

**ICD learning
Summit 2013**

Marketing 101

Rick Wills

- “ Farm Boy
- “ Factory Worker
- “ Teacher / Coach
- “ Trainer
- “ ICD Coordinator
- “ “Professor”
- “ Grandpa, Father, Husband



Ericka Wills
Wylie ó 7
Willow - 3



Marketing?

**Jot down what comes to your mind
when you hear the term**

MARKETING



Marketing Question

What is the difference between



and a





Marketing Question

What do



and a



dyson

have in common?



“For adults,
learning is
remembering what
we already know.”





**“Everybody’s ignorant –
only on different subjects.”**

Will Rogers



Duha! Sheet

DUH! Knew That	Aha! Hadn't Thought of That!



How many of us have run a
business?



What should be the main objective
of any successful business?

In table groups discuss!
(30-45 seconds)



What should be the main objective
of any successful business?

According to Dr. Theodore Levitt
of Harvard Business School

**The main objective of any business
should be to**

**Acquire and
Retain Customers**



What should be the main objective
of any successful business?

In table groups discuss!
(30-45 seconds)



Characteristics of a Business

- ” Ownership
- ” Control
- ” Leadership / Staff
- ” Annual Goals/Objectives
- ” Business Plan
- ” Financial Plan
- ” Marketing Plan



Characteristics of a Business

Characteristic	Business	ICD
Ownership		
Control		
Leadership		
Goals/Objectives		
Business Plan		
Financial Plan		
Marketing Plan		



Characteristics of a Business

Characteristic	Business	ICD
Ownership	Sole. Partnership, Corp	
Control		
Leadership		
Goals/Objectives		
Business Plan		
Financial Plan		
Marketing Plan		



Characteristics of a Business

Characteristic	Business	ICD
Ownership	Sole, Partnership, Corp	Company / Union
Control		
Leadership		
Goals/Objectives		
Business Plan		
Financial Plan		
Marketing Plan		



Characteristics of a Business

Characteristic	Business	ICD
Ownership	Sole. Partnership, Corp	Company / Union
Control	Board of Directors	
Leadership		
Goals/Objectives		
Business Plan		
Financial Plan		
Marketing Plan		



Characteristics of a Business

Characteristic	Business	ICD
Ownership	Sole. Partnership, Corp	Company / Union
Control	Board of Directors	Local Joint Committee
Leadership		
Goals/Objectives		
Business Plan		
Financial Plan		
Marketing Plan		



Characteristics of a Business

Characteristic	Business	ICD
Ownership	Sole. Partnership, Corp	Company / Union
Control	Board of Directors	Local Joint Committee
Leadership	CEO	
Goals/Objectives		
Business Plan		
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Marketing Plan		



Characteristics of a Business

Characteristic	Business	ICD
Ownership	Sole. Partnership, Corp	Company / Union
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Business Plan	How to accomplish	
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Marketing Plan		



