

# Marketing Your Chorus



# What is Marketing??

*Defining who will use your services  
and delivering the right message to them.*

## What is the difference between marketing and sales?

- *Marketing creates interest, sets up the sale and makes the market aware you are there.*
- *Marketing gets you into **their** door or **them** into your door.*
- *Sales is the process that identifies client needs and matches them up with your goods or services. Speaking of which...what are our goods or services?*



# Know your market

- *Who can use your service?*
- *Are there geographic boundaries?*
- *What are the unique needs of the market?*
- *What are the psychographics of your customers?*
- *What are the demographics of the customers?*
- *Why would someone use your product or service?*



# Positioning in the market

- *What is your vision and mission statement?*
- *Do you have a niche?*
- *What is your strategic advantage (unique offering)?*
- *What is your message? \*\*Keep it short and make it realistic!\*\**
- *Nobody does it better than you...*



## What is key...

Do the research – what are the unique needs of the market and how you can reach potential customers?

- *Periodicals*
- *Radio*
- *TV*
- *Newspapers*
- *Social media and links*
- *Email/Data Base Management*
- *Community events/Fairs*
- *Others*



# Promote your product/service – what tools will work best for you to keep your name, mission, and vision out in front?

- *Clear and concise mission and vision statements*
- *Your internal marketing team*
- *Thirty second elevator spiel*
- *Organizational materials (brochures, pamphlets)*
- *Traditional media coverage (print, television, radio)*
- *Website development*
- *Event sponsorship and attendance/social media*
- *NETWORKING...NETWORKING...NETWORKING*
- *Contact management system*

