

MARKETING ON A SHOESTRING BUDGET

with Michelle Smith



MARKETING ON A SHOESTRING BUDGET



Michelle Smith
History of
achieving GREAT
SUCCESS!

- **Put in long hours** for years working in high level positions at both for-profit & non-profit businesses
- **My health became compromised** & I was miserable to be around
- **Had very little time** to spend doing things I enjoyed or spending time with family
- **Started Z&B Consulting in 2013** hoping there could be a better way
- **Work with many non profits and small businesses** doing the things I do well and bring in support for the rest
 - **Teach my clients** to do the same so they too can **Love the Life they Live**

Z & B Consulting

We All Know.....



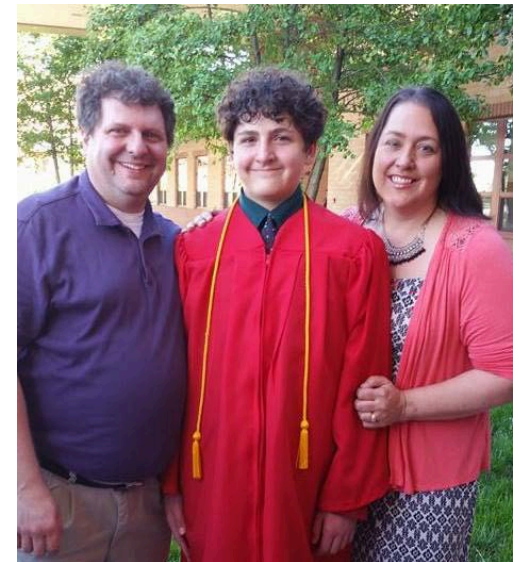
Limited Resources



Is Necessary



Frees You Up



You're Going to LOVE this Talk
if your ready to.....



When I'm on a call, I often hear.....



My clients realize....

- **NO QUICK FIX**
- They have to **DIG IN** and **GO DEEP**
- So they can ensure their investments of



get them the
RESULTS THEY DESIRE

- During our time today, you'll learn about **4 P's of Marketing**
 - Where to focus within the P's to get the best results
- Walk away **FEELING CLEAR** on where to spend



- So you can get the **RESULTS YOU DESIRE**

MARKETING ON A Shoestring Budget



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Strategy Rock Star

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4 P's of Marketing _____

Marketing Plan _____

Brand _____

Messaging & Storytelling _____

Products & Services _____

Packages _____

Systems & Processes _____

**GET TIPS & MORE TO
YOUR INBOX!**
www.tiny.cc/zandb

You'll start with 3 videos from the Strategize your success course as my gift to you. Learn about branding, finances and product & services.

**SCHEDULE A COMPLIMENTARY
BUSINESS CLARITY CALL!**
www.tiny.cc/zandb

We'll discuss the challenges you've identified today and ways you can break through them. Just one nugget you receive from the call can change your business & life forever!

**LOOKING FOR A
SPEAKER?**
www.tiny.cc/zandb

Michelle is available to speak to your organization or networking group. Go online to see a list of most requested topics.

I've got so much info to cover
& our time is limited.....

- For those of you who may want to **connect afterward** or get on my mailing list for **additional resources & trainings**, you can **COMPLETE THE CARD**
 - I'll collect them at the end and pull a couple to receive a copy of my book
- For those of you who aren't interested.....
 - No need to worry. My **GOAL IS NEVER TO SELL** but instead to be sure those looking for support know I'm here for them.

Let's get started!

Relationship Building & Storytelling

- Relationship building is the key to success
 - People buy people.
 - Time spent here is a great investment.
- People invest in causes that they feel a connection to.
 - Tell stories and make your non profit come to life.

4 P's of Marketing

- Product
 - Price
 - Placement
 - Promotion
-
- Need to work through foundational items BEFORE jumping in so that the 4 P's are in alignment

Marketing Plan (Ch. 4)

- Guides Your Business, similar to the way the Mission/Vision does



Brand (Ch. 3)

- Not just pretty stuff, it's how you act
 - Day Camp staff, stressed massage therapist



Chapter 3 of the book.....