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Marketing Plan		



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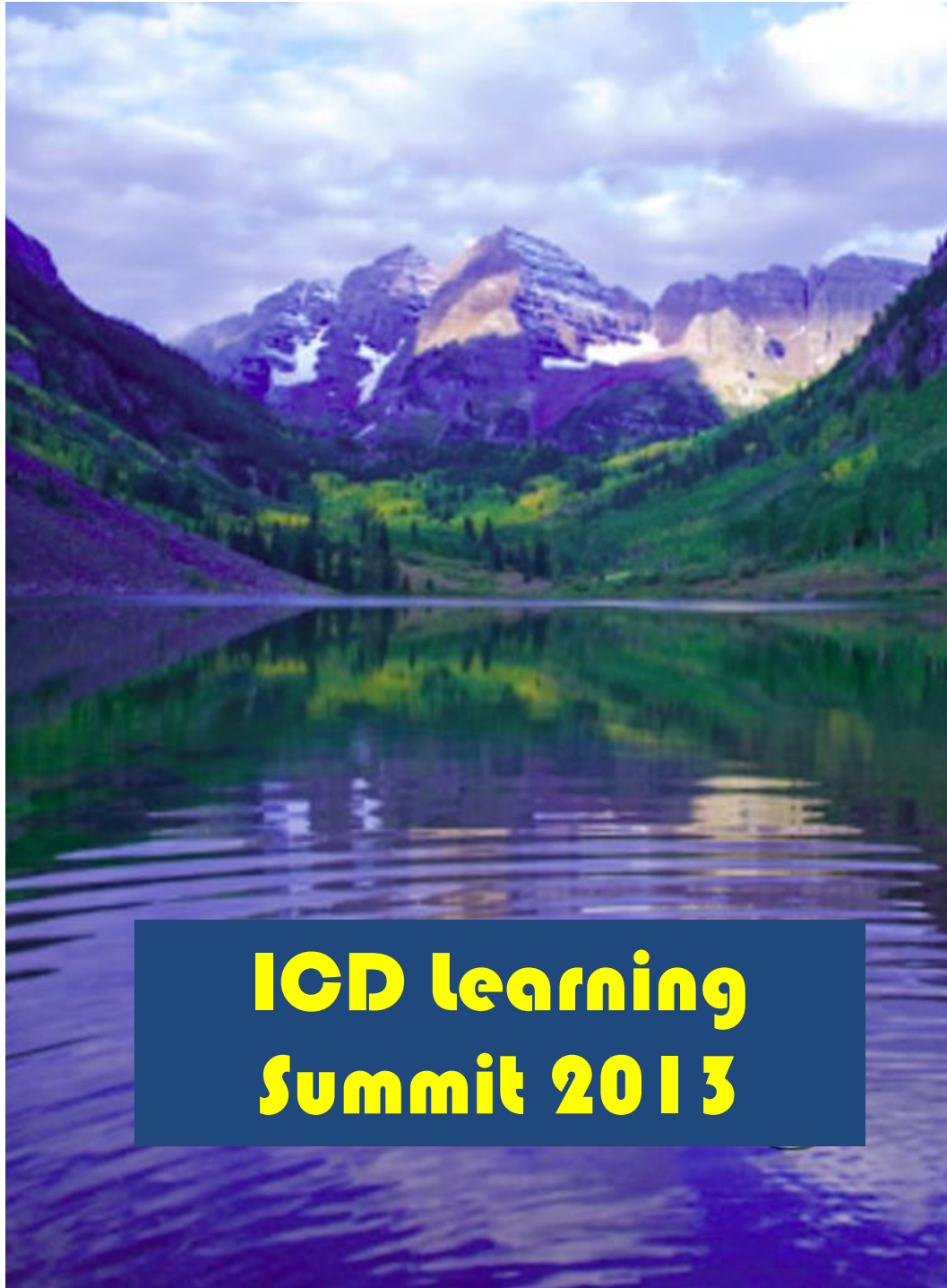


How Many of us Are Running a Business?



Not-for-Profit Business

“ An organization which exists to achieve goals other than ordinary business goals (such as profit).

