

The Right Foot: Marketing



We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT

RHODE
ISLAND
COMMERCE

What Is Marketing

Effective marketing persuades someone to buy a product or service.



J&K Auto Repair Marketing Plan

Source: SBA

1. Marketing plan summary

J&K Auto Repair (J&K) will build a customer base made up of local community members and drivers on the nearby highway. It will establish a reputation of a trustworthy business with an experienced staff and competitive prices. J&K will gain an advantage over its competitors by being one of the only local shops to offer both auto repair services and auto parts for sale.

2. Market research

The Bureau of Economic Analysis and Bureau of Labor Statistics show that many members of the local community work for the nearby university. These jobs pay well, and many university employees earn well above the area's cost of living. There is a strong market for non-student residents.

Half of the university students have a car on campus. The university is roughly a two-hour drive from the nearest major city, which means many students drive long distances for internships and to visit family.

3. Target market

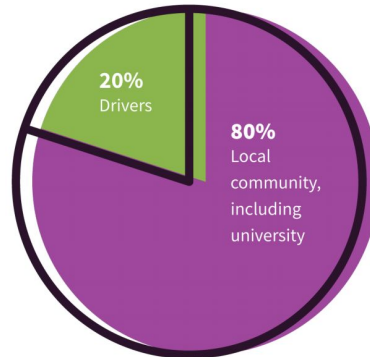
J&K estimates that 80% of its customers will come from the local community, including the university, while the remaining 20% will come from drivers on the nearby highway.

3.1 Local community

The local community members represent the largest share of J&K's customer base, and are the best opportunity for repeat customers.

3.2 University students and staff

J&K is located near a university. Creating awareness about the business on campus will turn students and university staff into customers.



3.3 Highway drivers

Drivers on the nearby highway represent hundreds of potential new customers each day. They are a smaller, but important, portion of J&K's customer base.

4. Competitive analysis

In addition to J&K, there are four auto repair shops within a 15-mile radius. But only J&K and one other shop offer both auto repair services and auto parts. In its marketing tactics, J&K will emphasize that it's a shop where customers can have their cars repaired and buy parts.

The majority of J&K's inventory includes:

- Tires
- Batteries
- Brake parts
- Chemicals (oil, antifreeze, more)
- Wiper blades
- Filters, belts, and hoses
- Accessories (floor mats, seat covers, more)

5. Market strategy

J&K will build out its social media presence. It's a free and effective way to create awareness about the business and directly engage its customer base. It will purchase advertising space in the print and online editions of both the local newspaper and the university newspaper. J&K will also purchase ad space on a local TV news station's website.

To attract customers from the nearby highway, J&K will purchase a billboard ad that will include directions from the highway to the shop. The business also will build relationships with local tow truck companies with the goal of getting those companies to refer their customers, many of whom are highway drivers in need of a tow, to J&K.

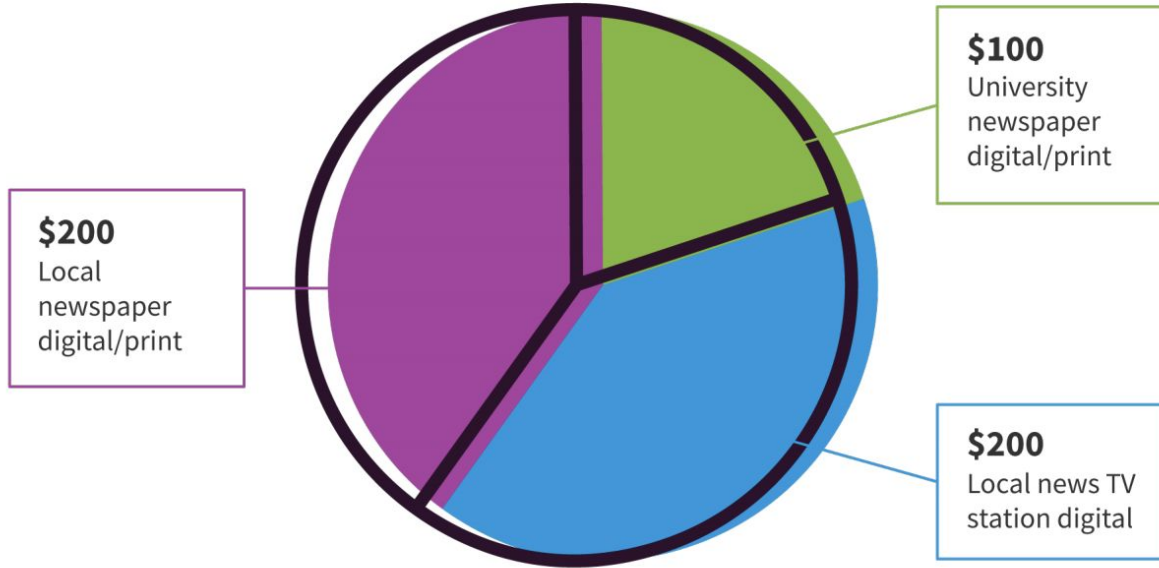
6. Budget

J&K has budgeted \$1,000 for marketing. These funds have already been accounted for in the business plan. J&K has broken down the cost by each marketing tactic.

Billboard: \$500



Total billboard costs



7. Return on investment

J&K will revisit its marketing plan in four months to look at which tactics worked and which didn't. At that time, it will decide whether to cut the unsuccessful tactics and direct those funds elsewhere, or give them more time to work.

Types of Marketing

B2B Marketing - Business To Business

- Example: Paper company only sells to small businesses

B2C Marketing - Business To Consumer

- Example: Beauty company sells lipstick in a makeup store

Marketing Message

My business sells (product or service) to (ideal customer).

Customers choose our product or service because (why).

Image source: marketingjournal.org

amazon.com[®]

“Our vision is to be Earth's most customer centric company.”

intuit.

“To improve its customers' financial lives so profoundly, they couldn't imagine going back to the old way.”

 **Microsoft**

“To enable people and businesses throughout the world to realize their full potential.”

Southwest 

“Dedication to the highest quality of Customer Service delivered with a sense of warmth, friendliness, individual pride, and Company Spirit.”

 **DELTA**

“Our Core Values: Always tell the truth, Always keep your deals, Don't hurt anyone, Try harder than all our competitors—never give up, and Care for our customers, our community and each other.”

Examples: Marketing Tactics

Asking customers to refer a friend, write reviews online

Coupons in the local newspaper

Encouraging website visitors to sign up for a newsletter

Getting mentioned in the news

Offering a free virtual consultation

Sending discount codes by email

Running ads on google or social media

First Marketing Strategy, Then Tactics

STRATEGY

Goal is to attract new customers to our auto repair shop primarily through social media marketing.

BUDGET: \$500/year

TACTICS

- Target facebook ads to car owners
- Post videos on successful repair jobs on social media
- TV commercial during local auto show

Measurement

Did sales go up or down?

Did website traffic improve?

More sign ups for newsletters?

More foot traffic into your business?

More quote requests?

Increased customer reviews?



“The only path to profitable growth may lie in a company’s ability to get its loyal customers to become, in effect, its marketing department.”

- Harvard Business Review

Thank You

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