

**A C B**

**Attracting Customers Bootcamp**

**Week 1**

**Introduction to Marketing**

# Welcome to the ACB Course- Attracting Customers Bootcamp

I am so excited to have you here and to help you grow your business. Whether your business is a light bulb idea in your head, or you have been in business for years- this course will give you the tools for success.

Over the next 10 weeks I will share with you easy to follow strategies that I have used to grow my own 2 hugely successful businesses.

Before we get started I wanted to let you know how to use the workbooks within the course.

Each week there will be at least one video lesson, and a new workbook. The workbooks will cover everything we have gone over in the video I know some people prefer to just work through a workbook.

The workbooks will give you the opportunity to complete the questions asked in the videos and jot down any thoughts related to your business or the course.

Each question will be surrounded by a box outline.



Don't forget to join and use the Facebook group where I will visit once a week to answer any queries or questions. The group can be found here: <https://www.facebook.com/groups/819638681826738/>

# Week 1

## Introduction to Marketing

Before we get started let's look at what we you will get from the ACB course:

- Understand what marketing is
- Understand how marketing can benefit you
- Understand your client completely
- Learn how to identify the best products or services to increase sales
- Identify the best way to promote your products
- Discover how you can give your customers the best experience
- Work out how you can stand out from your competitors
- Create a realistic and relevant marketing strategy

This week we will focus on the first two learning outcomes:

- Understand what marketing is
- Understand how marketing can benefit you.

Shall we begin?

### **What is marketing?**

Let's start by considering what marketing means to you

**What marketing means to me?**

Now whatever you have listed, you have most likely covered some aspects of marketing, as marketing covers all of these things:

Ideal Client	Product Management	Lead generation
Product	Green marketing	Video
Place	Product life cycle	Cost plus pricing
Customer Experience	Marketing Strategy	Online
Reviews	Awareness	Language
People	Copy	Adverts
Service	Budgets	TV
Hierarchy of Needs	Lead nurturing	Competition
Social Media	Email campaigns	Market research
Instagram	Webinars	Marketing Methods
Facebook	Reviews	Positioning
Offline	Google	Branding
Publishing	Adwords	Word of Mouth
Ad copy	Advocacy	Gen Z

And there are hundreds of definitions of marketing including:

*"Marketing refers to activities undertaken by a company to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses."*

Investopedia

*"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large"* American Marketing Association

*"The management process responsible for identifying, anticipating and satisfying customer requirements profitably"* Chartered Institute of Marketing

It seems a little overwhelming doesn't it? But marketing is actually quite simple.

Marketing can be broken down into three simple stages.

1. You need to work out your customer wants
2. You need a service or product that meets their needs
3. You need to tell your customers about your product or service to sell to them and make a profit

And those three stages show you why marketing is so important. After all you can't sell things without customers, and you can't sell things that people don't want.

## **The 7 P's - A useful marketing formula**

As you can see marketing is about so much more than just promotion, it impacts every aspect of your business including:

The **Products** your customers buy

How you **price** your products

The **places** you sell your product

How you **promote** your products

Any **physical evidence** or aspect of products e.g. packaging

The **people** involved in your customers purchase

The **processes** you have in place to sell your products

These 7 p's (Products, Price, Place, Promotions, Physical Evidence, People and Processes) form the 7 P's of Marketing- a way of evaluating everything you do in business to ensure success. We will look at each of these in the coming weeks.

## **Internal vs External**

It is vital that you consider every aspect of your business from your customers point of view. This is the key to owning a successful business.

Look at what two successful business owners state about customers:

*"Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients."* Sir Richard Branson

*"Some people say, "Give the customers what they want." But that's not my approach. Our job is to figure out what they're going to want before they do. I think Henry Ford once said, "If I'd asked customers what they wanted, they would have told me, 'A faster horse!'" Steve Jobs*

Both are successful businessmen and both highlight the importance of focusing on customers. Sir Richard Branson wants his employees to take care of customers and Steve Jobs wants to anticipate customers needs.

*Look at your business externally from your customers point of view,  
not internally from your point of view*

**Spend a few minutes now considering whether you have looked at each of the 7 P's (Products, Pricing, Places, Promotions, Physical Evidence, People and Processes) in terms of you or your customer?**

Now we have looked at what marketing is, let's consider why you need marketing?

## **Why I need marketing?**

My favourite marketing related quote which shows why you need marketing in every business regardless of size is:

*"Marketing is what you say and how you say it when you want to explain how awesome your product is and why people should buy it."*

Michael Brenner

You wouldn't buy 100 items with the intention of selling and let them sit at home would you? As a business owner you want to sell, and to sell you need to satisfy a need.

Marketing ensures every action you take helps you attract customers and sell to them.

It's pretty important right?

Some other benefits of marketing include:

- Finding out what customers need
- Understanding how customers buy, and what will stop them buying
- Making informed decisions about products, prices and promotions which will help you attract customers
- Building trust with current customers to keep them coming back

*All this leads to  
helping more people & increasing your sales*

**What do you want from marketing?**

## Customers

One of the first steps to successful marketing is to work out what your customer wants.

### Customers Needs- Maslow's Heirachy of Needs

As humans we have to be motivated to do anything- we have a need which sets in motion an action to achieve a goal.

For example you started this course because you recognised you needed to build your business to achieve the success you need.

You may buy a phone because you need something more than your current phone can give you.

Abraham Maslow in his 1943 paper "A Theory of Human Motivation" in Psychological Review devised 5 categories of human motives, and without even working out your ideal customer it is worthwhile identifying which need your product or service relates too.

The five levels of needs are:

1. Physiological- everything you need to survive, e.g. food or drink.
2. Safety- protection from the unpredictable e.g. illness, accidents
3. Belongingness and Love- the desire to be accepted by those we are close too. The popularity of social media is a reflection of this need.
4. Esteem and Status- the desire to achieve a high standing in relation to other people.
5. Self actualisation- the desire for self fulfilment, in other words achieving everything you are capable for your own sake.



## Maslow's hierarchy of needs

### How I can use Maslow's Heirarchy?

As business owners we need to identify which motivations and needs our products relate to. If we know what need our product relates to, we can use this in all of our marketing- from social posts to product descriptions

If you own a beauty parlour you can market according to the fourth or fifth level as your client is likely to be driven by the needs of self esteem and realising their potential

If you are selling cars you can market according to the second level if your customer is concerned about safety- you can tell them it is safe for family, and well rated. Or the car can be marketed according to the fourth level if your customer is more concerned about his image.

**What level/s of Maslow's Heirarchy of needs could apply to your products/ services?**

## Summary

Now we have looked at what marketing is, and how it can benefit you. Along with why customers may buy from you, we can go into more depth on the customer next week!

Don't forget to pop into the facebook group and share your thoughts, questions and ideas from the weeks module using #week1

We would love to hear your ideas and look forward to next week where we will get to know your customer.

## Notes