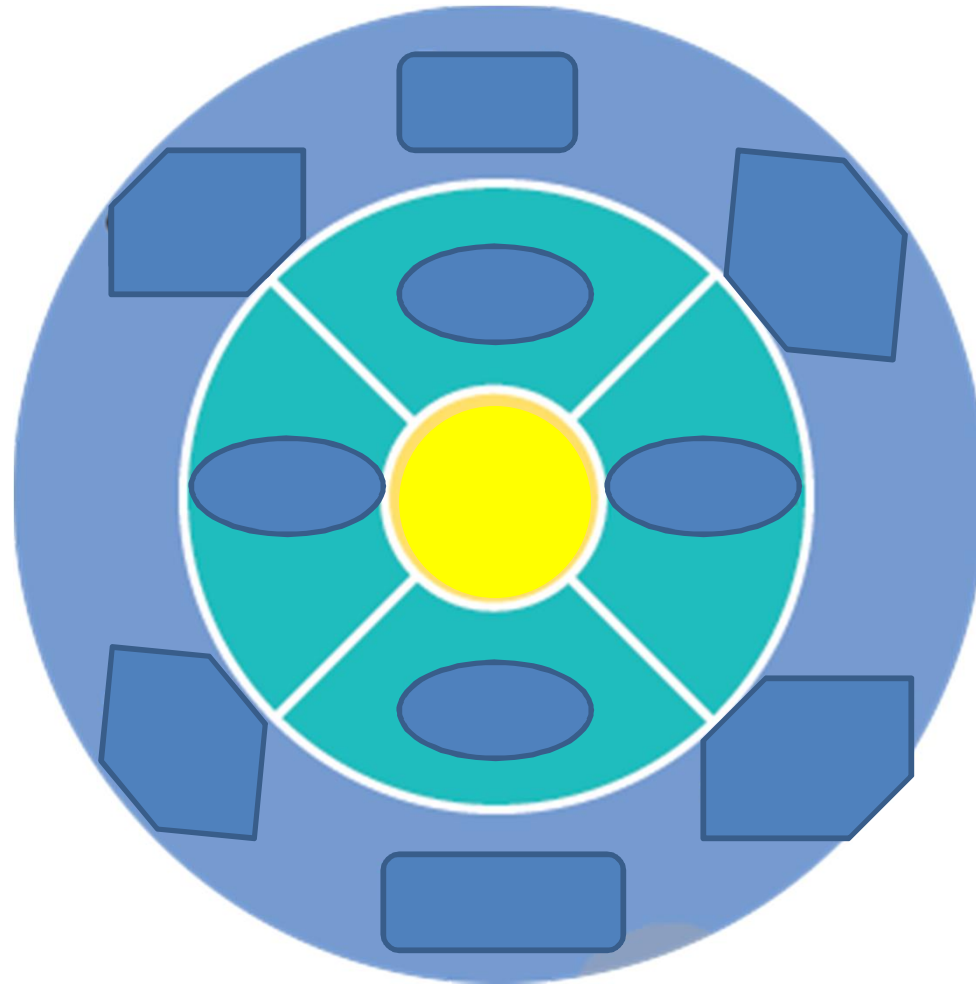


**ICD learning
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Marketing 101: Building the Business of ICD



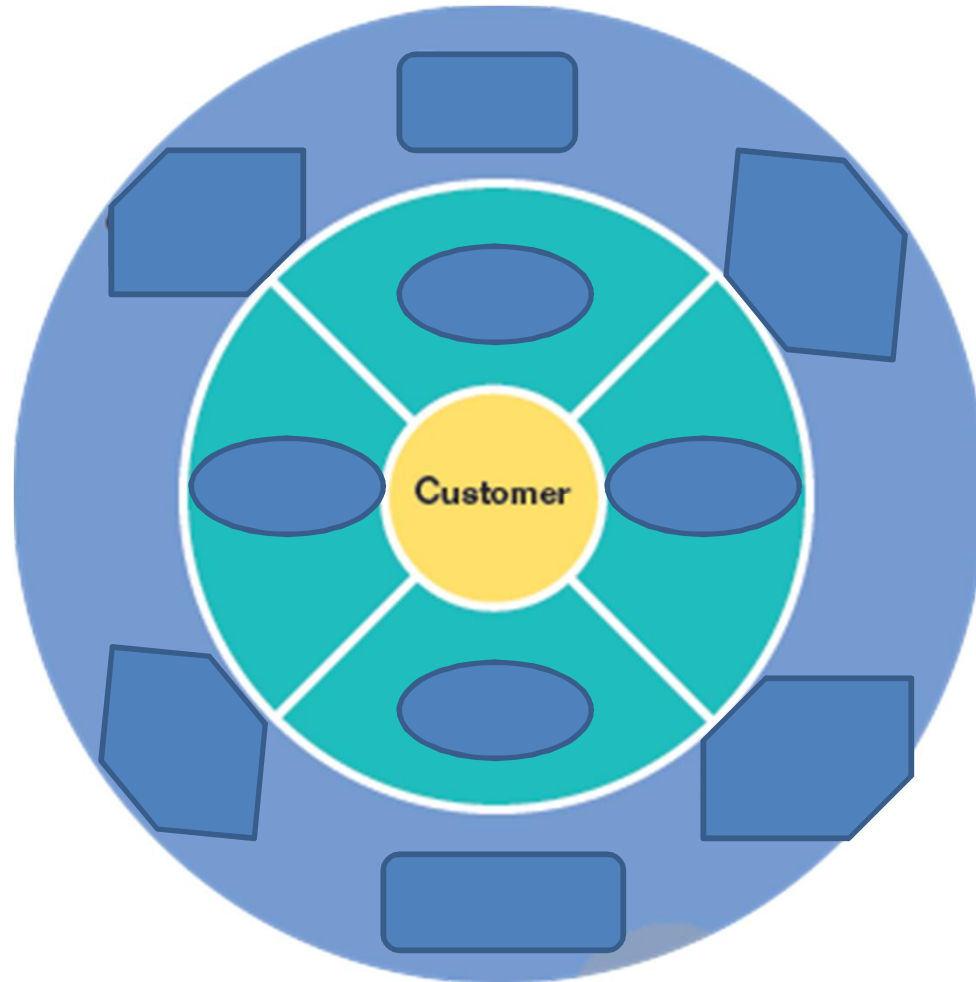
Key Components of Marketing



“



Key Components of Marketing



“



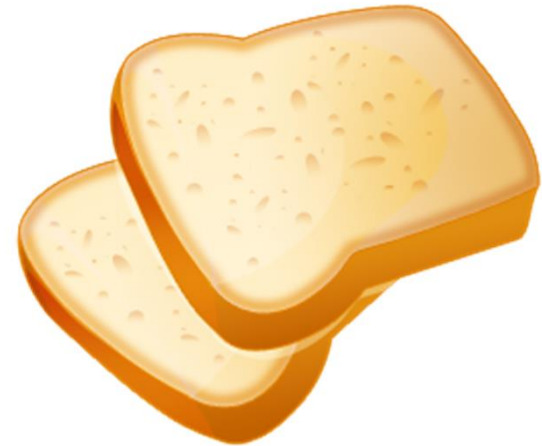
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- “ Invented a product that was “the greatest thing since sliced bread.”
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Who is the Focus of Marketing?

Customers

- The users and potential users of organizations' products / services
- Are the focal point of all marketing activities

Target Market

- A specific group of customers with similar needs on whom an organization focuses marketing efforts



Who are our :

Customers

Target Markets



What is the easiest thing in the world
to sell?

What somebody wants to buy.

http://www.youtube.com/watch?v=TxCPhxV1_h4



What is the easiest thing in the world
to sell?

What somebody wants.



How Do We Know What People Want?

- “ Communication -
- “ Ask them -
- “ Market Research -



Market Research

- The systematic design, collection, interpretation and reporting of information to help solve specific marketing problems or take advantage of marketing opportunities.
- **Determine what customers want so you can provide those programs/products**



Marketing

“Never be afraid of the deafeningly obvious. It is always news to somebody.”

P.J. Kavanagh



Market Research

- “ Surveys
- “ Questionnaires
- “ Post Interest Sheets
- “ Course Feedback
- “ Anecdotal Feedback / “What about a class iní ö
- “ Communication



Marketing Defined

The process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and develop and maintain favorable relationships with stakeholders in a dynamic environment

In small groups identify 3 - 5 key words in this definition.



ICD Marketing

The process of identifying, scheduling, promoting and pricing programs / classes to create satisfying exchange relationships with team/union members and develop and maintain favorable relationships with stakeholders.

In small groups identify 3 - 5 key words in this definition.

