

# Marketing

## Traditional Techniques & New Social Media Strategies

*November 15, 2011  
“What’s Next?” Workshop*

# Marketing is...

- Marketing is used to determine what products or services may be of interest to potential customers.
- Marketing is an integrated process for building strong relationships *with* customers and creating value *for* customers.
- Marketing is used to:
  - Identify customers
  - Satisfy customers
  - Retain customers
- Marketing is a creative science.
- Marketing is a critical element of success.

# Know Where You Are Going

## Maryland's Minority Business Enterprise Program

### FY 2009

- ✓ MBEs were awarded **\$1.6 billion** in State procurement contracts
- ✓ Maryland achieved **22% MBE participation** across all State procurement agencies

### FY 2010

- ✓ MBEs were awarded **\$1.4 billion** in State procurement contracts
- ✓ Maryland achieved **23.2% MBE participation** across all State procurement agencies



# Connect to the Right Resources

- Register on **eMaryland Marketplace** – the State’s Internet-based procurement system.
  - [www.eMarylandMarketplace.com](http://www.eMarylandMarketplace.com)
- Register with the **Small Business Reserve Program** – the State’s online, self-certification program for small businesses.
  - [www.dgs.maryland.gov](http://www.dgs.maryland.gov)
- Manage your profile.



# Know Your Customers

**WHO** is buying what you sell?

**WHAT** is their purchasing process?

**WHEN** do they buy?

**WHERE** do you fit in?



# Marketing Basics

- ▣ **Come to the table with solutions.**

*What problem does the customer have that you can solve?*

- ▣ **Define your unique selling proposition.**

*What makes you different from your competition?*

- ▣ **Update your “story” regularly.**

*Refresh your website and printed materials at least twice a year.*

# Marketing Basics



- ▣ **Attend pre-bid meetings.**
- ▣ **Actively participate in professional associations.**
- ▣ **Attend procurement fairs and matchmaking events.**
- ▣ **Take your Capability Statement everywhere you go.**
- ▣ **Invest in yourself.**

# Marketing Basics

- ▣ **Have a plan.**
- ▣ **Do your homework.**
- ▣ **Be patient.**
- ▣ **If you don't get the work, ask why.**
- ▣ **When you get the work – exceed expectations.**

**START TODAY**

# Social Media



# Why Social Media

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- Access to more leads and customers
- Strengthens network
- Increases brand visibility
- Establishes customer trust and confidence

# How to get Started

- Create a profile with a consistent brand experience
- Ask current clients/customers to connect with you
- Offer exclusive discounts and coupons
- Invest in Targeted Advertising
- Share links to valuable content, industry tips and advice
- Engage in groups, communities and chats
- Search and connect with prospects

# Social Media Tips

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- It's not about you, its about them.
- One size does not fit all.
- Invest, invest, invest!
- Be patient.
- Be creative, but consistent.

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