

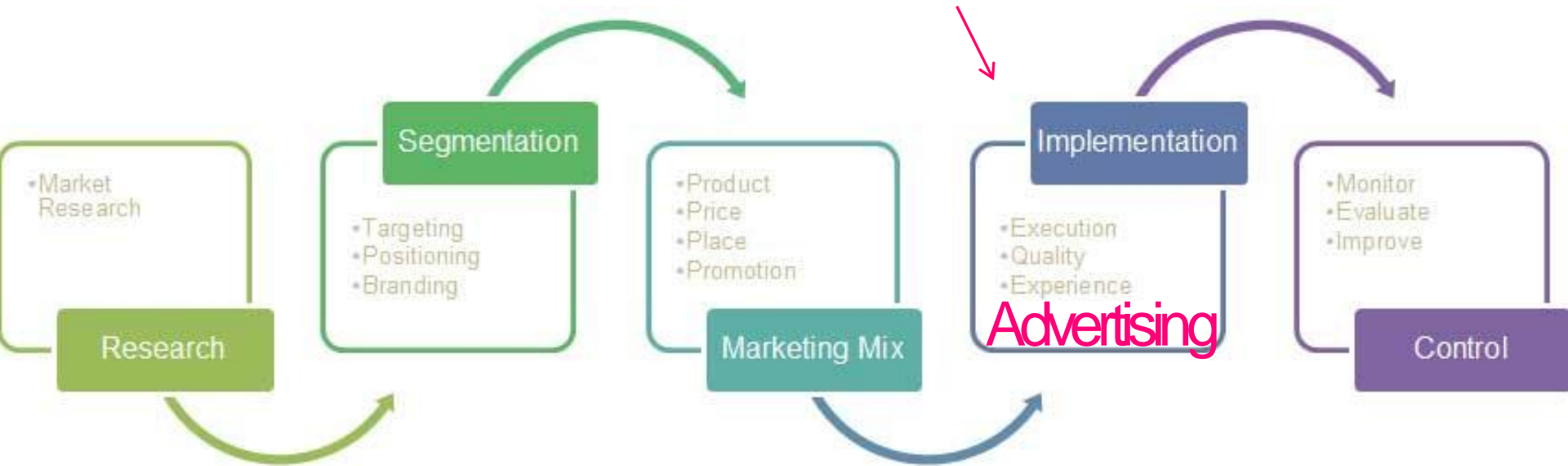
Welcome

to Grassroots Marketing

What is Marketing?

- Marketing is an overarching term for a process
- 5 steps.
- The reason most people get it wrong is that they start at the 4th step.

Most people start here



People buy products that they connect with.

