



# Marketing, Publicity, and the Press

Prior reading: Highstein Chapter 5



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# Marketing Defined

- What is Marketing?
  - Creating and delivering materials based on a strategy that is designed to influence and persuade the buyer to purchase your product or service
- Before you can market to your customers, you **MUST** know:
  - Your target market
    - How big is it and can you get into it? Is there room for you?
    - What are the trends? (popularity, financial, growth, etc.)
  - You!
    - What is it you really do and provide?
    - What sets you apart from your competitors?
  - Your customer
    - Demographics (age, sex, income, location, etc.)
    - Their purchasing patterns and influences (motivators, frequency. etc.)
  - Your competitors
    - What do they offer and how much do they charge?
    - How much of the market do they "own"?



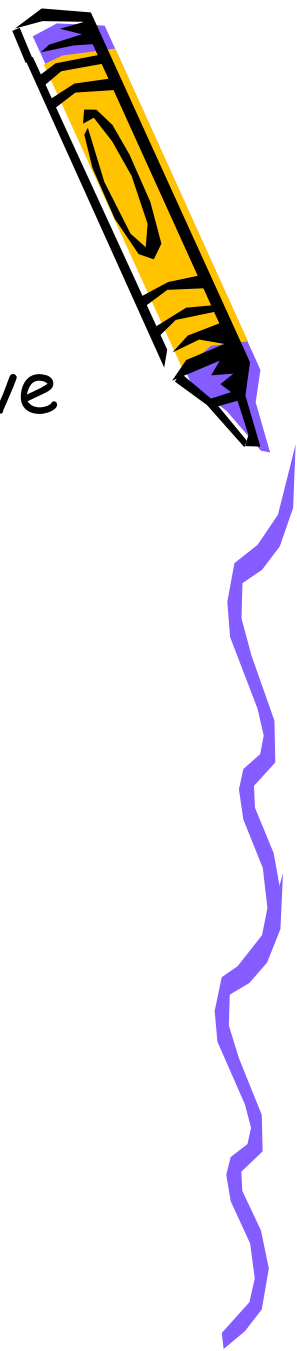
# Marketing Plan

- What is a Marketing Plan?
  - A marketing roadmap (literally a plan!)
- What does it involve?
  - Assembling and organizing information centered around your marketing goals
  - This eventually becomes a step by step plan
- How do I get started building a plan?
  - Step 1- gather background information
  - Step 2- formulate ideas and strategies
    - What do you want your marketing to accomplish?
  - Step 4- evaluate their success
  - Step 3- create materials



# Plan Considerations

- Think from your customer's perspective
  - To what media do they respond?
  - Of that media, what is available?
    - Can you afford it?
  - What results do you expect?
    - Is it quantifiable?
      - i.e. how many more attendees will this create?
  - What is the content you want to deliver?
    - How will you create the materials?



# Marketing Materials

- Don't force your customer think too much
  - Clearly tell them what they NEED to know
  - Make pertinent information easy to find
- Fit your materials to the target group
  - i.e. don't make a poster for a children's concert that uses long words and discombobulated themes...
- Don't smother the user with content
  - Simple, clear, and powerful
  - Have clearly defined goals as to what you want to convey
  - Everything presented is complimentary toward those goals
- Assuming what your customer already knows is dangerous
  - i.e. if you are marketing towards the general public, do they know what a piano trio is? What if they don't?
- Feedback from members of your target customer group is important!



