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FOUNDATIONAL MARKETING

A VERY BASIC INTRODUCTION



Marketing is the foundation on which almost all businesses sit – it encompasses what to sell, to who and how. It helps the market choose one brand over another.

It's important that businesses build that foundation: starting with their *why* and working, with purpose, all the way through to *how*.

Good marketing is about knowing where to spend your efforts to get the best returns, without adding significant cost, complexity or chaos to your business.

**Strong marketing foundations
equal better marketing.**

THE BASICS: AN OVERVIEW

Foundational marketing means going back to the basics – making sure that the business, the promotional plan, the price, the product, even the people you hire, all fit with your customers' expectations (*aka they will like what they see and want to come back for more!*)

In addition to meeting customer expectations, it's also important that your business is structured to meet your expectations as a business owner. Does it return you the dollars, time and happiness you want? Is it designed to make the most of the things you're good at and support your growth as a person?

Foundational marketing ensures the business you have, the products you sell and the services you offer are ready to respond to market threats and opportunities, and agile enough to adapt if required.

With a strong foundational marketing plan you'll know which path to take to achieve positive outcomes for you and your target audience. By focussing in on what your business needs, you can more easily wade through your options and make confident decisions that are right for your business.

WHY BRAND SITS AT THE HEART

Brand sits at the heart of every foundational marketing strategy.

It informs pricing, product development, sales, channels to market and, of course, advertising (“promotion”).

A strong brand strategy and good foundations make it easier to know which metrics to monitor and where to focus your efforts to get the right results – for *your* business, not every business.

PROMOTION

Activities that help people discover your brand and products.

PRODUCT

What you sell to, or do for, your market.



PLACE

Where people go to find out more, enquire or purchase.

PRICE

Understanding how sensitive your market is to different prices and how that might influence your goals.

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WHAT TO EXPECT

The Marketing Clinic is designed to assess your current marketing activities.

WE LOOK AT:

- What's currently working
- Which opportunities make sense to chase
- Where and how to focus your efforts
- And we teach you what you need to look out for, understand and consider.

While each clinic follows a similar format, the outcome is a uniquely tailored response based on the individual needs of your business.

THAT FORMAT IS:

- 1. Pre-Workshop Questionnaire:** This will be sent to you via email once your workshop date is confirmed.
- 2. Workshop:** Typically between 1-3 hours in length.
- 3. Assessment Documents:** We'll send your assessment documents to you – including your action plan and brand story – within one working week of your workshop.
- 4. Follow up:** We'll give you a few days to digest the work, then schedule a follow up call or in-person meeting.

NEXT STEP

Let's look at your business.