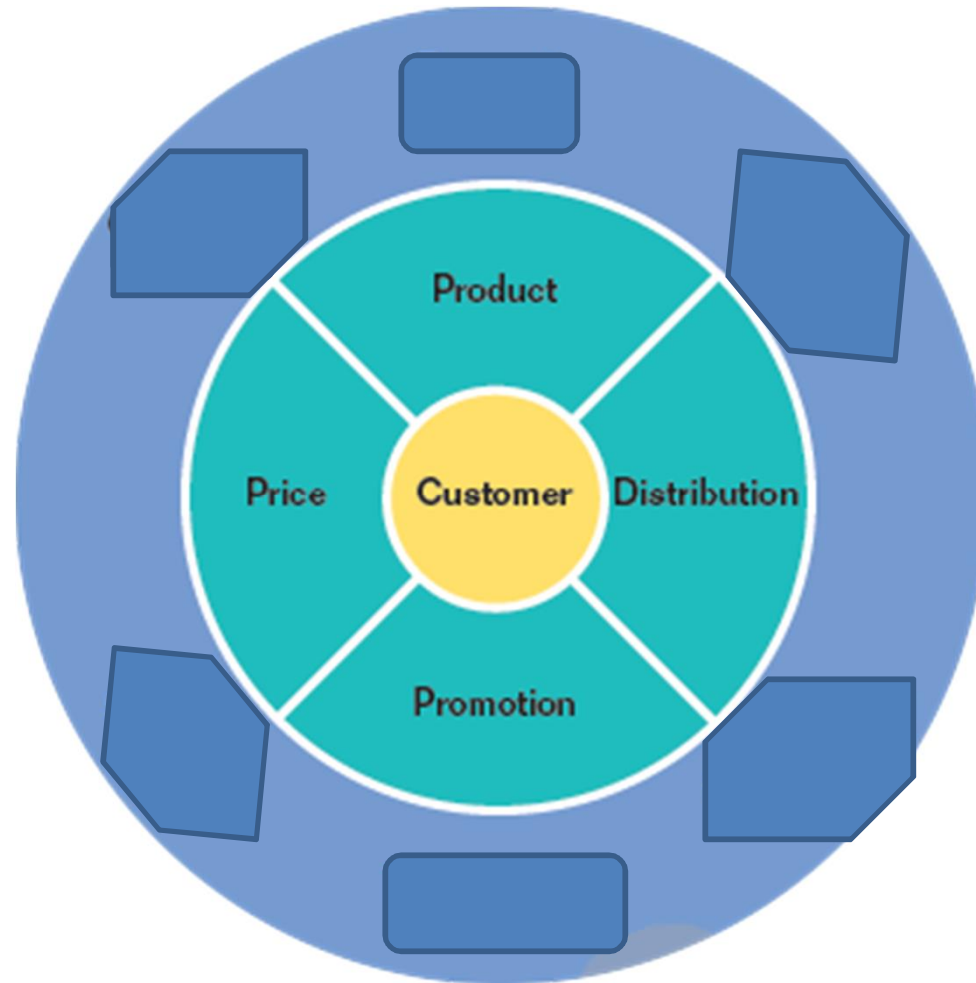


ICD Marketing Defined

The **process** of identifying, scheduling, promoting and pricing programs / classes to satisfying the **exchange** relationships with team/union **members** and develop and maintain favorable **relationships** with **stakeholders**.



Components of Marketing





Marketing Defined

The **process** of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying **exchange** relationships with **customers** and develop and maintain favorable **relationships** with stakeholders in a dynamic environment

.



The Marketing Mix Variables

Combining and balancing four elements when to satisfy customers' needs for a product

- ✓ Product
- ✓ Price
- ✓ Distribution
- ✓ Promotion



Product Variable

- “ A product can be a:
- ✓ Good
 - ✓ Service
 - ✓ Idea



ICD Products?



ICD Products?

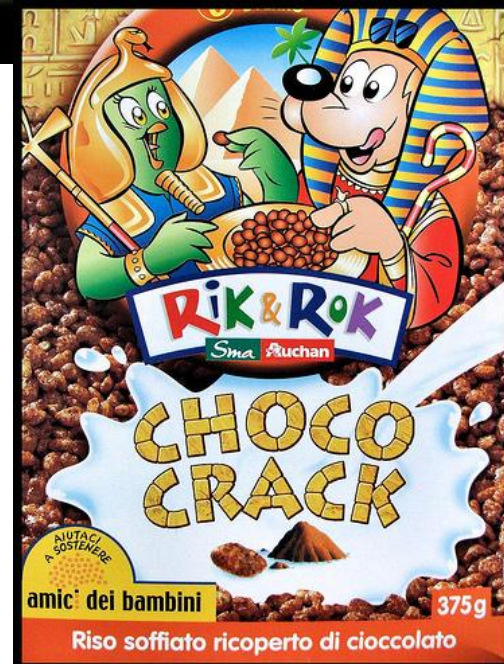
- “ New Skills
- “ Greater Knowledge
- “ Recreational Opportunities
- “ Family öSecurityö
- “ Self Esteem
- “ Personal Satisfaction