# Branding



- What is branding?
  - Creating a label or image directly associated with you, your product or company
  - Customers recognize and remember you easier
    - Adds consistency to all your advertising materials
    - Helps differentiate you from your competitors
  - Can include creating a logo, a slogan, or just setting an image with which you are associated



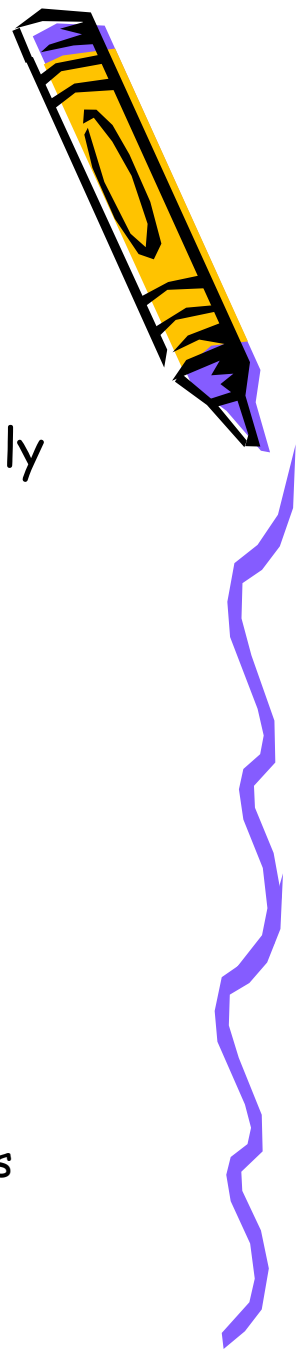
# Advertising

- A primary part of a marketing plan
- Proper placement and content are key
  - Advertising is very influential, but there is no direct correlation between spending more and getting more
  - Don't wait to advertise when you need it, by then it is usually too late! Advertising when things are good, helps keep it good.
- Press releases
  - Free!
  - Develop a relationship with the newsroom and critic!
- Use cable access and community stations
- "Word-of Mouth" advertising is very powerful
  - An outcome of a good image and product



# Partnering

- What is partnering?
  - Pair up in some areas with another entity to mutually benefit both partners
    - share advertising expenses
      - » i.e. two local groups take out an ad with both in it
  - You can reach customers to which you might not otherwise have access
  - Helps to associate yourself with more visible organizations
    - i.e. a concert for Mother's Against Drunk Driving
      - » Could lead to a full sponsorship
- Be careful with whom you associate!
  - Analyze the association from both your AND the customers viewpoint to make sure it will be perceived positively
  - Don't weaken your brand by becoming subdominant



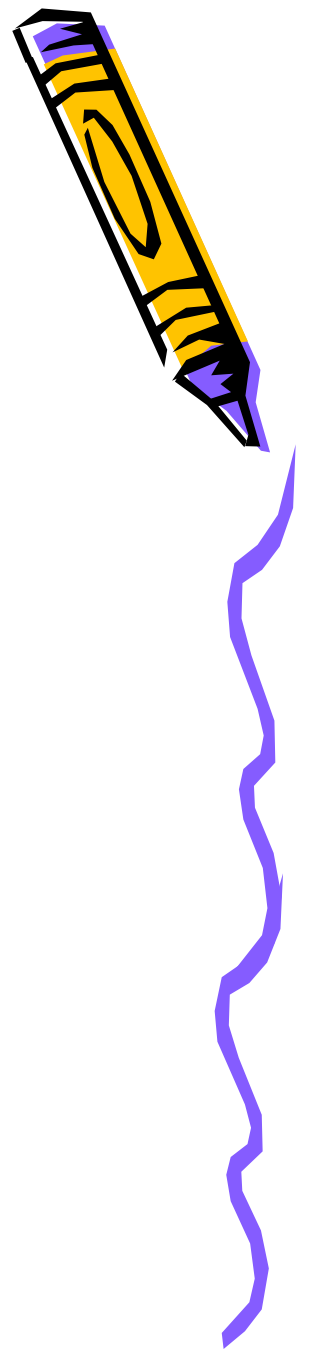
# Elevator Speech



- A quick speech to quickly describe who you are and what you do
  - Deliver in 30 seconds or less
  - Useful when you don't know how long you have to tell a person about you
- Great starter for impromptu conversations and self-marketing
- Incorporate your own uniqueness to capture the interest of the listener



# Final thought..



The old adage

"no news, is good news"

is NOT true in marketing

Keep people talking about you!

