

## SIMPLE STEPS TO MARKETING SUCCESS

WritersLINK (27 March 2010)  
Facilitated by Kim Goldsmith  
Ochre Communications



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### Your trainer

Kim Goldsmith

- Ex-ABC Rural Reporter and rural print journalist
- 22 years experience in media & marketing communications – 14 as a consultant/trainer
- Part-time communications teacher at TAFE Western, Dubbo
- Exhibiting visual artist since 2003



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### Workshop overview (1.5 hours)



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## WHAT: ...is marketing?



MARKETING IS EVERYTHING YOU DO

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## Communications: the process



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## WHAT: Marketing plan



RESEARCH. ACTION. COMMUNICATION. EVALUATION.  
Specific. Measurable. Achievable. Realistic. Timely.



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## WHAT: Market research

RESEARCH. ACTION. COMMUNICATION. EVALUATION.



1. Start with the information you do have
2. Look for gaps in your existing information
3. Determine what information you need to move forward
4. Research existing information
5. Design methods for gathering your own
6. Evaluate the information
7. Act on it

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## WHO: The generations



Description	Born	Age	Pop'n (mill)	(% of Pop'n)
Builders	Before 1946	61+	3.5m	17%
Boomers	1946-1964	42 - 60	5.3m	26%
Generation X	1965-1979	27 - 41	4.4m	21.5%
<b>Generation Y</b>	<b>1980-1994</b>	<b>12 - 26</b>	<b>4.2m</b>	<b>20.5%</b>
Generation Z	1995 - 2009	Under 12	3.1m	15%

Gen Alpha 2010 - 2025

ABS Population Pyramid 2006 & McCrindle Research Study 2006

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## WHO: Basic segments



- Geographics
- Demographics
- Benefits specific to a segment
- Value segmentation
- Business segmentation

MEASURABLE. IDENTIFIABLE. ACCESSIBLE. SUBSTANTIAL.

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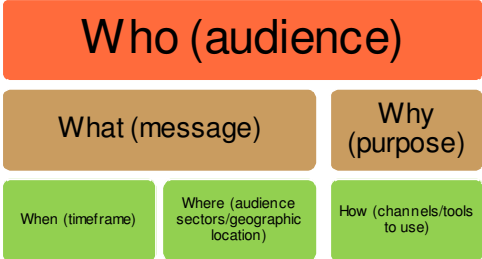
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**HOW: Media planning**  
RESEARCH. ACTION. COMMUNICATION. EVALUATION.



**Who (audience)**

**What (message)**

**Why (purpose)**

**When (timeframe)**

**Where (audience sectors/geographic location)**

**How (channels/tools to use)**

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**Keep it simple**



KEEP OUT THE \*\*\*\*\* CATS

Bew are of the tone!

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**HOW: Professional media releases**

The media releases that work are NEWSWORTHY:

- Inherent appeal
- Topical & timely
- Have proximity
- Prominent issue/person
- Have impact/magnitude
- Deal with conflict
- Element of oddity

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### HOW: The mix – use as appropriate



- Get published(!)
- Public speaking roles
  - Launch events
  - In-store signings
- Media – traditional and online
  - Book trailers
- Other types of publicity events – on-air giveaways, competitions, guerilla marketing etc.
  - Go online

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### HOW: Taking it online



It is essential today for any writer to have an online presence.

- Websites
  - Blogs
- FaceBook
  - Twitter
- & more...

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### The catch



It all takes time!

US literary agent, Nathan Bransford says on his blog:  
*...do what you're best at...utilise your time where it is best spent...*

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### Learn from others doing it



**Julia Baird** is the author of *Media Tarts: How the Australian Press Frames Female Politicians* – she wrote for SMH & Good Weekend, now working with Newsweek.

Julia Baird on Twitter - <http://twitter.com/bairdnewsweek>

**What does Julia Baird use Twitter to communicate?**

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### Learn from others doing it



**Markus Zusak** is author of *The Book Thief* and *I am the Messenger*

Markus Zusak page on Random House site - <http://www.randomhouse.com/features/markuszusak/author.html>

**What does he use his pages on the Random House website for?**

Youtube video interview with Markus Zusak - <http://www.youtube.com/watch?v=m7B8ioiZz7M>

**Why would you put an interview on Youtube?**

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### Learn from others doing it



**Kerrie Phipps** has just published a book called *Lifting the Lid on Quiet Achievers: Success Stories of Regional Entrepreneurs*.

- Blog - <http://liftingthelid.com/>
- Facebook - <http://www.facebook.com/pages/Lifting-the-Lid-on-Quiet-Achievers-Success-in-Regional-Australia/310532136588>
- Youtube - <http://www.youtube.com/watch?v=RPkxr6lvGk>
- Website - <http://www.createthelifeclub.com/lifting-the-lid>
- Twitter - <http://twitter.com/KerriePhipps>

**How important is it to keep the information consistent across these various sites?  
How important is it to keep the information up to date?**

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### Social networking: why?



1. What are the benefits?
2. At what level do you want to network?  
Business or social?
3. What do you get out of it?
4. What do you want to achieve?
5. Does it represent you & your business
6. Participate – be proactive about being there
7. Persist – set aside regular time to participate in network activities

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### Make sure people can find you



• Email signatures

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 Fresh Arts: [http://www.fresharts.com.au/artists/kim\\_goldsmith](http://www.fresharts.com.au/artists/kim_goldsmith)  
**CELEBRATING 14 YEARS IN BUSINESS IN 2009**

- Flyers
- Brochures
- Newsletters
- Web pages
- Car signage etc.

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### HOW: Viral marketing



**BIG BUDGET:**

Carlton Draught 'Big Ad'

<http://www.youtube.com/watch?v=Mv5U0W8FDDk>

**LOW/NO BUDGET:**

Joe Merino 36/ Gilgandra Movies Promo

<http://www.youtube.com/watch?v=HO nQNaNOydY>

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## Increase the open rate of emailed information



RESEARCH. ACTION. COMMUNICATION. EVALUATION.

1. Don't cram it full of copy
2. Put the most interesting/important info at the top
3. Study your past campaign reports
4. Experiment with subject lines & delivery times (try different times of week on different groups)
5. Use segments to target your campaign
6. Cross promote through other online media

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## Evaluate your actions



RESEARCH. ACTION. COMMUNICATION. EVALUATION.

1. Which ever online path you take – make sure you evaluate the results you are getting.
2. Use analytics on your blogs and websites.
3. Seek feedback and reports from FaceBook.
4. Set up systems that work for you and don't add to the workload.

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## Good luck & get creative!



**bloguerrilla - Guerrilla Marketing**

[http://www.youtube.com/watch?v=QIBMF1MvAGY&feature=PlayList&p=2E249F325F96C579&playnext=1&playnext\\_from=PL&index=46](http://www.youtube.com/watch?v=QIBMF1MvAGY&feature=PlayList&p=2E249F325F96C579&playnext=1&playnext_from=PL&index=46)

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**For further information...**



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A COPY OF THIS PRESENTATION IS AVAILABLE ON THE  
RESOURCES PAGE OF THE OCHRE WEBSITE

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