



**European Union**

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**CLIENT MARKETING**

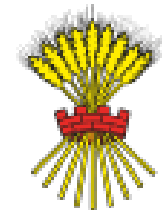
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# Reopening High Street Safely



**HM Government**

RYEDALE  
DISTRICT  
COUNCIL



From the time you wake up..

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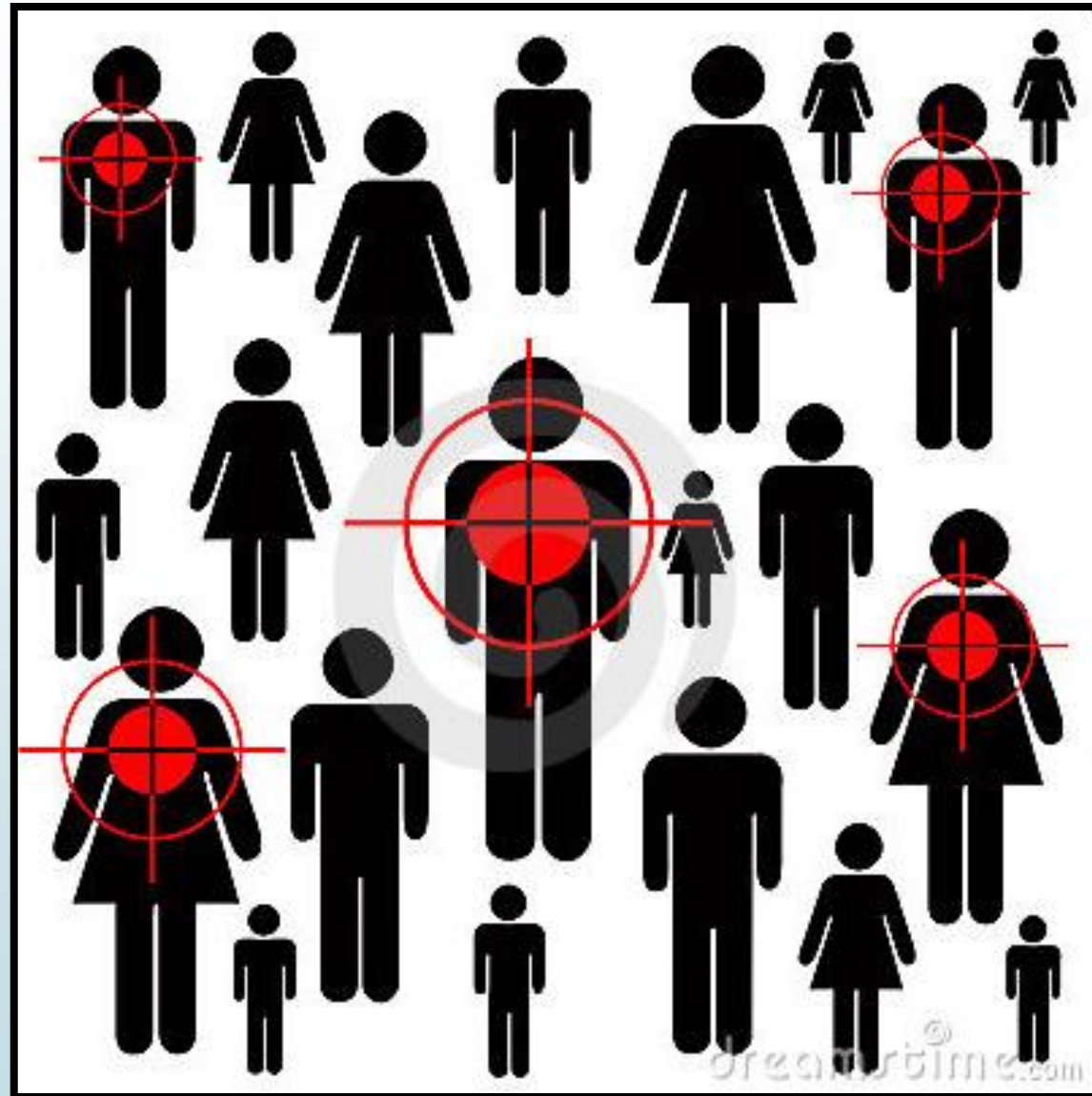


The average person in a city is exposed to over ? advertising messages a day...!!”



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# Heidi Cohen

actionable marketing guide

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## 72 Marketing Definitions

Posted on March 29, 2011 by Heidi Cohen in [Actionable Marketing 101](#), [Marketing Resources](#) | [Leave a comment](#)

### What is Marketing?



**Marketing** comes in a wide variety of flavors based on audience, media platform and business in today's evolving and dynamic marketplace. (BTW—Here are 13 states of marketing and [hot marketing tips](#) to use them.)

Therefore, it's no surprise that marketers define what they do differently.

