

Dare to
succeed
where
others fail

S  **ns**
& secrets
of taking your product to market



JYMC

Janette Young media and communications

Putting your organisation first

www.janetteyoung.com

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JYMC Principal Janette Young has more than 30 years' experience in strategic communications. She is a journalist and PR professional, strategist, trainer, member of the National Speakers Association of Australia and on the panel of the Queensland Government's Mentoring for Growth program. Janette works across business, the community and government to "put your organisation first".



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TABLE OF CONTENTS:

What is product?	4
7 deadly sins of marketing	8
The power of planning	11
7 secrets of P R O D U C T	13

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CHAPTER 1:

What is product?



Simply, product is anything on which your organisation is built.



It can take the form of:

- ✓ Manufactured goods
- ✓ Skills training
- ✓ Delivery of services
- ✓ Community enterprises





**Your product is
what you are**



Ask any manager what they do - whether in a multinational or small business - and you should get a short, succinct answer.

Success in business means knowing:

- **Who you are**
- **What you do**
- **Why you do it**

So, who are you? Or more precisely, **WHAT** are you and **WHY** are you in business?



Sound simple? It is ...



CHAPTER 2:

7 **deadly** sins of marketing

In marketing, everything is about

ROI

Return on Investment means exactly that.

Everything you do should build your product and, through that, your turnover. It needs to be managed, measured and reviewed.



ALL marketing – internal and external – MUST align with your strategic business goals and objectives.

Business Strategy

Medium to long-term business planning that determines your goals and objectives in line with your Vision, Mission and Goals and Values.

Communications & Engagement Strategic Plan

A medium to long-term strategic plan that aligns communications and engagement activities directly to the key milestones and core objectives of your Business Strategy.



7 **deadly** sins of marketing:

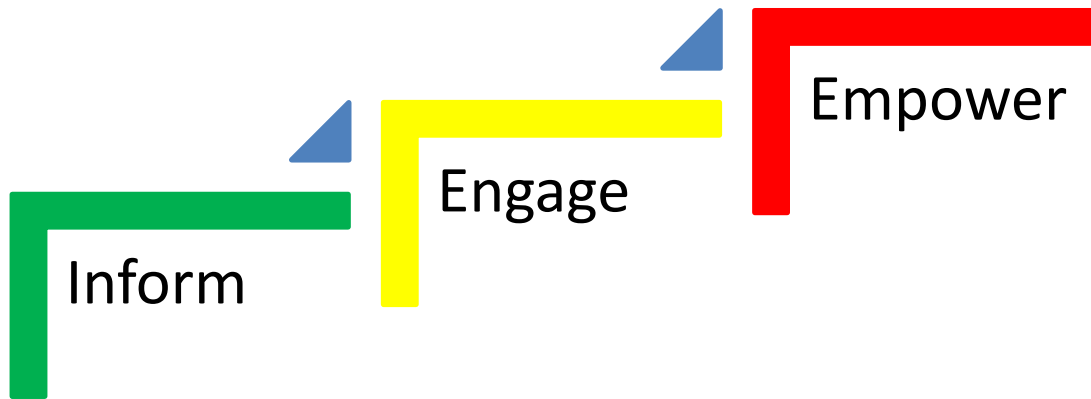
- Not knowing your audience.
- Scattergunning to be “all things to all people”.
- Being irregular and irrelevant.
- Switching and changing until your audience is confused.
- Failing to face up to your competition.
- Avoiding direct contact with your clients and prospects – even your own people.
- Not being the best you can.



CHAPTER 3:

The power of planning

A successful marketing campaign must:



Inform – deliver useful information that is relevant to the audience.

Engage – create a proactive environment in which the audience is active and responsive.

Empower – enable the audience to deliver your message, build it into its own model and become an ambassador for your product.



It **MUST** align with your strategic business goals and objectives

Where are you going? What will you look like when you get there?

It **MUST** provide a clear

ROI



CHAPTER 4:

7 secrets of P R O D U C T

A sound marketing campaign relies on
PRODUCT:

P Profiling

R Recognition

O Organisation

D Direct marketing

U Underpinning

C Continual improvement

T Talking it up



P is for PROFILING

Your product is destined for an audience.

You need to know:

- Who are you?
- Where do you live / work / play?
- What matters to you?
- How can I add value to your work or home life?
- Where do you go for goods, services or information?
- To whom do you listen?

What is the “why” that will make you buy?



R is for **RECOGNITION**

You are not alone. You must recognise and respond to your competition. You may even learn from them!

Do this by:

1. Establishing your own organisation's baseline.
2. Benchmark against similar operations – where are you in comparison? What are they doing right and wrong?
3. Undertake a gap analysis against where you are now and where you need to be.

Buyers can only spend a \$ once. Why choose you?



O is for ORGANISATION

This comes back to planning. Every marketing action must have a place within your Communications & Engagement Strategic Plan.

- What audience?
- What channel?
- What message?
- Timing?
- Who is going to deliver / manage it?
- Feedback?
- How do we measure and review?

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**You can't manage what you
don't measure. You can't
control what you don't plan.**



D is for DIRECT MARKETING

Layering of communications across a range of channels is essential for any successful marketing campaign. But direct marketing is an essential part of any plan.

It can take the form of:

- Letters.
- Emails.
- Phone calls.
- Presentations.
- Networking.
- Trade stalls.

Use language your client or prospect understands.



U is for **UNDERPINNING**

Every piece of marketing, internal or external, must be underpinned by something fundamental – DELIVERY.

If you are not ready to go to market with your product, DON'T GO.

Once you *are* ready, create multiple layers of communications around your product.

Be visible, accessible and most of all, deliver exactly what you promise.

Your product must do “what it says on the box”. Put customer satisfaction first.



C is for CONTINUAL IMPROVEMENT

Two-way communications are essential and, in today's world of communications, increasingly easy.

Build feedback mechanisms into every piece of marketing and actively seek engagement with your customer base. Once you have that feedback, **USE IT.**

Review client responses and look for:

- Areas of improvement.
- Areas of opportunity.

Listen – and learn.



T is for **TALKING IT UP**

It's amazing how shy organisations are about talking themselves up, and even more incredible that they do not use the word-of-mouth marketing resources at hand.

So talk up your product to:

- Clients.
- Prospects.
- Staff and contractors.

Importantly, give them tools to talk you up to their contacts and the community in general.

Turn your employees and clients into ambassadors.



Strategic communications drive you to new successes.

They enhance your reputation, bring clients to
your door and get your people behind you.

Are you missing out?

With 30 years as a leader in the industry, we
can help you achieve excellence in
communications and marketing.

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JYMC clients say:

*"I have never before come across a communications
professional like Janette Young."* – Ergon Energy

*"Janette is a vital resource for any business. She
makes sure you get things right the first time."*

– T M Rutherford



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