

# ASSERTIVE MARKETING

YOU DESERVE GOOD MARKETING



# Today's presentation

- Introduction to Assertive Marketing
- A guide to marketing your business
  - The Why
  - How do start your plan?
  - The Budget
  - What areas do you market in?
  - The current Solar Market

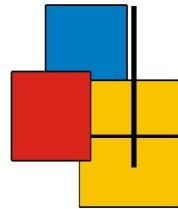
# Who is Assertive Marketing?

We are marketing and communications professionals with over 30 years' experience across industrial and consumer industries

An agency that offers affordable marketing services that allow you to access the best in marketing

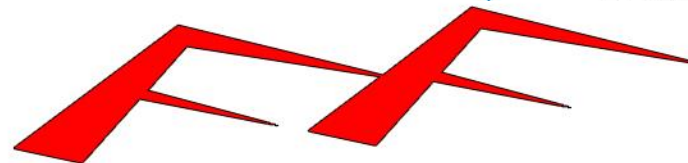


# Industries and experience



**FAIRBAIRNS**  
**HEATING & COOLING**

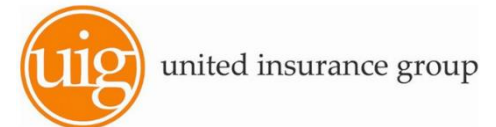
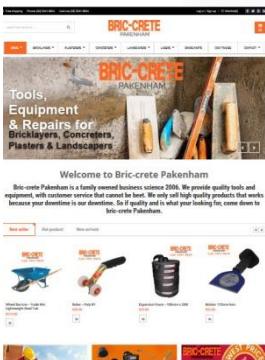
**GREAT ACCOUNTING**  
*That's just the way it's done*



**FOURBY FITOUTS**  
**MODULAR STORAGE SYSTEMS**

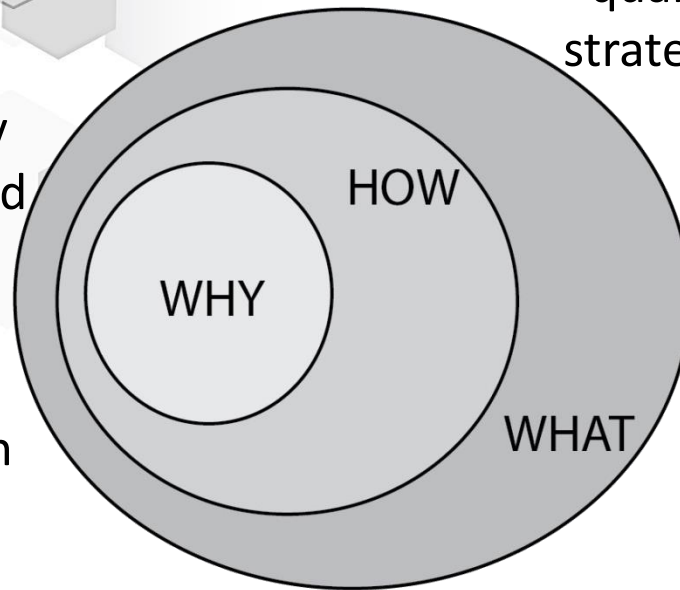


**Indrotech**



# Why we do what we do?

We believe that every business deserves good marketing.  
Just because your competitors have big budgets doesn't mean you can't compete.



We offer affordable quality marketing strategy and advice.

Practical strategy that fits within your company and size.

The first question you need to ask when considering any marketing activity

**What do you want to achieve?**

- More sales
- More leads
- Brand recognition
- Business growth

Not every business has the same needs

When you establish this, you need to  
find out your Why or Purpose

# Understanding your why

- Why did you start your business in the first place? Don't just say money...
- This is the essence of your story, the message you give your audience to:
  - Gain trust
  - Differentiate
  - Gain respect
  - Show that you are believable
  - Have your story straight



# The process of understanding your why

Why – We do what we do

- We believe that... *(the cause you are fighting for)*

How – We do what we do

- By using only the best products, methods... *(that fit your cause)*

What – Do we do

- We offer products that help... *(this cause happen)*

This now forms the basis of your  
communications

Why is this process needed?

People don't buy what  
you do they buy why you  
do it

## Some facts!

Most small businesses don't have a marketing plan or budget

All big businesses do

What a big business knows is that proper marketing doesn't just enhance, but is essential for the profitability and success of your business

## So how do you start?

It's a common belief amongst small businesses to think that the initial graphic design branding they create is all they need to get their business started

Although it's a good start, marketing is a priority for any business, big or small. It is how your business reaches its customers, creates sales, and establishes itself as a brand

# How do you plan?

## Step 1. Define your goals.

- What do you want to achieve?
  - More sales
  - More leads
  - Brand recognition
  - Business growth

# How do you plan?

## Step 2. Focus on your strengths.

- Find what makes your business strong and sets it apart from the competition (*your why*)
- Have a strong message to give the market

# How do you plan

## Step 3. The budget – Start small and build

- Ask yourself how much money can you spend on marketing?
- Find out what you can do
- Set out a budget, no matter how small
- Plan for what you want to achieve for next six months
- Plan what this budget will do for you
- Save a little, every week, month – put that money aside

# How do you plan?

## Step 4. Your target audience – where are they?

- Use Your current customer knowledge – do your research
- Find out what and how they find things
- How they do their research



# How do you plan?

## Step 5. Arm your company with the right resources

- Your Website - is it modern, engaging, relevant
- Logo and branding – does it represent your why?
- Brochures and printed material, even quotations and proposals – Anything that is representing you to your potential customer

# How do you plan?

## Step 6. Track Your Goals and ROI

- Tracking the success of your marketing budget can tell you a lot about how effective your budget has been, and what needs changing
- Adjust and modify – nothing is ever perfect the first time
  - If it works keep it
  - If it doesn't let it go

# What areas do you market in?

- Do you advertise? – papers, digital, magazines, Google AdWords
- Events shows
- Digital marketing
  - SEO what is the best way to do this
  - To social media or not
  - What media platform

Where is your audience and what are they doing?

# Just on social media

- You can win or loose... It's a very fine line
- You must have a strategy
- What is the purpose of your social media?
  - Search Engine Optimisation (SEO)?
  - Create a community?



# Today's solar market



The Hybrid has been around for many years but was slow to get up and running



Now someone is changing this and building the “Hybrid” brand awareness

How can you create an opportunity from this?

# Today's solar market

- If you haven't already, educate your business about the Hybrid market – There is storage training out there
- Start having Hybrid as a part of your product / service range
- How many past customers will also be aware of the Hybrid market – find out and talk to them
- Its been a while but the market is coming...

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