

"Staying Top of Mind with Your Clients"



- Effective Marketing Strategies to Keep Your Business Front and Center
- Yemi Popoola
- ymediaservices.com

The Marketing Mix

The "P's of Marketing," commonly referred to as the Marketing Mix, are foundational elements that businesses use to develop effective marketing strategies. They traditionally include:



Product - What you're selling, including its features, quality, and design.



Price - The cost customers pay, which reflects value and positioning.



Place - Distribution channels and locations where the product is available.



Promotion - Marketing tactics used to communicate and persuade.

In some models, three more P's are added



People

Employees and customer interactions



Process

The efficiency and quality of service delivery.



Physical Evidence

Tangible proof that enhances customer experience (like ambiance in a store or packaging).

These elements work together to meet customer needs and drive business success.



How Has Marketing Evolved?



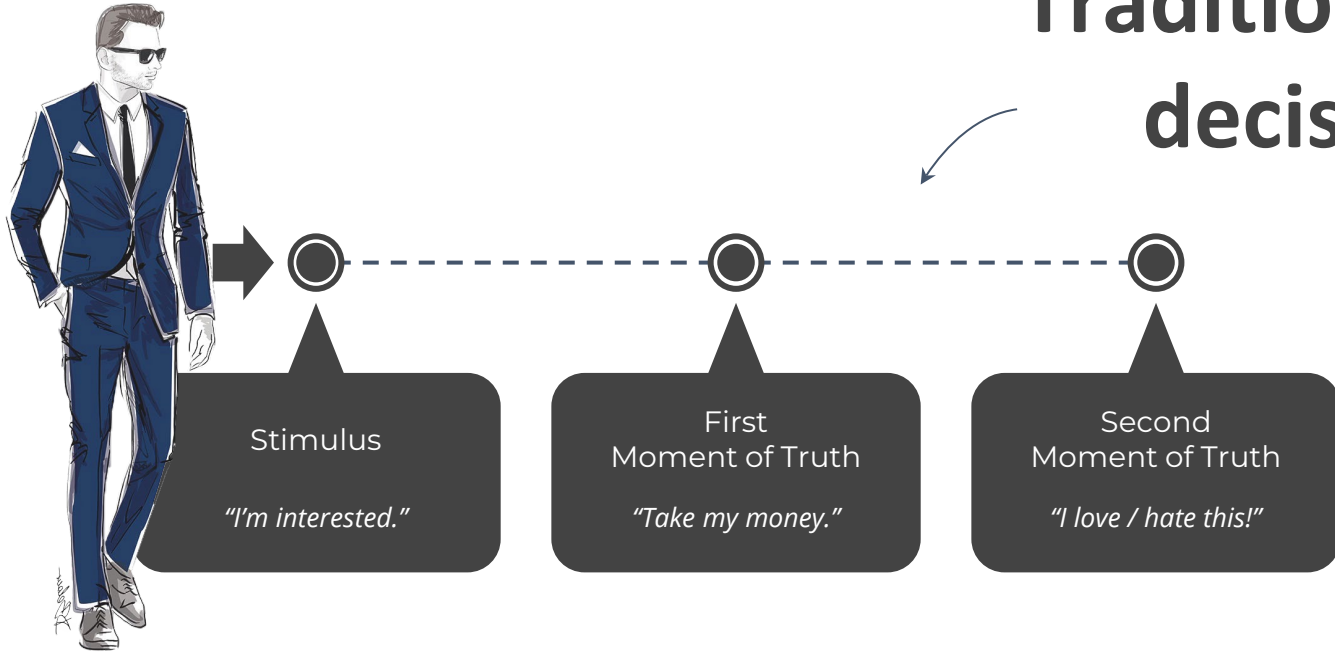
The Current Landscape of Local Business



Defining Your Business Goals



Traditional buying decision model



Customer behavior has changed



Stimulus

"I'm interested."



First
Moment of Truth

"Take my money."



Second
Moment of Truth

"I love / hate this!"

