who provided the copy.

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Marketing: Press Release

Press Release

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FOR IMMEDIATE RELEASE

9 A.M. EDT, June 12, 2007

CREATIVE VISIONS SOCIAL SERVICES

ARLINGTON, TX, JUNE 12, 2007: When writing a press release, say who, what, where, when, why, and how in the first paragraph, if you can. Study your newspaper and notice how deftly most writers work that type of information into the first paragraph of each article. In addition, it's helpful if you remember the following:

- Know your contact's name, title, telephone, fax, and department.
- Mail or fax your release 10 days in advance of the release date.

HOW TO CUSTOMIZE THIS PRESS RELEASE

TO OPTIMIZE THE GRAY SHADING to work with your printer, click it, and then click Borders and Shading on the Format menu. Click the Shading tab, click a new color or pattern, and then click OK.

Insert your company information in place of the sample text, and change the header on page 2 (for multi-page stories).

On the File menu, click Save As. In the Save as type box, click Document Template.

To create future new documents from the template, on the File menu, click New to re-open the customized template as a document.

-End-

Thanks for the first round of marketing training next up a workshop on this and then the CVSS DFW Media GuideTerry Allen.