

Inc.

The Non-Obvious Company

Where Businesses Come to Grow!

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Expert Panel Moderator



Towan Isom

President and CEO, Isom Global Strategies



MBDA Welcome



Alicia Sowah

Office of Public Affairs, The Minority Business Development Agency (MBDA)



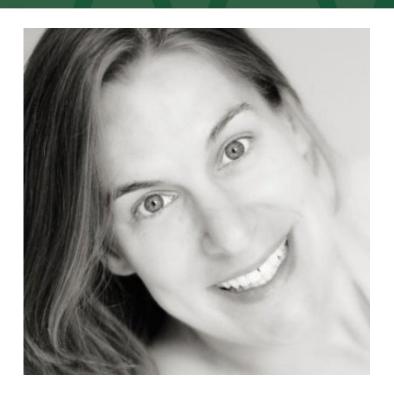
Expert Panelist



Paresh Shah
Chief of Strategy and Value Architect, The Non-Obvious Company



Expert Panelist



Anne Brown

President and CEO, Playful Strategic, Inc.



What is Marketing?

The action of creating awareness for a product, business, cause, or service for income, to inform, or to persuade.



Polling Question #1

What size is your business?

- Mom and Pop (no employees)
- Micro (2-14 employees)
- Small (15-49 employees)
- Medium (50-499 employees)



What Are the 4 Ps?

1. Product

Tangible (product) or intangible (service)

2. Place

Where the product is sold

3. Price

What customers are willing to spend

4. Promotion

Method of communication



Polling Question #2

What webinar takeaway are you most interested in?

- A. Marketing best practices
- B. Branding do's and don'ts
- C. 2017 marketing trend forecasts
- D. When is marketing needed?
- E. How to incorporate marketing strategies?



Great Marketing Includes...

- 1. The right message
- 2. The right medium
- 3. The right market



Polling Question #3

What are your company's top marketing challenges?

- A. Generating new business leads
- B. Reaching target audiences
- C. Proving the ROI of your marketing activities
- D. Managing your website and social media accounts
- E. Developing a marketing budget



Marketing for a Mom and Pop Business

- 1. Create your internal and external brand
- 2. Affirm and confirm your price
- 3. Know your competitors
- 4. Develop your marketing plan
- 5. Perfect your elevator pitch



Marketing for a Micro Business

- 1. Develop branding guidelines
- 2. Develop your collateral materials
- 3. Establish a value proposition
- 4. Create a social media presence
- 5. Outline a marketing process



Marketing for a Small Business

- 1. Create marketing tools to use
 - One-Sheets
 - Video Assets
 - Case Studies
 - Newsletters
- 2. Develop a marketing sales funnel
- 3. Engage a Customer Relationship Management (CRM) tool
- 4. Create a comprehensive social media strategy



Marketing for a Medium Business

- Shift from a marketing mindset to a media mindset
- 2. Choose a cause to leverage in media
- 3. Engage the value proposition throughout the organization
- 4. Hire a full-time marketing firm
- 5. Create a story for the business
- 6. Establish the organization and C-suite leadership as thought-leaders



Panel Discussion



Marketing Trends

- Lifter Leadership
- Fierce Femininity
- Loveable Unperfection



Trends in Relation to My Business

- Adopt, adapt, buck, or ignore?
- Relevancy Does it one or more of these spheres (company, customer, industry)?
- Engagement Does this change the way our ideal customers establish and strengthen our relationship?
- Actionable What might we/I need to rethink, delegate, or outsource to capitalize on this trend?



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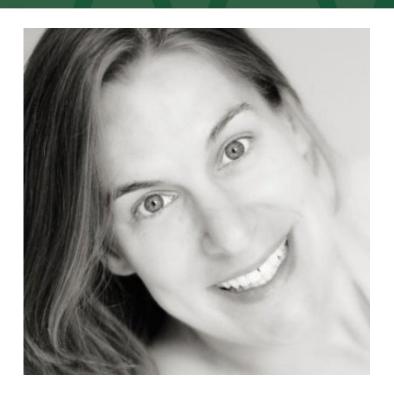
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Thank You!

Join us next month from 2:00 p.m. – 3:30 p.m. for our *Scaling Up with Operational Insights* webinar on April 26, 2017! Follow MBDA for more information!



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