- Branding Audit

Messaging (Ch. 9)

- Messaging is important and should tie into your mission/vision and your business/marketing plan
- Storytelling gets your message out and helps build relationships
- Biggest return ALWAYS come from the people you know so relationship based marketing & cause based marketing are best
 - Want to get people to know you

Products & Services (Ch. 8)

- Important to continually assess your services or products.
 - Are they all great sellers?
 - Do they bring in a similar return?
 - Are there benefits to focusing on just 1 of them or to taking focus away from some?
- 50 clients paying \$100 vs 5 clients paying \$1,000- Which is more effortful? Profitable?
 - Depends on the service. Goal is maximum profit with minimal effort.

Packages (Ch. 10)

- Awesome way to make the sales process easier for you and your customer.
- By bundling things you know they need together, you take away the constant need to revisit the sale.
 - Car wash example
 - Non profit basket example



PRODUCTS/SERVICES, PACKAGES & TOOLS

Chapters 8, 9, 11



My Products & Services	Cost	Focus <small>Place ✓</small>	Great Seller?	Great Return?	Enjoy It?	Do It Well?	Others Offer?
_____	\$ _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	\$ _____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tools/Resources

Package Ideas *Combine items that give value such as calls, tools/resources, access to you, videos, audios, handouts, WOW! factor, etc)*

Low (\$)	Mid (\$)	High (\$)
_____	_____	_____
Includes	Includes	Includes
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Systems & Processes (Ch. 5)

- Who is good at systems & processes?
 - Catholic School Story
- People like simple, fast & follow through



Tools & Resources (Ch. 11)

- Things you give your clients/customers to make their lives easier (and hopefully yours too!), reinforce the sale or add to their happiness and the potential for future sales.
 - A church directory
 - A book from a natural product company with recipes

Places to Find You (Ch. 12)

- Where can your customers find you?
 - Online? At networking meetings? At a referral partners office?

And Now it's Time for
PROMOTION.....

Social Media (Ch. 13)

- Can be overwhelming, TONS of options
- Know your goals (create awareness, educate, sales)
- Consider where your clients spend time?
- Consider where you spend time?
- Start and make it manageable so you can keep it consistent?
- Hire a support team if it makes sense.
 - Lisa story

Video & Facebook Live

- Excellent way to build relationships and tell the story about your cause
- Careful not to let this consume you and take away from revenue generating tasks
- Don't wait until you're perfect to move forward....however be cautious of how the imperfection will affect the brand

Advertising & PR (Ch. 14)

- Advertising- Paid publicity
 - Use cautiously and wisely
 - Many opportunities, be sure that the places you choose will get a good return for your investment and are reaching your ideal client
- PR- Free publicity
 - Find and make the most of all free opportunities
 - Online newspapers, press releases sent to media, churches, schools, key partner newsletters, groups you are a part of
- Community Organization story (billboards, WOM, radio)

Networking (Ch. 15)

- Pick the right types of networking for your personality style and for meeting your ideal client and donor
- Although networking can be fun, your goal should be to do more than socialize.
 - Relationship building is key!
 - THIS TAKES TIME!!!
- Go focused on WIFT and not doing the business card shuffle and “look at me”

Places I Network

Cost

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

\$ _____

Fit Your Style?

Client Source?

Referral Source?

Learning Source?

Points to Share

1) _____

2) _____

3) _____

Questions I Can Ask Others to Show I'm a Resource & Care

1) _____

2) _____

3) _____

Ways I Can Get More Involved? *Be sure it's in alignment with your business goals.*

To-Do Before	Goal	To Do After
_____	_____	_____
_____	_____	_____
_____	Share Question/s	_____
_____	_____	_____

Giveaways (Ch. 18)

- Be sure that they match your business
- Gauge the return
- Can be service related or a promotional product
- Use experts to save you time and money!

My Giveaway to you...

Turn in a sheet to receive...

