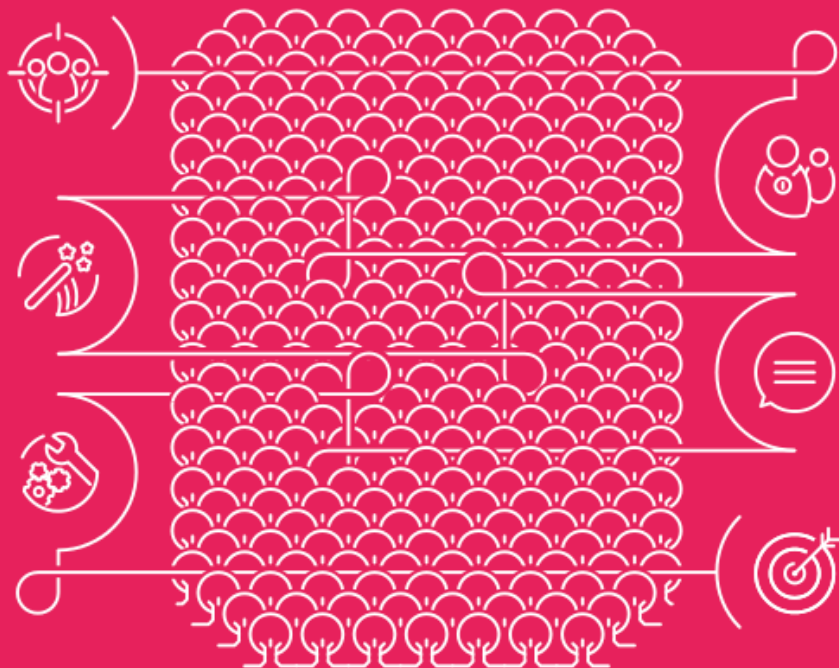


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Marketing Untangled

The Small Business & Entrepreneur's
Map Through The Marketing Jungle



Thoranna Jonsdottir
The Marketing Untangled Series

**Marketing Untangled:
The Small Business & Entrepreneur's
Map Through the Marketing Jungle**

by Thoranna Jonsdottir

SAMPLE

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DEDICATION

For Kalli, Ísold Saga and Ísak Máni,
who support me whatever I do.

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ACKNOWLEDGMENTS

There are a few people who I would like to thank. First and foremost I would like to thank my husband and children, my parents and my little brother who always support me whatever I do. That's not a given, with all the stuff I get up to! Without them I don't know where I'd be.

To my fabulous clients throughout the years for appreciating this little marketing nerd. It is seeing your "aha" moments that makes me realize I can actually do this and seeing your success gives me the drive to keep doing this. Look forward to seeing you continue to kick ass!

Thanks to my dear friend Runa Magnus who has been my cheerleader all the way and a valued mentor and friend. Rúna—we did it, girl!

To Mummi whose designs always make me look like hot stuff—because you are a genius! Oh well, it runs in the family. ;)

Finally to my editor Rebekah, who helps me get the message out there in the most effective way possible. What a find you are. ;)

INTRODUCTION

Having worked with hundreds of entrepreneurs, startups and small business owners through my consulting business, lecturing, speaking, mentoring and online training program, I have found there is a clear path through the marketing jungle. This path consists of five elements. When worked in the right order and with a bit of effort, they will enable anyone to build a solid marketing program for their business, bringing good, loyal customers and the desired income.

This is neither astrophysics nor the reinvention of the wheel. Pick up any academic book on the subject, and you will find five key elements as the underlying theme:

- Knowing your target groups
- Analysing and monitoring the competition
- Building a strong brand
- Choosing the correct marketing communications
- Building a marketing system

However, they will take an awful long time to get to the point and kill you with academic jargon. ;)

Today's world is filled with shiny new things, gizmos and gadgets for marketing. The internet and social media has increased the size of our menu of ways to reach the

target customer dramatically. There are also plenty of people out there telling you their versions of the secret to life, the universe and everything when it comes to marketing (of course as Douglas Adams taught us in *The Hitchhiker's Guide to the Galaxy*, the answer is 42). ;) I can tell you honestly, *there are no quick fixes*. There is no “just do this and you’ll be rich” solution and anyone who tells you there is, is full of BS. You need to *do the work*—otherwise we’d *all* be rich, wouldn’t we?

Do Facebook ads work? *Yes, if you know how to use them*. Does Twitter work? *Yes, if you know how to use it and put in the time*. Does SEO work? *Yes, if you do the groundwork*. All of these modern marketing tools and more are great—if *you know how to use them*. And knowing how to use them means having laid the groundwork through a solid marketing strategy. The fact is that it will always come down to the basics: the fundamental building blocks of an effective marketing program and the effort it takes to put it to work. *And they do work!* The basics that I want to outline in this book will untangle your marketing, and pave the way to a better business.