Product Variable - Packaging

- ” Classes
- ” Programs
- ” Tuition Assistance

- ” Keys in product development
- ” Does it meet an identified need.
- ” Name





Agree or Disagree

Many of our team members do not take advantage of ICD opportunities because the price is too high.



Price Variable

- Determines the value of the exchange



Exchange

Exchange

- The provision or transfer of goods, services, or ideas in return for something of value



Value

Value

- A customer's subjective assessment of benefits relative to costs in determining the worth of a product





ICD Pricing?



ICD Pricing?

- 10 ó 15 cents per hour off wages



Biggest ICD Price Variable

Opportunity Cost ó

The value of the benefit given up by choosing one alternative over another.



ICD Offer

- “ You give me \$350 & I will give you up to \$2400 in return - every year!
- “ The \$2400 is not in cash, it's services
- “ It's not any services it's one specific type of service
- “ It's going to take a significant amount of your time to redeem the \$2400.
- “ You have no choice on paying me.



Our Price Variables?

- Determines the value of the exchange
- Opportunity Cost ó The value of the benefit given up by choosing one alternative over another.



Distribution Variable

- How programs are made available.

<http://www.youtube.com/watch?v=LVFCydsAZLM>

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Price

- “ Is there a price for ICD programs?
- “ Negotiated 10-15 cents could be on the paycheck.
- “ Opportunity cost – The value of the benefit given up by choosing one alternative over another.



ICD Distribution?

- Where classes held
- When classes held
- How classes held
- Length of class session
- Number of sessions



Promotion Variable

- Inform individuals or groups about the organization and its products/services
 - ” Advertising
 - ” Social Media
 - ” Promotions
 - ” Public Relations
 - ” Street Teams
 - ” Viral marketing

 - ” <http://www.youtube.com/watch?v=1Al28d6tbko&feature=relmfu>



ICD Promotion Variables?



Stakeholders

- Constituents who have a "stake," or claim, in some aspect of a company's products, operations, markets, industry and outcomes



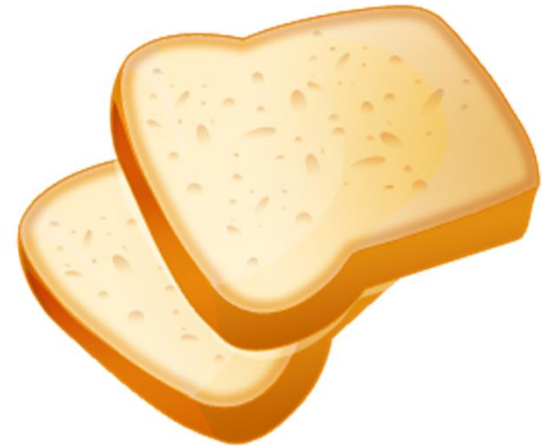
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Stages of Adoption Process

1. *Awareness* – Person becomes aware of product
2. *Interest* – Person seeks information and is receptive to learning more
3. *Evaluation* – Person considers potential benefits and considers to do it
4. *Trial* – Person examines, tests, tries product to see if it fits their needs
5. *Adoption* – Person uses it and can be expected to use it again