Customer Journey



Awareness

Generate Interest



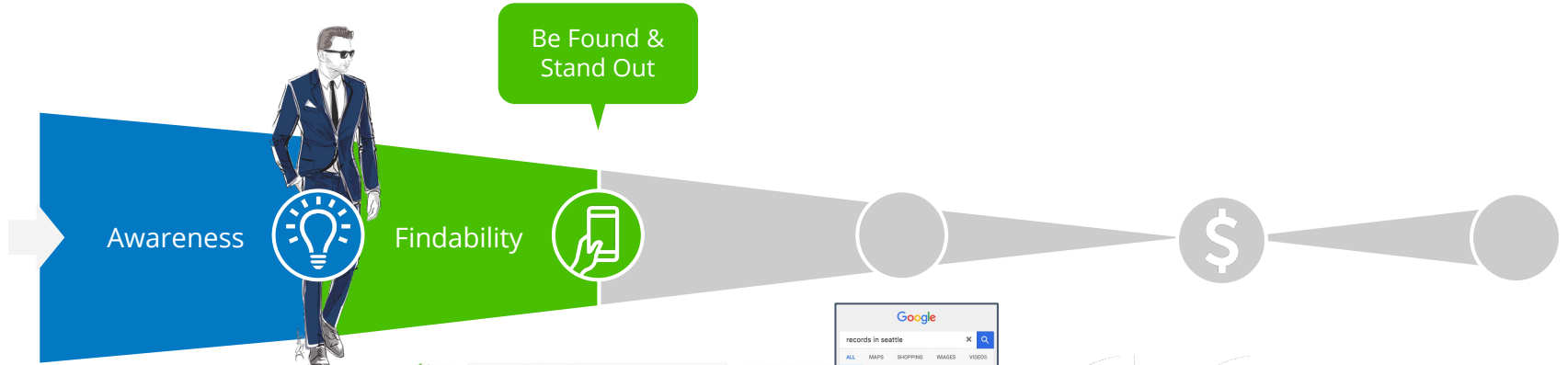
Interest & Awareness

Social / Search Advertising
Email / Text Marketing
Loyalty programs
YouTube / Video Ads

Television
Billboard
Online display advertising
Newspaper / Magazine
Radio
Word of mouth

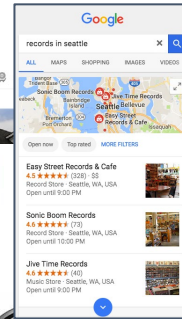
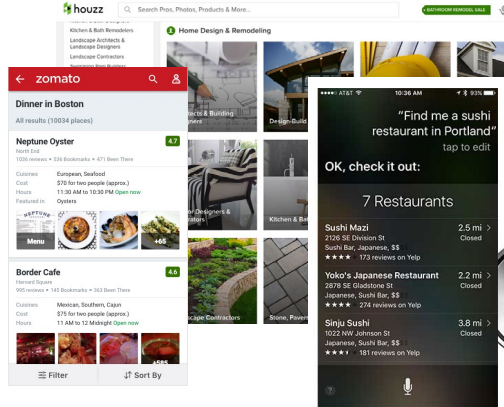
*I'd like to have that.
That looks cool.
I want to know more.
I needed one of those!*

Customer Journey



Search

Organic Search
PPC
Maps
Directories
Apps
"Near me"



"best tacos boston"
"family lawyers in austin"
"record store near me"
"top home builders"

Customer Journey



Research

Blogs & Articles
Reviews
Social Media
Friends and family

Reviews See All

What do you think about this place?

Craig Childress Johnson ★★★★★ One of the most beautiful hotels in the ... about 3 weeks ago

Charlie Lacroix ★★★★★ Etant invité dans le ... on Wednesday

Ryan Summers ★★★★★ Took a rail vacation about 2 weeks ago

Pedro Duque Ribeiro

Nathanael Rutherford @Mr_Rutherford · Jun 16
If you're ever in Valdosta, GA, I HIGHLY recommend eating at Big Nick's. Best soul food place I've ever had

EATER
LOS ANGELES

All One

The 38 Essential Los Angeles Restaurants, Summer 2017
Eater's recommended restaurants in the city of Angels
by Matthew Kang | @mattdouille | Jul 11, 2017, 10:30am PST

BIG NICK'S
BBQ • SOUL FOOD • WINGS

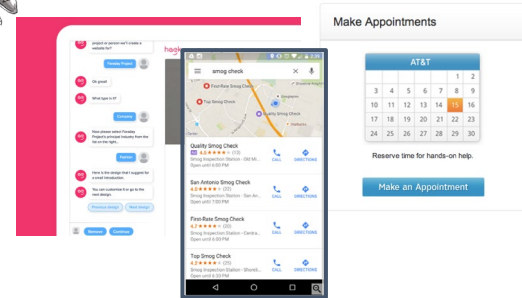
This business is popular! They have a lot of reviews, from mostly satisfied customers

