

BUSINESS

AS USUAL

IN THE NEW
NORMAL

A series of workshops designed to support Iowa small businesses.

AMERICA'S
SBDC
IOWA

IOWA STATE UNIVERSITY
Extension and Outreach

Marketing Bootcamp – Multi Channel Marketing

<http://iowawesternsbdc.com/isu-extension>

Multi Channel Marketing

Using a multiple channel approach to engage and talk to buyers in a personalized way

By Knowing...

- Who they are
- How they act

And by being

- Where they are over time





Step 1: Know Your Customer(s)

Create personas for 2 to 5 of your ideal customers

Buyer personas are fictional, generalized representations of your ideal customers

- Help you understand your customers (and prospective customers) and the problem they need solved
- Help determine content to create and where to put it
- Help determine tone, style and delivery
- Help tailor content to the specific needs, behaviors, and concerns of different groups.



PERSONA NAME:

1

Sample Sally

SECTION 1: WHO?

BACKGROUND

Job? Career path? Family?

2

- Head of Human Resources
- Worked at the same company for 10 years; worked her way up from HR Associate
- Married with 2 children (10 and 8)

DEMOGRAPHICS

Male or female? Age? Income? Location?

3

- Skews female
- Age 30-45
- Dual HH Income: \$140,000
- Suburban

IDENTIFIERS

Demeanor? Communication preferences?

4

- Calm demeanor
- Probably has an assistant screening calls
- Asks to receive collateral mailed/printed



PERSONA NAME:

Sample Sally

SECTION 2: WHAT?

GOALS

Primary goal? Secondary goal?

5

- Keep employees happy and turnover low
- Support legal and finance teams

CHALLENGES

Primary challenge? Secondary challenge?

6

- Getting everything done with a small staff
- Rolling out changes to the entire company

WHAT CAN WE DO

... to help our persona achieve their goals?
... to help our persona overcome their challenges?

7

- Make it easy to manage all employee data in one place
- Integrate with legal and finance teams' systems



PERSONA NAME:

Sample Sally

SECTION 3: WHY?

REAL QUOTES

About goals, challenges, etc.

8

- “It’s been difficult getting company-wide adoption of new technologies in the past.”
- “I don’t have time to train new employees on a million different databases and platforms.”
- “I’ve had to deal with so many painful integrations with other departments’ databases and software.”

COMMON OBJECTIONS

Why wouldn’t they buy your product/service?

9

- I’m worried I’ll lose data transitioning to a new system.
- I don’t want to have to train the entire company on how to use a new system.



PERSONA NAME:

Sample Sally

SECTION 4: HOW?

MARKETING MESSAGING

How should you describe your solution
to your persona?

10

- Integrated HR Database Management

ELEVATOR PITCH

Sell your persona on your solution!

11

- We give you an intuitive database that integrates with your existing software and platforms, and lifetime training to help new employees get up to speed quickly.



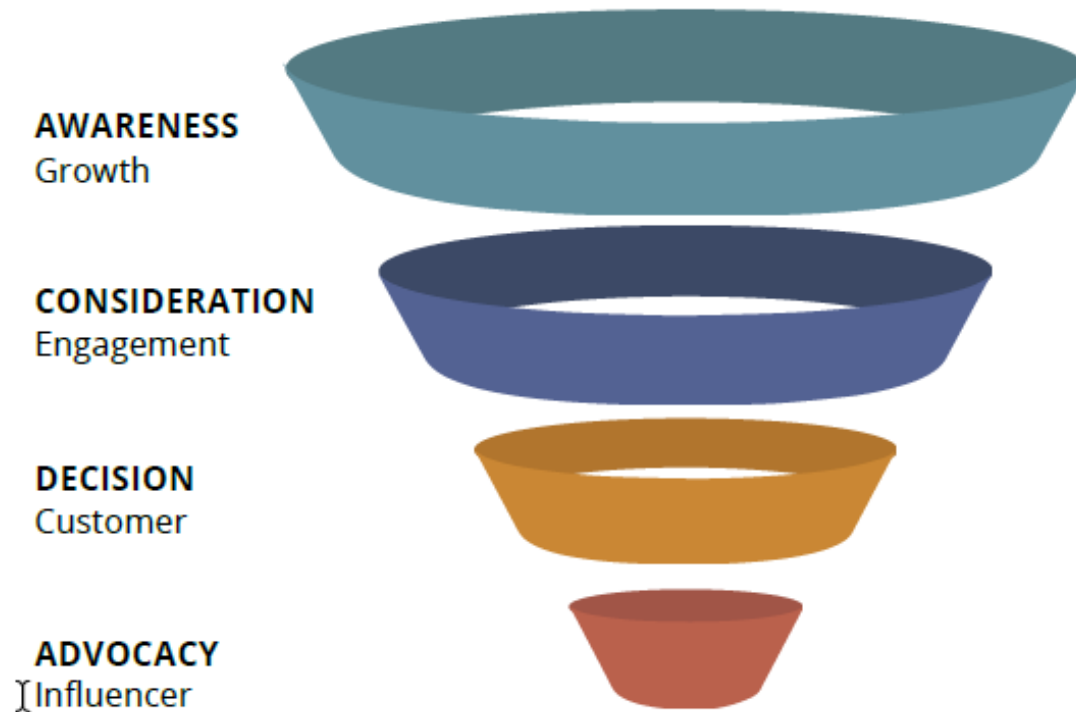
How To Create Personas

- Interview or survey customers, prospects, vendors, and internal employees
- Get feedback from customers regarding experience
- Use website forms using important persona information
- Pay attention to employees' feedback on who they interact with most
- Use SEO/Google analytics data
- Tap into conversations on social media



Step 2. Understanding the Buyer's Journey

The buyer journey is the process people go through to gain awareness, evaluate, and purchase a product or service.