This book is the first in a series on untangling marketing for small businesses, and will give you a thorough overview of the process. The

following books will delve deeper into each of the five basic elements.

To make sure you are notified when they become available, go to thoranna.is/marketinguntangledseries, leave me your name and email and I will be sure to let you know.

Can you relate to this?

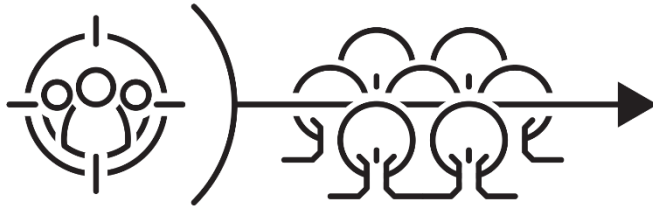


I know you can. Most of us can. It's a crazy old world out there, a mess full of options and jargon. A complete jungle!

My aim is to get you from that to this:



In this book, I am giving you the map through the marketing jungle. So let's get started!



KNOW YOUR PEEPS

I know, everybody says it. *Know your customer.* Well, that's because it's true. We can't sell to everybody. We must find and focus on our target groups and once we have them covered, we may be able to expand them.

However, very few seem able to tell you how to find the ideal target group or groups for *you*; what exactly it is you need to know about your customers and how to find out. So I want to shed some light on that. Here are the main points to consider when it comes to knowing your target market:



Find The Dream

People ask me all the time how to find their target market. If you are already in business, the best way to do this is by examining your existing clients to see which of them are your best customers. In a dream world, which ones do you wish all your customers were like? What do they have in common? Find the things which identify them, and then go out and find more people like that!

One of the biggest mistakes business owners make is trying to pander to the wrong customers. There *is* such a thing as bad customers. We all have them. The customer *isn't* always right! These are the ones who haggle on price, never pay on time and make unreasonable demands. Some of them are just plain rude and *all* of them are a general pain in the behind. I'm sure you know who I'm talking about ;)

This makes everyone miserable. They're unhappy—not because of you, because they are probably just generally hapless—and there's nothing you can do about it. However, *they* don't see that, so they will blame you for their unhappiness (because it's easier than realising their happiness is up to them). And they *will* talk about it, believe me! They will discuss it with their friends, family, co-workers, or generally anyone who will

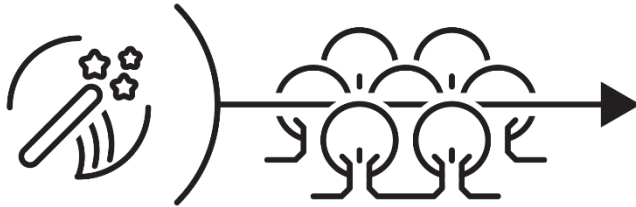
listen (and probably also those that don't want to). So not only are they a pain in the ass, and not only will they *not* be creating more business by recommending you, but they are set on sabotaging your business by badmouthing you to the world—through no fault of your own.

These customers are poison. Not merely by slagging you off to the world, but also because they are bound to affect *you*, no matter how hard you try not to let them. They will zap your energy and you will be stressed because of them and the constant hassle they bring. You would have to be a saint for this *not* to affect you in other things you do. This means when you are dealing with the good customers, who you love to do business with, you are tired, cranky and generally not in good form; so you risk those relationships as well! Not to mention the time and energy you waste on the difficult customers, which would be much better spent on the good ones. Not only is this good for business, but it will also make you more content.

It is hard enough to run a business, but if you must also deal with difficult customers, it can really wear you down. It's quite alright to just say: "Thank you very much for considering us. I think actually you might find that this other company would be a much better fit for you than we are." But be *polite* about it. Nobody needs to get hurt; just find a civilized way of moving them along. Fire

your bad customers and make sure the signals you put out repel rather than attract them. Identify the good ones, their preferences, find more like them out there and put out the right signals to draw them in.





BE SOMEBODY

Seth Godin is quoted in a 2007 issue of *Forbes* as saying:

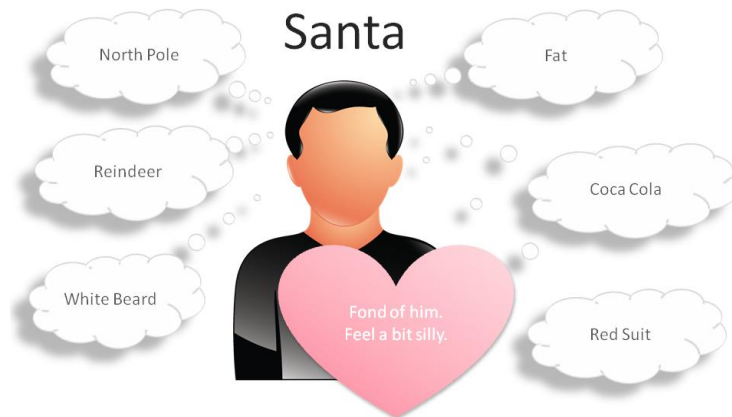
“Often a small business will run into problems, when the owners don’t take that time early on to understand and build their individualized brand ... Small businesses become bigger when their marketing strikes a chord. They fail when they struggle to stay average ... if you build your brand right, you won’t need to allocate more funds for marketing.”