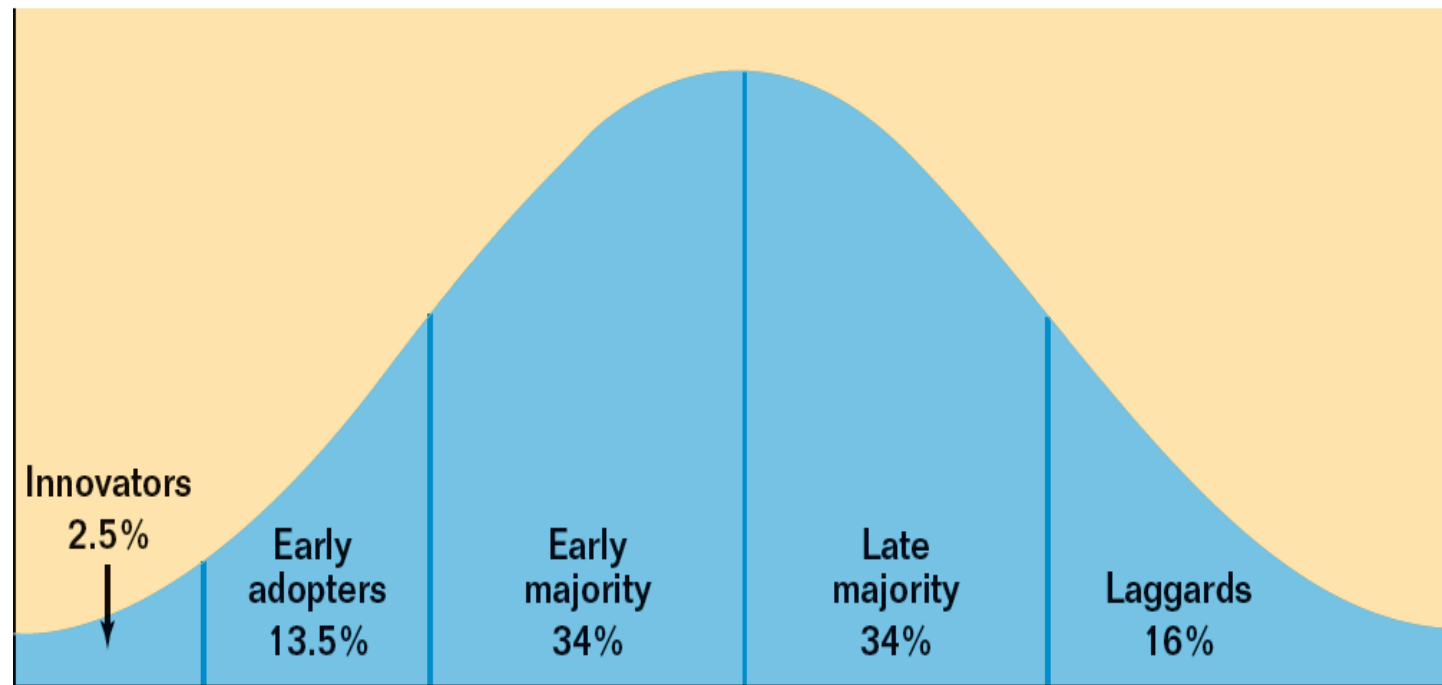


Influencers of Stages of Adoption Process

1. *Awareness* – “Advertisement”
2. *Interest* – Course descriptions, friends who have taken course
3. *Evaluation* – Course descriptions, friends who have taken course
4. *Trial* – Ability to take a short course
5. *Adoption* – Learner



Product Adopter Categories





Implementing the Marketing Concept

- Establish an information system to discover customers' real needs
- Use the information to create satisfying products
- Coordinate all activities



Marketing Plan

- ” Marketing Objectives
- ” SWOT Analysis
- ” Marketing Strategies
- ” Marketing Implementation
- ” Evaluation & Control



Marketing Objectives

- “ Number of programs
- “ Number of different participants
- “ Total number of participants
- “ Feedback scores of programs
- “ Program suggestion from members



SWOT

- “ Strengths ó What we do well
- “ Weaknesses ó What we aren't as good at
- “ Opportunities ó Outside factors that could affect us positively
- “ Threats - Outside factors that could affect us negatively



Marketing Strategies

- “ Types of products
- “ Distribution alternatives
- “ Promotional options
- “ Pricing issues



Marketing Implementation

What going to do

When going to do them

Where going to do them

Who is going to conduct them



Evaluation & Control

Results compared to objectives

Changes needed to be made on course.



Your ICD Marketing Plan



Marketing

It's not something we do,
it's everything we do.