MARKETING: THE WHOLE PACKAGE

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Maly Marketing™
Make Your Mark.

MARKETING: THE WHOLE PACKAGE
GOALS

- Changes in Marketing
- Human Needs
- How Can You Leverage It
- How You Leverage All of Marketing
GOALS

✦ Goal is to interact and get a conversation going
✦ Goal is to get them talking about you
✦ This is offline just as much as online
✦ Do things in your company that stick out that make people want to talk about you
WHO IS ON SOCIAL MEDIA
SOCIAL MEDIA STATS

- Over 800 Million People on Facebook
- 880,000 People in Nebraska
- Over 200 Million on Twitter
- 120 Million on LinkedIn
18-35 YEAR OLDS

- 68% Ask Friends Before Choosing a Restaurant
- 54% Post Articles or Videos on a Regular Basis
- 70% Want Feedback within 24 Hours
WHO AM I?

✧ Prefer Organic Foods
✧ Prefer to Buy from Independent Shops
✧ More Willing to Spend Money on a Good Meal at an Independent Restaurant
✧ Aware of the Media and the Actions Taking Place
HABITS

✦ 64% Parents Researching Brands
✦ 62% Used TV & Internet at Same Time
✦ 51% Influenced by Likes and Dislikes
OVERALL

✦ Fastest Growing Demographic on Facebook is 55+
✦ 35-54 Year Olds are Adapting to all Social Media the Quickest
✦ 40% of Individuals Interact with Social Media on their Phones
WOMEN

- 80% of Health Care Decisions are Made From Women
- 75% of Women Identify Themselves as the Primary Shoppers for their Household
- 72% Of Groupon Sales are From Women
- 58% of Online Retail Dollars Spent are From Women
- Women Spend 30% More Time Online Than Men
HUMAN NEEDS
HIERARCHY OF NEEDS

- Physiological - Food, Water, Sex
- Safety - Security, Family, Health
- Love/ Belonging - Friendship, Family
- Esteem - Self-Esteem, Confidence, Respect
- Self Actualization - Morality, Creativity
WHY SOCIAL MEDIA ISN’T GOING AWAY

✦ Core
✦ Sense of Connection
✦ Voyeuristic
✦ Learning
HOW TO LEVERAGE IT
SALES PEOPLE
EDUCATION BASED MARKETING

vs

EDUCATION BASED MARKETING
EDUCATION BASED MARKETING

✦ Pulls 8x Better than Product Based Marketing
✦ #1 Re-Tweeted Content is Education Base
✦ #1 Viewed Videos on YouTube is Education Based
✦ #1 Reason People Visit Blogs
EXAMPLE

✧ **Real Estate:** Instead of Telling How Great You Are and Your Services, Educated About the Market and the Mistakes Most People Make

✧ **Chiropractor:** 5 Techniques You Can Perform at Home to Create Comfort

✧ **Gym:** How to Decrease Your Chance of Heart Disease by 56%
3% Rule

3% Buying Now

6-7% Open to It

30% Not Thinking About It

30% Don’t Think They Are Interested

30% Know They’re Not Interested
ACTIONS TO TAKE
HUMANIZE
MARKETING ACTIVITIES

✦ Website
✦ Drip Marketing
✦ Direct Mail
✦ Phone Calls/ Direct Contact
✦ Affiliates
ONLINE FOUNDATION

- Use Internet to Educate and Establish Baseline
- This is Where People will Do Due Diligence
- Have a Call to Action
- Give People a Reason to Come Back
DRIP MARKETING

- Look at Establishing a Quarterly Mailer, Email Newsletter, Blog, Social Media
- Find a Way to Stay in Front and Do It Consistently
- If You Provide Value You are Not Bothering Them
- PodiaSpin
PRINT

- Have a Direct Call to Action
- Drive them Online to Track
- Give the Piece Long Term Value
- Targeted Direct Mail Still Pulls
- Lumber Shop
PHONE CALLS/ DIRECT CONTACT

✦ Person Touch
✦ Offer to Teach Them Something vs Sale
✦ Educate Them on the Buying Process
✦ Leave Behind Material
✦ Magazine Sales Rep
AFFILIATE MARKETING

- Who Else is Touching Your Customers?
- Competitors?
- Team Up and Offer Value
- Nail Saloon
USE STORIES

✦ People Believe Stories and Stats
✦ Have Your Clients Leave Testimonials Online
✦ Videos are Huge
✦ Reviews & Mentions Drive Traffic Organically
ROI

- Track Everything
- Extra Domains & Pages
- Facebook Analytics
- Google Analytics
- Test, Test, Test
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