Inspired by the [31 PR Definitions](#), here's a roundup of 72

Articles Feed

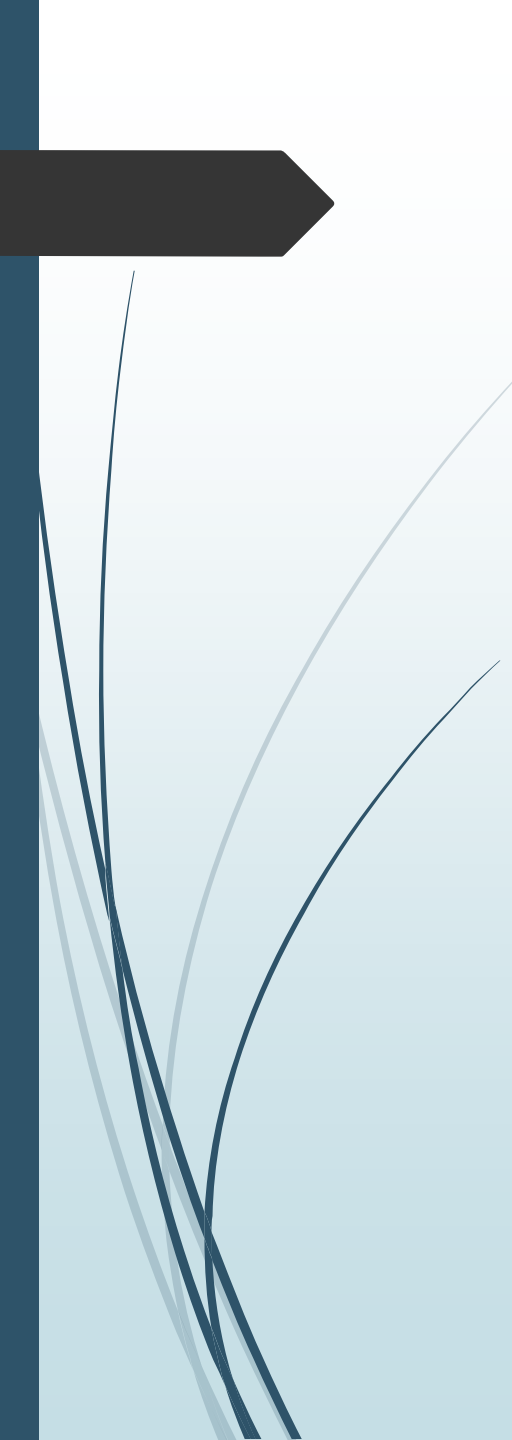
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Actionable Marketing Guide Newsletter

Name:





The right product  
In the right place  
At the right time  
At the right price



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# Marketing v Sales

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## Marketing

**Everything that you do to reach and persuade prospects.**

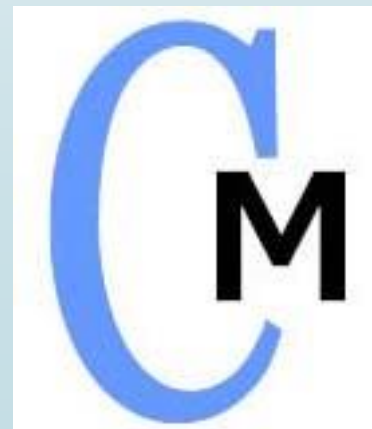
## Sales

**Everything that you do to close the sale or a contract/agreement.**



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# Examples

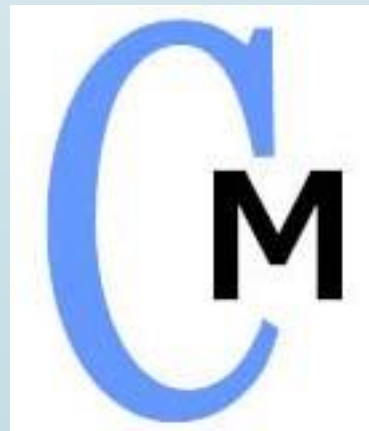


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**“Do what you do so well that they will want to see it again and bring their friends.”**



## Statistics

- ▶ Only **4%** of dissatisfied customers complain.
- ▶ **96%** leave without any communication to the business
- ▶ Of the **96%** who leave, **91%** will never return
- ▶ Typical dissatisfied customer will tell **8 to 10** people



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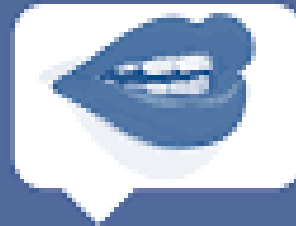