1) Chance to win a copy of the book *"Be Strategic, Be Intentional, Be Successful"*

2) Videos Series Sample (Branding, Finances, Products/Services)

3) Action Plan

4) Slides from talk

ACTION PLAN
Top 3 Things



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Write all the tasks that came to mind on a separate paper. Then list the potential revenue, # impacted and support needed for each. Next, prioritize which order to do the tasks based on revenue, impact & support. Write the top 3 below and the rest on the back. Lastly, add an anticipated "complete by" date along with related steps.

1) _____
Complete by _____ Potential Revenue \$ _____ # Impacted _____

Support Needed: _____

Related Steps:

1) _____ Complete by _____
2) _____ Complete by _____
3) _____ Complete by _____

2) _____
Complete by _____ Potential Revenue \$ _____ # Impacted _____

Support Needed: _____

Related Steps:

1) _____ Complete by _____
2) _____ Complete by _____
3) _____ Complete by _____

3) _____
Complete by _____ Potential Revenue \$ _____ # Impacted _____

Support Needed: _____

Related Steps:

1) _____ Complete by _____
2) _____ Complete by _____

OTHER THINGS

Once I'm Done

List the thing that didn't make your TOP 3. Then prioritize which order to do the tasks based on revenue, impact & support and put it on the line to the left. Lastly, add an anticipated "complete by" date.....realizing this may need adjusting once it's time to start the task.

Complete by _____ Potential Revenue \$ _____ # Impacted _____

Support Needed: _____

Complete by _____ Potential Revenue \$ _____ # Impacted _____

Support Needed: _____

Website (Ch. 16)

- Does it meet your current needs and where your business currently is?
 - My website story

Speaking

- What groups could benefit from hearing your story?
- Who has clients that need your services too?

Blogs & Newsletters (Ch. 17)

- Blog- A collection of stories or articles on your website.
- Newsletter- An email (or print piece) sent out that includes a collection of blog posts and other relevant information for your readers.
- Consistency is key....like social media, start where you are at and don't start if you aren't ready

- Marketing takes a lot of



and



Honor Yourself Enough to Get Support With Your Marketing



Support Team (Ch. 6)

- Important to have
- Even if you don't have money, can look to friends or for volunteers or interns
- Allows you to work in your genius zone

Use What's Free But Be Cautious

- Free Tools, Marketing, Support team (volunteers, interns, etc)
- Consider.....
- Is the free taking you more time than if you had paid for the same service?
- Is it getting the same returns?

Track, Track and Track Again

- What are your results? Do you know?
- Put future efforts toward what's working
- Gauge results of new things you try....and of things you've done forever because results could change as other variables change

And the Winner is...

Turn in a sheet to receive...

1) Char

2) B

3)

4) Pro

4) Slides from talk

ACTION PLAN
Top 3 Things



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Write all the tasks that came to mind on a separate paper. Then list the potential revenue, # impacted and support needed for each. Next, prioritize which order to do the tasks based on revenue, impact & support. Write the top 3 below and the rest on the back. Lastly, add an anticipated "complete by" date along with related steps.

1) _____
Complete by _____ Potential Revenue \$ _____ # Impacted _____
Support Needed: _____
Related Steps:
2) _____
_____ by _____
_____ by _____
_____ by _____

Don't want to wait for my support team to enter your info? Use the link to get yourself added immediately. (we won't double enter you)

Once I'm Done
If a task didn't make your TOP 3. Then prioritize which order to do the tasks based on revenue, impact & support and put it on the line to the left. Lastly, add an anticipated "complete by" date.....realizing this may need adjusting once it's time to start the task.

Complete by _____ Potential Revenue \$ _____ # Impacted _____
Support Needed: _____

Complete by _____ Potential Revenue \$ _____ # Impacted _____
Support Needed: _____

PEOPLE BUY PEOPLE,

- BE STRATEGIC & INTENTIONAL in all you do and you're sure to BE SUCCESSFUL!

Thank You for Investing In
Yourself and Your Non Profit
By Coming Today!

HAVE A GREAT REST OF YOUR
WEEK!