



# How to reach your market

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[www.cq4smallbiz.com](http://www.cq4smallbiz.com)



## About me



- Over 15 years experience in business to business (B2B) and services marketing
- Qualifications including CIM and MSC from:

- Member of:



The Chartered  
Institute of Marketing



- Marketing roles with:



Accountants &  
business advisers



# CQ 4 Small Biz Clients



**PARKIN LIMITED**



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## Where to start

- Why you?
  - What is your Unique Selling Point (USP)?
- What problem is your product or service going to solve?
  - Where are you really adding value?



# Marketing communication tools



- Advertising and sponsorship
- Marketing materials, including:
  - Brochures, flyers, promotional items, branded clothing
- Public Relations (PR)
- Events, including:
  - exhibitions, trade shows, seminars, corporate hospitality, lunches, networking events
- Digital marketing, including:
  - social media, e-shots, e-commerce
- Direct mail
- Point of Sale material
- Internal marketing, including:
  - presentations, newsletters

## What to put in a marketing communications plan?



- Who are your customers?
- What do they read/watch etc?
- Where are they?
- What is your USP?
- When will you promote it?
- Why are you communicating?
- How are you going to do it?

# What your marketing communications need to do



## Your comms should:

- Gain people's Attention
- Keep their Interest
- Create a Desire
- Call them to Action

## Your customer will then:

- Be aware of your product or service
- Be curious and find out more
- Want the product or service
- Take action, contact you

## Hints and tips



- Focus!
  - Be clear who your audience is, you can't please all the people all the time – particularly as a start up!
- Tell 'em, Tell 'em and Tell 'em again!
  - Dripping tap approach, repeat your message in different ways, they won't take it in first time, keep telling people what you do
- People talk – use it to your advantage
  - Use the power of referral and who you know (network)



## Hints and tips



- **Good product or service sells**
  - Get testimonials asap, then someone else is telling your potential customers how good you are
- **Long term relationship not a one night stand**
  - It's not about a one off sale, it's about building advocates of your product/service so you get repeat business and they spread the word
- **Be consistent and credible**
  - If you can't seem like you are sure about your product or service, how do you expect customers to believe you

Free stuff!

That needs time not money

- Social media
  - your time but that's cheaper than advertising at the start
  - pick what's right for your market
    - Facebook, LinkedIn, Twitter, YouTube, Pinterest, Instagram, Google +,



- Scheduling your social media

[www.hootsuite.com](http://www.hootsuite.com)



- [www.mailchimp.com](http://www.mailchimp.com)



Free stuff!

That needs time not money

- PR
  - What?
  - When?
  - Where?
  - Who?
  - Why?
  - How?
  - Make sure you answer the so what factor!

@CityRegionMag training



*Cadet trainee officers at Brinsworth Academy of Engineering.*

### Oil giant welcomes cadets

Brinsworth Academy of Engineering hosted 11 cadet trainee officers from BP Maritime Services on a two-week engineering course.

Trainees used precision hand fitting skills to produce high quality work in line with standards set by the oil giant.

In addition, torque training was provided to gain skills to meet the requirements of the tightening of fasteners in the industry. The group also covered the correct use of abrasive wheels, learning about the safety standards for a range of portable tools used for grinding - an essential skill used on board ship.

BP Maritime Services, based in Singapore, runs BP's international fleet of oil tankers and liquefied petroleum gas carriers. It employs around 1,000 seafarers worldwide.

The course was supported by BP's Maritime Services general manager Mark Fortnum who flew in from Singapore to check on progress.

Paul Reeves, business development director, at Rotherham-based Brinsworth Academy of Engineering, said: "Working with BP is a major coup. For us to be able to provide crucial training to these trainee officers who will be fulfilling highly skilled engineering roles is a great accolade. "Following the success of this course we are looking forward to building on the content to assist future trainees from BP."

# Free stuff! That needs time not money

- Awards entries
  - free PR
  - added credibility



**EXCELLENCE IN MANUFACTURING**  
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**Winner: Microblade**  
AT Microblade, the general manager drives a 1400cc over a month. It is part of a plan to ensure every job has at least two people with the relevant skills. The aim is to have consultants in production if they come up in the last three years. 42 of the 57 employees have been through NVQs. It is this commitment to training and skills that has helped the industrial life cycle company grow business in China, Russia, Vietnam and Malaysia as well as in its largest market, the US. This is the case. The argument for quality over price is always a challenge, but even the Chinese were amazed after Microblade products saved money through reduced downtime, the company says.

**JUDGES' VERDICT**  
Excellence in manufacturing is about innovation in its widest sense – and that includes customer satisfaction, production efficiency and workforce skills and engagement – not to mention keeping a close eye on the market and reacting accordingly. All these are cutting edge qualities which Microblade demonstrates.

**HIGHLY COMMENDED: Nathan**  
Nathan is always going to be a highly specialised job – how many companies make products that can fit multiple rail-cars at once, via a single cable? Just one solution. This goes on to increase the capacity of its Microblat system to cater for larger trains, while using new technology to reduce power consumption by half. Its Hi-rack system, the largest in the UK, will be used to service the new 11-car Pendolino trains being introduced on the London to Glasgow service. Such prestigious and ground-breaking work helped open new markets in Taiwan, New Zealand and Belgium in 2011. The firm will form part of a UK delegation at the InnoTrans exhibition in Germany – a transport sector trade fair – this year, as it did in 2008, 2009, 2010.

**HIGHLY COMMENDED: Nathan**  
Precision, one-piece action is the holy grail of the printing industry. Precision is a huge bonus. Nathan boasts say one of their Adu 4 machines from the 1970s is still producing quality work at a client's business. With the machines set to be around long term, modular for sections that can be upgraded separately help ensure companies buy into the Nathan model, because they can afford it. A spokesman said: "Nathan is proud of its long and studied history, with year-on-year growth thanks to its strong supporting division and wide distributor network. "We believe that this international success is down not only to our commitment to our clients and providing an excellent product, but more so to our determination to stay 'Made in Sheffield'."

**...to preserve the environments we work in.**  
amey  
Our approach is to make tomorrow a better place through a concerted effort to protect natural resources, use products and materials that are environmentally benign, and waste, and by to help tackle the effects of climate change.  
That's why we're proud sponsors of the Sheffield Stars Business Environment Award 2012.  
To find out more please call our website [www.amey.co.uk](http://www.amey.co.uk)

Free stuff!

That needs time not money

- Networking – go tell people what you do, your passion and enthusiasm will sell!



social

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The Business - June 2014

## Entrepreneurs' event, Sheffield

It was an exclusive, invitation-only event for business leaders that promised to go 'inside the mind of three entrepreneurs'.

Business club Connect Gazelles organised an event in Sheffield that featured Richard Doyle, founder of IT company Esteem Systems, Go Outdoors founder John Graham and OSL Group founder David Grey MBE. Pictures by Steve Taylor



From left: David Grey, John Graham and Richard Doyle, with Connect Gazelles' Nick Butler.



Richard Doyle (right) with Andrew Vernon.



Kate Betts (left) and Jackie Cook.



From left, Kirsty Walker, Nick Butler, Michael Hockett and Simon Wadsworth.



## How to be successful at marketing...



- Understand your market/sector
- Set clear targets and budgets
- Be clear about the profile of your target market
- Decide on the brand and USP you want to promote
- Produce a marketing plan
- Decide how you will measure your performance – increased sales, direct responses, editorial coverage in press etc...
- Monitor and evaluate the results of your plans
- Learn and adapt for future campaigns

## Contact Us



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