
Marketing 101:
Try it.
Evaluate.
Revise!

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Marketing = An Actionable Plan

Answers the key question:

Who are your target customers, and how will they get your products and/or services?

- Who is responsible for selling the products and/or services?
- Which method(s) will you use to reach customers?
- What's your start-up strategy? Ongoing strategy?

Revisit your [business plan](#), including marketing, regularly!

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Articulating who you're selling to **by age, location, motivation, income, beliefs, etc** will shape how you market your product(s).



Tip

Access market research:

[Iowa State University](#)

[USDA](#)



1. Startup Basics

Essential tools to get the word out.

→ **Business Name | Logo | Tagline**

Example: [Purple Pitchfork](#)

IMPORTANT: Does your name work as a URL, and is it AVAILABLE?!

→ **Elevator Pitch**

"My goal is to xx, using the tools/skills yyy, producing zzzz."

→ **Essential Materials**

Business cards, brochures, sell sheets, letterhead, WEBSITE

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Your elevator pitch will
teach you to **communicate**
what you do clearly and
quickly.



Tip

Practice.

You'll feel silly, but you'll
have confidence when it
counts.

Elevator Pitch How To

"My business/product/service solves X problem, by using the tools/skills Y to produce/create Z."

Example: I help small businesses plan for success by sharing what I learned (not to do!) over two decades in farm business start-up, creating well-rounded, living business plans and empowering owners to work ON the business as well as IN it.



Tips

Remember to speak slowly and clearly!

It's not some crazy idea — it's your business!



2. Media + Methods

- **Word of Mouth**
The No. 1 way to get started! Your early adopters will become influencers.
- **Print Advertising**
Newspaper, magazine, visitor guides, table tents, inserts, etc
- **Radio**
Record in your own voice. Use your elevator pitch!
- **Digital**
Social media, e-mail marketing, Website

E-mail Marketing Critical

MailChimp, ConstantContact, etc

Create an editorial calendar:

Consistency trumps frequency.

Answer common questions.

Assume people won't open it. :)



Tips

Be realistic about what and how often you can communicate with your audience.

Invite new members at every opportunity.

Build. A. Website

WYSIWYG and DIY are fine!

Help customers validate who you are and what you do.

Products, services, e-mail sign-up

Read like a reader.

Upgrade and sophisticate as time and funds allow.



Tips

Set your site as your browser homepage so you see it daily and are reminded to update and add content.



3. Influencers!

Natural networkers who can talk up your products reliably.

[Influencers](#) exist in any community:
professional, social, virtual

→ **Give them good info**

And where to send people who show interest

→ **Approach directly**

Trade product, etc, for their endorsement, testimonial

A hand holding a smartphone against a dark red background. The text is overlaid on the image.

**Find influencers
among
friends/family,
industry mentors,
key consumers.**



Tip

Segment influencers in your e-mail and social marketing and put content in their hands first — then repurpose it across all your outlets.



4. Make a Plan

Start with an annual plan, then review quarterly, then monthly, as staffing allows.

→ **Set goals**

What are reasonable sales or visibility outcomes from each channel?

→ **Keep track of expenses**

Printing, design (including your time), maintenance, ad campaigns, etc

→ **Begin to calculate ROI**

Track outcomes in your plan, relative to expenses, as best you can.



Good luck!

I hope you've found some useful tools or inspiration in this overview.

To download these slides, visit:

www.kristinejepsen.com/sbdc-resources

For more information at free SBDC counseling for your business, visit:

<https://iowasbdc.ecenterdirect.com/signup>