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**SOCIAL**



**PROOF**



## 3 Ways

- More to existing customers
- More clients
- More often



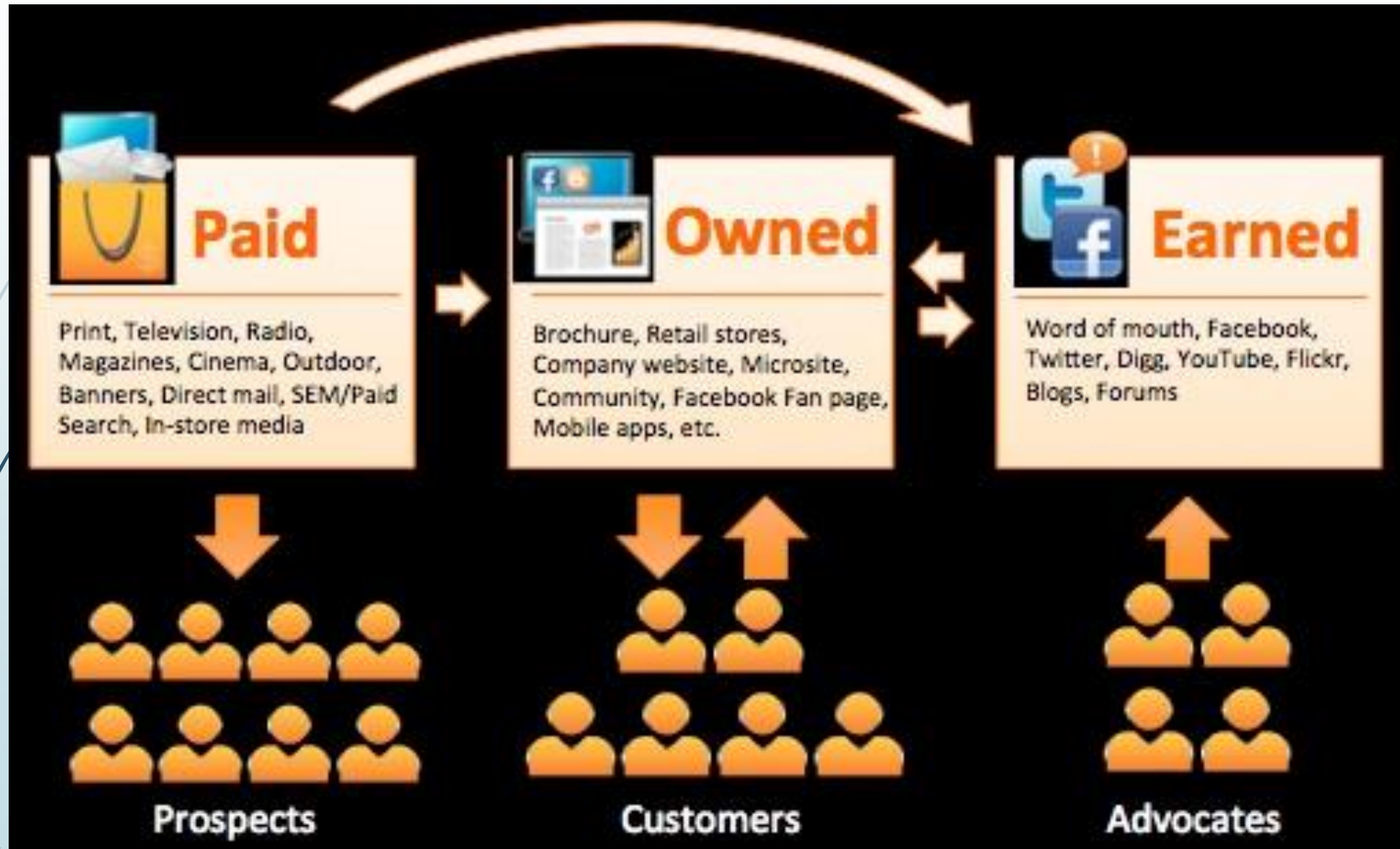
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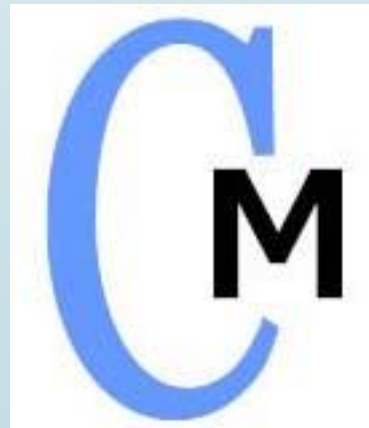
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# Marketing Plan

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Setting goals and making a to-do list.

Like **planning a party.**







The title "Marketing Plan" is written in a large, blue, sans-serif font. To the left of the text is a dark grey arrow pointing to the right, and several thin, curved lines in shades of blue and grey sweep across the page from the left edge.

- Target Audience
- Positioning Statement ( Elevator Pitch / Strapline)
- Value Proposition
- Price
- Place
- Sales
- Service
- Promotion
- **Competition**



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