


Bootstrap Marketing



- ▶ **Name**
- ▶ **Place of work**
- ▶ **What is your best low cost marketing strategy?**

Agenda

- ▶ Identifying new and finding out more about your present customers – Market Research
 - ▶ Why do People Buy Things?
 - ▶ Advertising and Promotion Mix
 - ▶ Constant Contact/Survey Monkey
 - ▶ Taking Care of the Client
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Sources of Data

▶ Primary

- Company records
- Survey Monkey Online Surveys
www.surveymonkey.com
- Mail/Telephone Surveys

▶ Secondary

- Census Bureau Information www.census.gov
 - Lexis Nexis www.lexisnexis.com
 - www.Google.com Search
 - Published University Studies
 - Trade Association Studies
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Why Do People Buy Things?

- ▶ Identify the consumer behavior of your target market (Millionaire Next Door)
- ▶ Case Study – Bike Shop
 - Exerciser, transportation, recreational, competitive, youth


Changing the 4 P's



Product - Different mix?
Enhance or cheapen?
Complimentary product
(exercise equipment)

Remember External Forces –
economic, technical, political,
cultural

The Truth – Persistence

- ▶ 80% of all sales are made after the fifth call
 - ▶ 48% of all salespeople call 1x and quit
 - ▶ 25% of all salespeople call 2xs and quit
 - ▶ 17% of all salespeople call 3xs and quit
 - ▶ 10% of all salespeople keep calling
 - ▶ 80% of all sales are made by 10% of all salespeople
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www.constantcontact.com

Email Blast

List management

Reporting

Surveying Capabilities

Using Other Internet Tools



- ▶ Web 2.0 Facebook
www.callenfilms.com
- ▶ Viral marketing
(blogs and groups)
- ▶ U-tube Videos