

Reach **new heights.**
CONFERENCE FOR AFRICAN AMERICAN FINANCIAL SERVICES PROFESSIONALS
Realize **your dreams.**

May 7-8, 2008
Cheyney University

Marketing Matters!

Key Points to Developing a Marketing Strategy for your Practice

Kisha R. Pugh



MetLife®

Agenda

- Target Marketing – An Overview
- “T-A-R-G-E-T” Your Plan
- Marketing with
 - *No Budget*
 - *A Little Budget*
 - *A Big Budget*



What is TARGET Marketing?

- Target Marketing is **NOT..**
 - Selecting a market based solely on money potential
 - Multiple markets (more than 3)
 - Large by definition (i.e. “I want to work with businesses”)
- Target Marketing **IS..**
 - Possibly one you have an affinity with
 - A limited number of segmented groups (max of 3)
 - Very specific, definable
- Focus on working “vertically” vs. “horizontally” with your marketing strategies

“T-A-R-G-E-T” Your Marketing Plan

- **T Timeline**
 - Before you start your plan establish the timeline of the plan (quarterly, annually)
- **A Action**
 - Identify the specific action steps you will do over that time period
- **R Realistic**
 - Be realistic, make sure you can accomplish what you have listed based on resources and timeline available
- **G Goals**
 - Set measurable goals, be specific (i.e. form 2 strategic alliances, 1 attorney and 1 CPA)
- **E Evaluate**
 - Set a regular schedule to review and evaluate progress of your plan
- **T Track**
 - It is vital to track your results, find what works well and what doesn't

Marketing – with NO Budget

- No Budget, does not mean No action
 - **REVIEW YOUR PLAN 1st!**
 - Know what markets you are going after, then go where your market goes
 - For Example: Working the Small Business Market? Attend Small Business Expos, enroll yourself into Business Owner courses offered by Entrepreneur Development Centers
 - Where do you go?. Where does your family go? (beauty/barber shops, fitness centers, etc.)
 - **Networking opportunities**
 - We are in the business of “relationships” , still the best way to market yourself . Schedule your networking functions into your monthly planner
 - **Utilize strategic contacts**
 - Have other people introduce you to clients
 - Offer to hold joint workshops where you co-present to their clients
 - Offer CE credit workshops
 - Work with associations for guest speaking or financial workshop opportunities
 - **Use company marketing resources to research prospects**
 - **Press Releases – no cost to submit**
 - **Add your information to website directories or postings (alumni, community boards)**
 - **Create an e-mail signature that has your picture, logos, a message to remember***

Marketing – with a LITTLE Budget

- With a little budget, you can do a little more..
 - **Join organizations that compliment your marketing plan**
 - Do not become victim to association overload! Choose 1-2 organizations to join
 - Once you are member, research opportunities to market yourself in their communication pieces (newsletters, program booklets, etc.)
 - **Business card sized ads in publications that are pertinent to your markets**
 - Business card sized ads run cheaper than regular ads, ability to run them more frequently.
 - **Create a “Keep in Touch” campaign with your clients**
 - Determine quarterly mailers that can be sent to your clients to keep the lines of communication open with them throughout the year
 - **Hold “Coffee and Conversation” sessions with your clients on a particular subject matter**
 - Effective means of holding educational sessions with your clients without doing a full-blown seminar -- segment your client base and select specific “conversation” points to cover
 - **Participate in local events**
 - Community Fairs (Health Fairs, Business Fairs), Bridal Show Expos, community organizations

Marketing – with a BIG Budget

- With a big budget, you can do big things..
 - **Advertising**
 - Newspapers and magazines
 - Radio and television commercials or broadcasts on news shows
 - Bulletin boards
 - **Technology systems and programs**
 - Creating your own website
 - E-mail Databases that send storyboards and newsletters to your clients automatically
 - **Personalized marketing material**
 - Creating your own DBA and marketing material (stationary, business cards, envelopes, etc)
 - Creating your personalized DVDs and CDs about your practice
 - **Marketing Campaigns**
 - Quarterly Seminars utilizing direct marketing companies to do the work for you!
 - Client Appreciation Events
 - Wave mailings to your clients and prospects
 - **Participate in events**
 - Sponsoring events
 - Hosting a community event



Key Points to Remember

- Start with a plan
- Know your limits, have a budget
- Make sure that the marketing projects you choose to do are a reflection of what you committed to in your plan.
- Track your results!

Evaluations

Please take a few moments to complete the evaluation for this workshop.

We appreciate and value your feedback.

Kisha Pugh

Agency Director

Tel: 315-350-2123

E-mail: kpugh@metlife.com

Thank you.