Each piece of content you publish might reach your prospects in a different stage of the customer journey, and each piece should help your customers advance to the next step (or even skip a step) as they move closer to a purchase decision.



AWARENESS

Grow your audience by creating
interest around your products and
services.

Your Customer is....

- Seeking information to answer questions
- Resolving a pain point or problem
- Googling
- Asking for recommendations



You Should

- Answer questions your customers ask
- Provide solutions, ideas, purpose

With....

- Website content
- Educational blog posts
- E-guides/White papers
- Neutral content/no hard sales pitches



CONTENT IS KING



Consideration

Now that the prospect has found
you, you want them to engage with
your company

CHAT BOT

Your Customer is....

- Evaluating different ways to solve their problem
- Deciding what is the best fit
- Comparing competitors
- Comparing different solutions
- Looking at pricing



You Should

- Engage customers
- Encourage action
- Provide critical, informative information
- Emphasize key benefits
- Compare other solutions

With....

- Website content
- Forms, Contact options
- Chat Bots
- Comparison guides
- Pricing options





Decision

Customer has decided on a solution category and it is time to make them feel comfortable making a decision

Your Customer is

- Researching documentation
- Looking at reviews
- Evaluating value/pricing
- Looking at ease of use



You Should

- Build confidence
- Create urgency
- Inform on pricing
- Deliver benefits
- Present competitive advantage
- Guide through purchase and use

With....

- Price options
- Promotions
- Incentives
- Reviews
- Competitive comparisons
- Product guides/Use guides



A grayscale photograph of two women. The woman on the left is in profile, wearing a dark dress with white polka dots, and is whispering into the ear of the woman on the right. The woman on the right is facing forward, wearing a light-colored dress with large dark polka dots and large ornate earrings, and has a surprised expression. The background consists of horizontal stripes.

Advocacy/Retention

You have a buyer! What will it take
to get them to keep coming back
and better yet... tell all of their
friends about you?

Your Customer

- Needs to love your product
- Needs a simple process
- Wants a good experience
- Needs reason to share
- Needs reason to return



You Should

- Thank them
- Confirm they made the right decision
- Continue with customer service
- Give them a reason to share

With....

- Follow up with email, texts or calls
- Ask for reviews
- Create referral program
- Provide user guides
- Create Facebook Group for customers





Step 3. Identify Message

Using research from personas and connecting them to the proper buyers stage create the message



Best Practices

1. Get to the point
2. Take Customers Viewpoint
3. Use non-technical language
4. Keep them informal
5. Make them smile



Step 4. Select Channel Mix

Create a multi-channel plan for each persona according to their buying process



Traditional Channels

Mass Audience Approach, hard to track and sometimes expensive.

- Television
- Radio
- Print
- Paid Ads/Digital

Best Practices

- Use for awareness stage
- Try to direct to target audience



Digital Channels

Digital channels are easy to track target and measure.

- Websites
- Google Local
- Blogs
- Social Media
- Email
- Mobile
- Mobile Apps
- Paid Search/Ads
- Retargeting

Best Practices

- Use for all stages
- Create content tied to persona and stage



Promotions/Other

- Promotions
- Sales
- Events
- Customer Appreciation
- In store events
- Exhibits

Stages	Awarenes	Consideration	Decision	Advocacy
Goals/Message				
Activity				
	Paid Ads, Targeting, Retargeting	Email Automation	Competitor Comparison	emails
	Mass Media -	Live Interactions, Chat Bots, Forms	Case Studies	Referrals
	Educational Content/Blogs, Whitepapers, Ebooks	Webinar, Video, Podcast	Free trial	Events
	SEO	Comparisons	Product Literature	
	Local Search	Pricing	Live Demo	

Customer Journey Map Template

Create a multi-channel plan for each persona according to their buying process

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
Updated:																		
	Q1 2018:														Q2 2018:			
	1/1	1/8	1/15	1/22	1/29	2/5	2/12	2/19	2/26	3/5	3/12	3/19	3/26	4/2	4/9	4/16	4/23	
Promos											Launch Landing Page							
Email							Build automated emails			Thank you for signing up						Pre Launch		
Social Media							Target competitors w/ ads				Custom gift codes on socials			Pre Launch Survey				
Events		Cooking Workshops									Cooking Workshops						Farmers Market	
Local			Partner w/ Tampa local influencers								Partner w/ Orlando local influence							
PR														Send products to journalists				
Blog			Build educational content for keyword terms											Survey		Farmers Market		
PPC			Research competitors								Ads for Landing Page							
Affiliates			Research competitors loyalty program								Launch loyalty program					Send free products		
Direct Mail																		
Influencers											Launch Food Influencer Campaign							

Contact the SBDC

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Course materials and upcoming webinars

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