Customer Journey

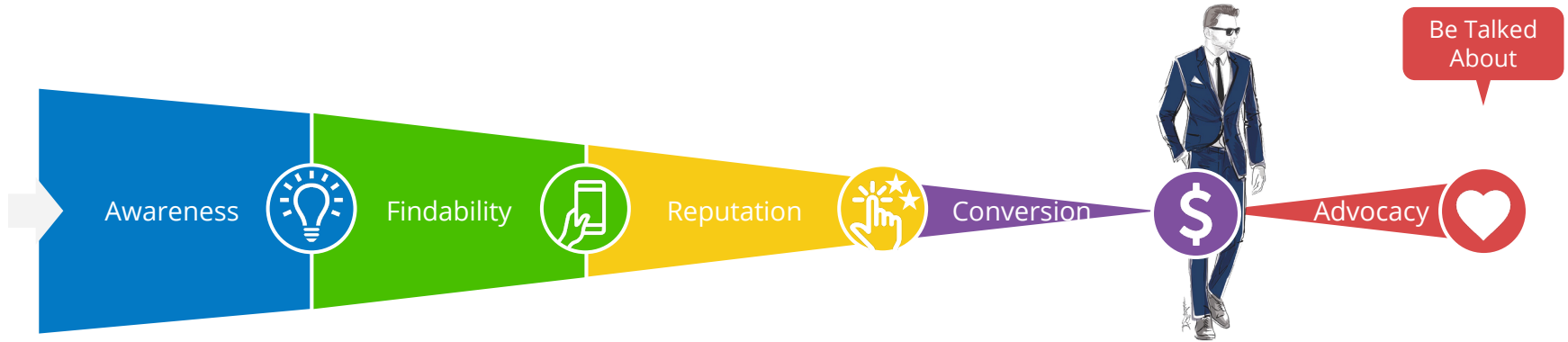


It's really easy to book an appointment

Purchase
Website
App
Online booking
Phone Call
In-store purchase



Customer Journey



*Quick, skilled service.
You should really
check them out.*

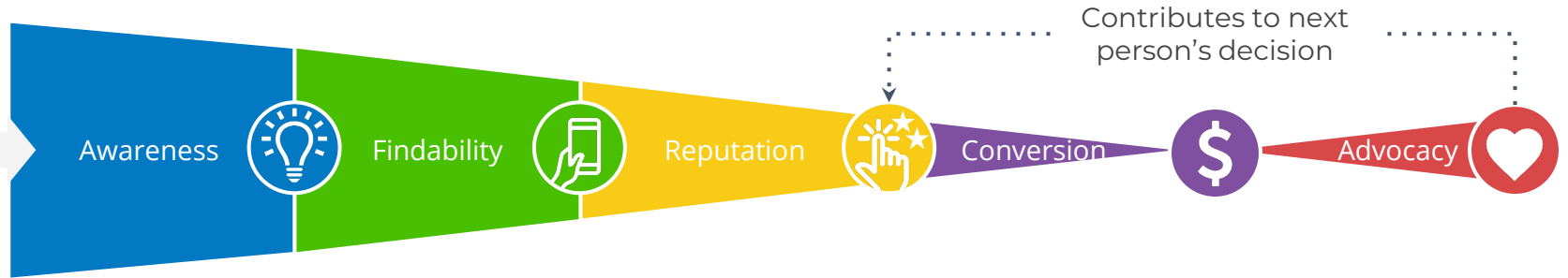
Experience

*Post-purchase
expectations vs. reality*

Social Post
Write a Review
Discuss with friends
Blog



Channels impacting your Customer's Journey



Stimulus

- Social / search advertising
- Email / text marketing
- Loyalty programs
- YouTube / Video ads
- Television
- Billboard
- Online display advertising
- Newspaper / Magazine
- Radio
- Word of mouth

Search

- Organic Search
- PPC
- Maps
- Directories
- Apps
- "Near me"
- GPS

Research

- Blogs & Articles
- Reviews
- Social Media
- Word of mouth

Purchase

- Website
- Online booking
- Purchase via app
- In-store purchase
- Salesperson
- Marketing Materials

Experience

Post-purchase expectations vs. reality

- Social Post
- Write a Review
- Blog
- Word of mouth



**It's important to
win in *each* stage.**
