We Approach Marketing As A Process & Grow Businesses

@pmcfadden7 @indispensablemarketing
@patmmarketing @indispmarketing
indispensablemarketing

pmcfaddenmarketing Indispensablemarketing
@pmcfadden
indispensablemarketing.com
Marketing Process

EVERYBODY'S SELLING A PIECE OF THE MARKETING PUZZLE.
-PATRICK MCFAADDEN
Marketing Process

ACTIVATE SWITCH TO OPERATE
Foundation:
Marketing Essentials for Your Business
Definition of Marketing

AWARE AND TRUST
#1: Define who and what makes an ideal prospect/customer for your business
Who is an ideal customer?

• Profitable
• Already talk +++ to others
What makes them ideal?

- Right type of problem
- Value what you do
- Relationship driven
- Geographic area
- Interested in hiring other outside professionals
Define them

• Demographics
• Psychographics
• Geographics
• Behavior
Locate them

• Where do they hang out?
• What do they read?
• What do they listen to?
• What do they search online?
Understand them

• What are their timing triggers?
• What do they research first?
• What is the problem or pain?
• What are benefits to finding a solution?
#2: Discover the thing you do that your **ideal prospect/customer values**
Client Expectations

- Good Service
- Fair pricing
- Quality
Review Reviews

Very professional and hard working. Also very reasonable for cutting down a huge water oak. They cleaned up and hauled everything off in almost one day. They could not fit everything in their trucks so they came back and got the rest the next morning. We would use them again!

Jennifer K.

This company is absolutely awesome. They do a great job. Everyone was so courteous and professional. They even raked and cleaned up our yard afterward. Highly recommend.

Margaret N.

Amazing company! Their price was very competitive and the men that did the work were very skilled and awesome to work with. Not only did they cut down every tree that I asked but they also took their time to make sure my property was not damaged in the process and also cleaned up everything once they were done. I would recommend this company to everyone! I will most definitely use them again if I ever need any tree work done in the future.

Ryan I.

Great work, done very quickly. No tread or wheel marks in the yard after the job was complete.

Roshon C.
Conduct Client Interviews

✓ Why did you decide to hire us or buy from us initially?
✓ What’s the one thing we should never stop doing?
✓ What’s one thing we do that others don’t?
✓ What’s one thing we could do to create a better experience for you?
✓ If you were to refer us what would you say?
✓ What would you Google to find a service/product like ours?
✓ Do you refer us to others, and if so, why?
Conduct Prospect Interviews

✓ Why did you decide to hire ________________?
✓ What’s the one thing you wish could change______________?
✓ What’s one thing __________ could do to create a better experience for you?
✓ What would you Google to find a service/product?
What themes emerged?

• Show up on time and clean up after – Home Service Contractor
• I know what I’m paying for – Marketing Consulting Firm
• They listen and take the time to explain – Medical Practice
• Get contractors paid faster – Audit Firm
• Repair times are faster – Repair Service Company
• Return phone calls in a timely manner – Insurance Company
• Save us time by sourcing potential prospects – Staffing Firm
• They always tells us what they can do – Consulting Firm
#3: Define and communicate that you understand their problems
Review Reviews

“I had a cracked tooth that has been an on again, off again problem for years. Finally probably needed a crown. Dr. Miles took a lot of time explaining my options, including trying to get by with a simple filling for a while longer. We opted for the crown. And then I was told it would be that same day! Done 1 & 1/2 hours later! No waiting for three weeks with a temporary, then needing to go back. And, he skipped his lunch to fit me in. Great office, staff and experience. (And way-cool computerized “crown maker”!”)

-Charles Moylan

“I was seen by Dr. Miles for a severe tooth ache. He presented several options to save the tooth, but ultimately I decided to have my tooth pulled. He was very gentle and made sure I was comfortable throughout the entire procedure.

-Ben Moore

“We recently switched to Smile 1st Dental and we love it! The hours are also great! Having early morning and evening hours helps with our work schedules. I would highly recommend Smile 1st Dental!”

-Megan Peace

“I visited Dr. Miles because I had a broken filling. Dr. Miles was able to take a picture of the tooth and then show me how bad the damage was on a TV screen. From previous dental experiences, I expected to have to wait 2 weeks for my permanent crown to be made. However, with Smile 1st Dental’s technology Dr. Miles was able to make my crown in under 2 hours. It was really cool to watch the machine make my crown right in front of me. Now my tooth looks natural and feels great when I bite down. The entire process was quick and painless.”

-Jody Brown
Make a list of the problems you solve for ideal patients

• We get your crowns done same day—end of story.
• We take the time to explain your options for treatment—end of story.
• We make sure you’re comfortable throughout entire procedures—end of story.
• We offer office hours that work with your work schedule—end of story.
• We make permanent crowns that look natural and feel great when you bite down—end of story.
Make a list of the problems you solve for ideal clients

• We make the phone ring – end of story.
• We get you on the first page of Google – end of story.
• We make more referrals happen – end of story.
• We make marketing headaches go away – end of story.
• We make the website generate leads – end of story.
• We make marketing dollars go to work – end of story.
#4: Define your Marketing Customer Journey
Awareness
- Mobile/desktop search, corporate connections, current clients, speaking, internal agency list, PPC, conferences, newsletters, referrals

Educate
- Website, phone call, marketing material, social media, video, ask friends/colleagues, newsletters, checklist/guide, webinar

Sample
- Software demos, phone call, stories, case studies, videos, testimonials, RFP, checklist/guide, webinar

Purchase
- Implementation plan, service delivery, access to material, kickoff meeting, onboarding procedure

Refer
- Check-in sessions, reviewing results, routine email campaigns, attending events and conferences, reviews
# Government Buyers Journey

<table>
<thead>
<tr>
<th>Awareness</th>
<th>Educate</th>
<th>Sample</th>
<th>Purchase</th>
<th>Refer</th>
</tr>
</thead>
<tbody>
<tr>
<td>• electronic procurement system, procurement directories, Mobile/desktop search, targeted association and procurement events, referrals, renewal meetings,</td>
<td>• Website promise, checklist/guides, social media, proposals, networking, videos, demos, capabilities statement</td>
<td>• RFP, phone call, Testimonials, Case Studies, Software demos, Capabilities statement, Past Project History, Checklist/Guides</td>
<td>• Kickoff meeting, Quarterly follow up, Agreement, onboarding procedure, intro to implementation team</td>
<td>• Contractor Introductions, Client Testimonials, Procurement events, Contract renewal conversations, Portal</td>
</tr>
</tbody>
</table>
#5: Build your Brand
Differentiate – Indispensable Marketing

• What you do for a living
  “We help SMB’s install marketing as a process to increase visibility and make the phone ring”

• Supplemental statement
  “Indispensable Marketing Process”

• Positioning goal/statement
  #1 in Changing SMB’s approach to Marketing

• Core marketing message
  “Install Marketing as a Process”
Identity audit

- Support the elements of strategy
- Firm name and logo
- Business cards, letter head, marketing materials
- Website and online brand elements
- Name Processes
Get In Touch

Patrick McFadden
Founder and Marketing Consultant
Indispensable Marketing

Website: www.indispensablemarketing.com
Email: pmcfadden@indispensablemarketing.com
Phone: 804-921-7159