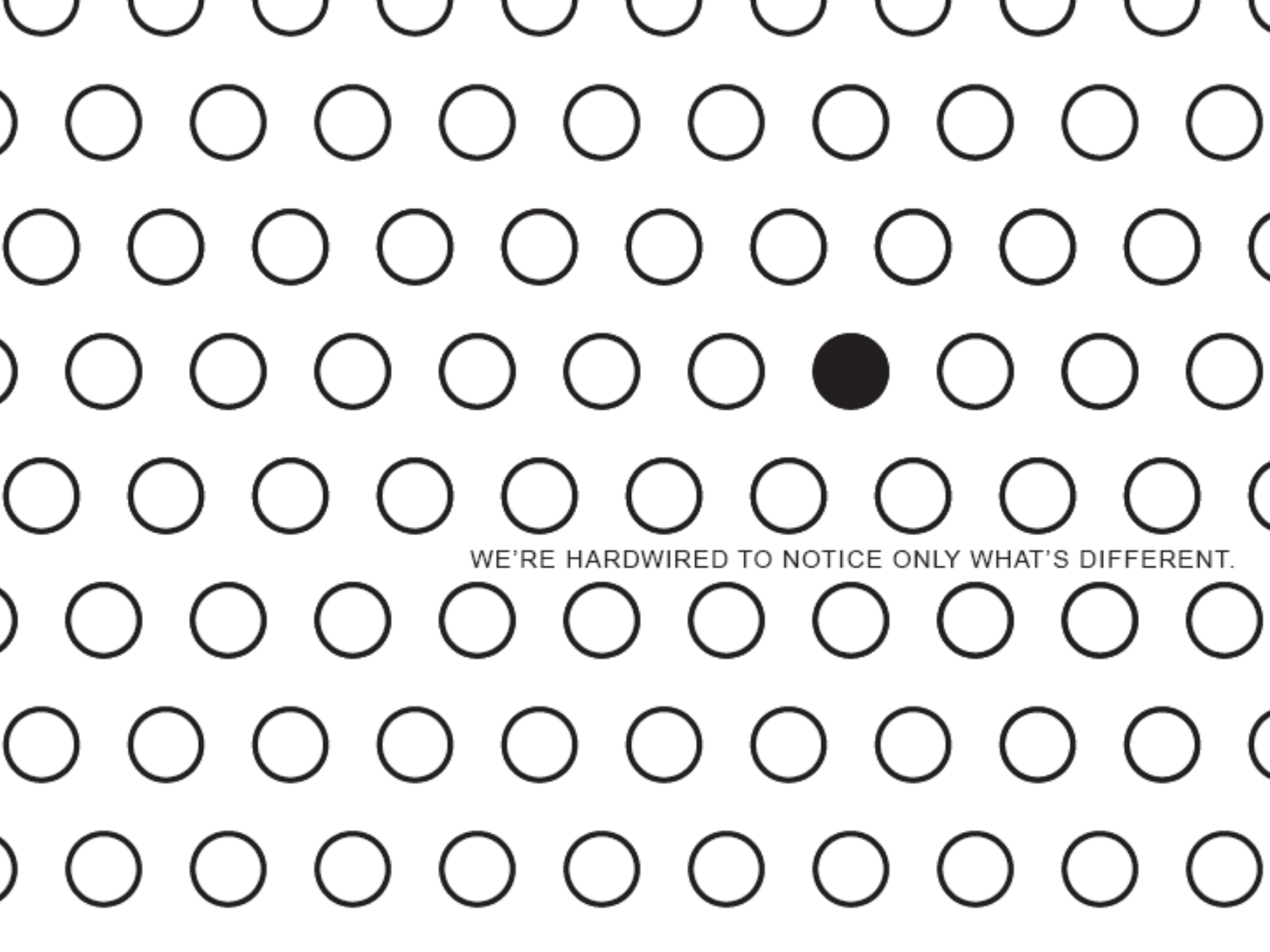




An average person can be exposed to

3000 marketing messages a day.





WE'RE HARDWIRED TO NOTICE ONLY WHAT'S DIFFERENT.

DIFFERENT



STORY

we bought £500 worth of fruit, turned it into smoothies and sold them from a stall at a little music festival in London. We put up a big sign saying 'Do you think we should give up our jobs to make these smoothies?' and put out a bin saying 'YES' and a bin saying 'NO' and asked people to put the empty bottle in the right bin. At the end of the weekend the 'YES' bin was full so we went in the next day and resigned.

DIFFERENT



STORY

<http://www.youtube.com/watch?v=t8dmjoq00Qo>

You should be able to
answer this question:

“Our company is the only _____ that _____”

Then you can start
promoting...

How?

7 TOUCHPOINTS

AWARENESS



INTEREST



DESIRE



ACTION



**3 touchpoints in the
1st month – name
retention increases

**80% of sales are made on the 5th
touchpoint (interbrand, 2007)

It's like leaving breadcrumbs.



Consumers must be exposed to your company
SEVEN times before they will act.

Quick wins

Making sure you have great collateral- brochures, business cards, copy, posters, banners.

Where to start?

www.designcrowd.com www.elance.com www.odesk.com

There are also heaps of great designers in the area. Email me for more information: jessie@necessarygroup.com

Quick wins

Online

A cheap and easy way to promote:

Great emails and newsletters and be put together using this tool:, best of all, its free for most users!

www.mailchimp.com

Whatever you do...



**MAKE SURE ITS RIGHT FOR YOU
and commit!**

To wrap it up..

1. Marketing is creating a relationship between you and your consumers.

To wrap it up..

2. Be Different

Too predictable = No surprise

No surprise = Nothing New

Nothing New = **NO VALUE**

To wrap it up..

3. It takes 7 points of exposure to prompt action

3 touch points in one month and people will start to remember you

80% of sales happen at the 5th
touch-point

Thanks!

Questions?