I could not agree more. A strong brand is your most effective marketing tool; it will amplify the effect of everything else in your marketing.

A brand is basically everything that people associate with you in their minds and hearts. When they hear the name of your brand, something specific comes to mind,

even if they have never heard it before. Think about it; think of any word or name. Something will always come to your mind. There will always be an emotion attached to it. It may be weak, but it will be there.

EXAMPLE: Santa



We all know Santa, whatever our religious and cultural background. Santa is a good example of a very strong brand. We all have the same mental associations, largely built by Coca-Cola since the 1930's, and most of us have positive emotions towards him. In the image you can see some of those universal mental and emotional associations.

Then think about this: We buy based on *feelings*. Research has shown this again and again. We are not *rational* beings; our feelings guide us. At some point, our brains take over and we usually rationalize our purchase; sometimes before and sometimes after.

Your brand evokes thoughts and feelings, and those thoughts and feelings dictate whether we buy. Hence—your brand is the *single most important determinant* of whether people buy from you or not!

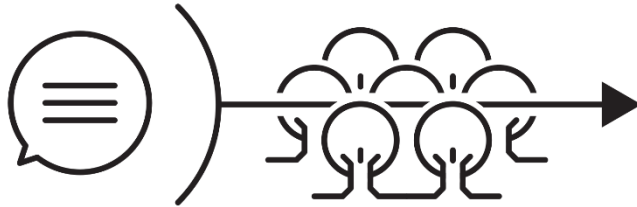
Upon hearing the word “brand” many people immediately think of logos and design, which is definitely part of a brand, just as the clothes people wear represent who they are as individuals. However, to say that a brand is *just* the logo and design is like saying a person is composed solely of her clothes, with nothing inside. A brand is the whole, the total being of your business, product, service, or you yourself as a small business owner or entrepreneur. It is the people’s *experience of you*.

We all have a *brand*, whether we realize it or not. The mere mention of your business, product or service will conjure up some mental and emotional associations. It is crucial we don’t leave it up to luck to determine what those associations are. We must take an active role in creating our brand in the minds of consumers to ensure that it will attract them to us and get them to buy.

Which leads me to another point: a brand is not what *you* say you are—it is what *they* say you are. Or as Jeff Bezos of Amazon fame so aptly put it: “*Your brand is what people say about you when you are not in the room.*”

What do you want people to say about *your* business, product or service when you are not present?





CHOOSE THE RIGHT WAYS TO COMMUNICATE

Only when you are clear on your target market and the brand you want to build, can you begin choosing the marketing activities to construct that brand, and communicate with your audience. Should you be on Twitter, advertise in this magazine or that newspaper, or send out flyers? Whatever you do must be determined by four things:

- Target market
- Brand
- Yourself
- And creating a system which leads to the sale and beyond

When choosing your marketing approach, think on whether you have the knowledge and skills *within* the

company; if you do, *use them*. Is there a good writer for that blog? Or someone photogenic and a good speaker to do that video? Or another employee who knows how to edit them? Do you have the money to pay for help from the outside to teach you or your staff their methods, or even do things for you? And if you *can* find someone to teach you or your staff, are any of you actually *interested* in learning?

It may be that a certain activity is perfect for your market and your product/service, but if you don't have the knowledge, skills and resources for it, go to the next best thing on the list. Further, do you—or the individual within your business who will be performing the task—actually *enjoy* it? Because if you're not keen on writing a blog, you won't do a good job. If you hate being on Twitter, you are not going to get positive results, etc. *If it doesn't float your boat, don't do it!*

Lead Them To Water And Make Them Drink

The fourth thing you need to determine which marketing activities you should use, is effectively building a system that leads people towards buying from you and beyond. Folks need to go through a mental process before they are even willing to buy from you; I simply call it “The

Marketing Process.” We then need to ensure we have the tools to move them through this process to get the sale, a process generally referred to as “lead management.”

Here is an illustration:



Now let's look at each of those in turn:



Patience Is A Virtue

To sum it up, it takes a lot of work to get through the marketing process to the sale, and you must repeat the same message over and over and over again to ingrain it in consumers' minds. You also need to ensure one marketing activity leads to another. **EXAMPLE:** Say you have an initial ad on Facebook which takes people to your landing page, wherein they sign up for emails. You use these emails to build the relationship, get them to visit your webpage and sales page, where they finally buy—then keep in touch through email where you offer complimentary products/services. Then you ask them if there is anyone else that may like your product or service. Here is a referral.

