

FACT SHEET

Market Savvy Marketing

Good business principles

From our experience, the first step in establishing any successful business, product or service, is to meet a market need where you can connect enough people with your organisation to achieve positive, mutual exchange.

You must operate your business ethically and honour commitments with employees, suppliers and customers.

You need the right business systems in place to create effective and efficient human resources, information technology solutions, accounting, legals and finance structures.

Finally – you must position, price and promote your business, products or services in ways that create compelling propositions and satisfy your target audiences.

Market Savvy marketing is about connecting customers (either individuals or companies) with products or services that enhance their daily life or create positive outcomes.

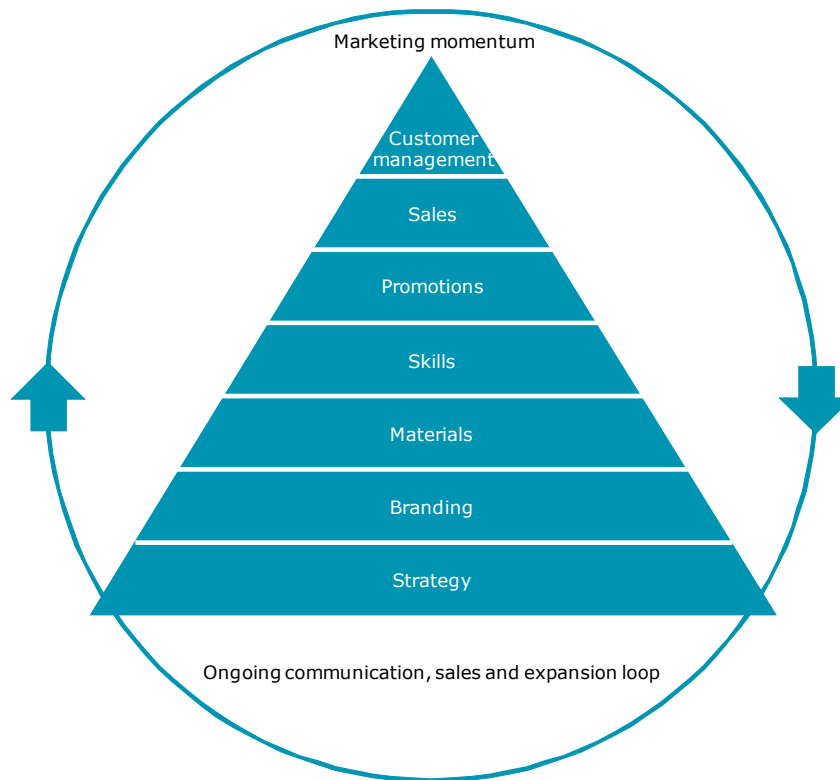
The best invention doesn't help anybody if it stays in a shed and remains unknown or unavailable.

How does Market Savvy marketing work?

We have been doing this for a long time, and recognise that while every business and organisation is different (and requires tailored approaches), there are consistent elements that underpin marketing success:

1. **Strategy** – you need to know what to do when, in what style, who you are attracting, what pricing is appropriate, frequency, story-telling, techniques and the activities that are appropriate for your business
2. You need a relevant, professional, strong and consistent **brand** that gives a 'quick visual' reference to your organisation and offering
3. You need marketing **materials** that tell your story and support your marketing and sales activities
4. **Training and capacity** – you and your team need to understand the marketing process, know how to make effective sales and know how to manage your customers
5. **Conducting your activities** – you need to launch your website, marketing materials and promotional activities to reach your audiences

6. **Sales process** – you need to know who is going to do what and when, how you are going to ensure each customer receives appropriate attention and how to up-sell
7. **Customer management** – you need to have a system for recording your customer data, methods for looking after your customers and generating repeat and referral business
8. You then need to have **processes** in place to maintain your marketing momentum and ensure there is no waste or gaps
9. And as you add new products or services in the future, you will repeat the processes above with **consistency** across your branding and promotional activities so that each marketing step continually builds strength and value



For more information about creating an effective and efficient marketing program, please contact me on 07 3899 8335 or email megan@marketsavvy.com.au .

Best wishes

Megan

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