

The 6Qs of Marketing

Whether you are trying to increase your sales, recruit a new business, or secure more funding for your program, the basics of marketing to your audience are the same. "The 6Qs of Marketing" will highlight the "Six Key Questions of a Marketing Plan," and help you develop your strategy for marketing to any audience.

Flow of Today's Workshop

- 10:00 – 10:15 Welcome and Introductions
- 10:15 – 11:00 Overview of "The Six Q's of Marketing"
- 11:00 – 12:00 Assignments and Work
- 12:00 – 1:00 Lunch and Additional Assignment Work, if needed.
- 1:00 – 1:45 Four teams present their assignments (10 minutes each)
- 1:45 – 2:00 Wrap Up



The 6Qs of Marketing – A Deeper Dive

1. What do you want to accomplish?

- Who are you?
 - You have to understand who you are and what your core values are.
 - What is YOUR brand?
 - What is the vibe of your community?
 - Who are your partners and what role do they play in your marketing, etc.
 - Where are you now? (Ties into the last component Item 6; Baselines)
- At first glance this may appear to be an easy question, but you need to drill down to make sure what you are wanting to accomplish, is what really needs to be accomplished.
 - Do you want to increase sales?
 - Do you have the right product?
 - Are your prices competitive?
 - Do you have good customer service?
 - Do you want to increase attendance?
 - Is your event appealing?
 - Are there competing events?
 - Do you want to increase your funding?
 - What sets you apart from others requesting funding?
 - What would happen if you were not there?
 - Do you want to attract new investment in your community?
 - What incentives do you offer?
 - Is your locality business friendly?
- What are your goals?
 - SMART – Specific, Measurable, Attainable, Relevant, Timely
 - Clearly identify and state your top 3 - 5 goals
 - How will you define success? (Ties in to the last Q)

2. What resources do you have available and that you need?

- What is available – or is needed – to reach your goals.
 - Human resources
 - Capital resources
 - Research
 - Technical assistance
 - Relationships

3. Who is your audience?

- Research is the Answer!
- You have to know who can really make what you want to accomplish ... happen. This is where the research component comes into play. The more you know about your audience, the better. And, the more specific that data is to you, the more meaningful the information will be.
- Who do you want to reach?
 - Do you know who your customer is?
 - How do you know these are your customers?
 - Do you collect information on your customers?
 - From where are they coming?
 - What is their demographic?
 - What do they buy?
 - Are they repeat customers?
- Where can I find the research?
 - Collect your own business data (this is the best)
 - Local government
 - DMOs
 - Educational institutions
 - PDCs
 - State government
 - Trade associations
 - Fed government
 - Media kits
- If your audience is a funder group, what do you know about the members?
 - What are their priorities?
 - Do you know someone who knows them?
 - What other issues/opportunities do they have on their table?
 - What is the decision "Tipping Point?" (Seven members of board; tipping point would be four members in your court; you do not need to win over the entire board; this helps you focus your efforts/message on the members most likely to support you).
- Who is your competition?
 - How do you know these are your competitors?
 - What makes you unique from your competitors?

4. What message will move that audience to act and what is your call to action?

- Usually, this means how can you emotionally connect with that audience, and encourage them to act.
 - Is your message clear and does it set you apart from other messages?
 - Does it evoke an emotion?
- Do you have a clear call to action?
 - What do you want the person to do next?
 - Example: click on a website, or call a number, come into the store, etc.
 - Needs to be an action

5. What is the plan to reach your audience?

- This is the **detailed** marketing plan.
 - Specific information is needed with dates of placements, and costs.
 - Make sure your marketing is trackable
 - Unique URLs
 - Ask your customers how they heard about you
 - Other ways of tracking
 - Ideally, you should have a justification for each expenditure.
 - How does the item reach your target audience that was defined in the “who is your audience” section.
 - Does your marketing plan support your marketing message?
- Evaluation of the marketing/media outlet
 - Does it reach and connect with your audience?
 - Ask questions of the vendor and don’t be swayed!
 - Refer to the vendor’s media kit for audience information.
- 70 – 20 – 10 Approach
 - 70% reaches your identified audience
 - 20% to explore new markets, outlets
 - 10% must do’s; community goodwill, etc.
- Be adaptable and evaluate as you go along

6. How will you know if you are successful?

- This is the most important aspect of your marketing
 - How will you measure your performance?
 - Where are you now?
 - What baselines are available against which you can measure growth?
 - These need to be reflected in both your goals and in your research
 - You need more than one measure with baseline but all need to be meaningful and justified/validated/realistic
 - Does this reflect/support/validate your identified goals?
 - Celebrate your successes!

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