There is a fantastic quote from Thomas Smith in 1885 on how often a man needs to see an ad before he buys:

1. *The first time a man looks at an advertisement, he does not see it.*
2. *The second time, he does not notice it.*
3. *The third time, he is conscious of its existence.*
4. *The fourth time, he faintly remembers having seen it before.*
5. *The fifth time, he reads it.*
6. *The sixth time, he turns up his nose at it.*
7. *The seventh time, he reads it through and says "Oh brother!"*
8. *The eighth time, he says "Here's that confounded thing again!"*
9. *The ninth time, he wonders if it amounts to anything.*
10. *The tenth time, he asks his neighbour if he has tried it.*
11. *The eleventh time, he wonders how the advertiser makes it pay.*
12. *The twelfth time, he thinks it must be a good thing.*
13. *The thirteenth time, he thinks perhaps it might be worth something.*

14. *The fourteenth time, he remembers wanting such a thing a long time.*
15. *The fifteenth time, he is tantalized because he cannot afford to buy it.*
16. *The sixteenth time, he thinks he will buy it someday.*
17. *The seventeenth time, he makes a memorandum to buy it.*
18. *The eighteenth time, he swears at his poverty.*
19. *The nineteenth time, he counts his money carefully.*
20. *The twentieth time he sees the ad, he buys what it is offering.*

Now, if he figured this out in 1885, why are many of us *still* making the mistake of thinking that occasional fireworks here and there will do the trick? You can clearly see now that it is not just a question of an ad here or a Facebook status there. You need to build a system of marketing activities that work *together*, much like you need to tune *together* the various instruments of a band to make music and then keep playing constantly!



Here's to your marketing success!

XO

Thoranna

P.S. This is *not* an academic book. It is designed to be accessible to non-marketing specialists and non-academics. Therefore I have neither filled it with references nor do I have a bibliography here at the end. It is however firmly based in academic research and practical knowledge. On thoranna.is/booksandresources you can find information about the books and resources which underpin my writing and all my work. The same page offers additional interesting resources as well; I encourage you to check them out to learn more and open up your marketing world. ;)

ABOUT THE AUTHOR

The Marketing Strategy Nerd from Iceland—helping build businesses people *love!*

Thoranna has worked in marketing since the beginning of the 21st century, with global advertising agencies Publicis and McCann Erickson, and within the finance and IT industries. Soon after the 2008 economic collapse she started her own marketing consultancy working with startups and small businesses. Her passion for helping entrepreneurs, extensive speaking experience and media appearances give her a unique perspective on providing jargon-free practical advice for non-marketing specialist clients. Thoranna holds an MBA with Distinction from the University of Westminster in London.

Thoranna lives in Iceland with her husband and two children. Before starting her career in marketing she trained for musical theatre, subsequently working as an actress and singer. Being too straight for the bohemian life (and today probably often too wild for the business world ;) she toured the United Kingdom with the *Rocky Horror Show*, even meeting the legendary Richard O'Brian, before doing a 180-degree turn into the

business world and is constantly amazed at how much her former life helps her and her clients in business!

Find out more at thoranna.is

You can also join Thoranna on social media:

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Target Groups Untangled:

The Small Business & Entrepreneur's Guide to Finding and Knowing Your Ideal Target Groups

Competition Untangled:

The Small Business & Entrepreneur's Guide to Knowing Your Competition

Branding Untangled:

The Small Business & Entrepreneur's Guide to Branding Your Business

Marketing Communications Untangled:

The Small Business & Entrepreneur's Guide to Choosing the Right Marketing Communications Tools

Marketing Systems Untangled:

The Small Business & Entrepreneur's Guide to Setting Up an Effective Marketing System

Do you feel lost when it comes to marketing your startup or small business, not knowing where to begin or what to do?

Marketing Untangled is the first in a series of books written to untangle the subject of marketing for small business and entrepreneurs. Having worked with hundreds of businesses, Thoranna offers a clear path through the marketing jungle consisting of five main elements which provide the key to a powerful marketing program for businesses of all sizes and industries. Based on practical experience yet firmly grounded in academic research, Thoranna manages to explain things in a practical, jargon-free way that enables you to put the principles to use in your business straight away and achieve results.

In this book you will learn:

- Why trying to sell to everyone is not a good idea and how to find the ideal target groups to focus on, to save time, effort and money
- Why you really need to know your competition so you can help people choose you over them
- How building a strong brand can supercharge your business, and why it's not just for the big boys with huge budgets!
- The four things that determine which marketing communication methods will be most effective for your business
- What the ingredients of an effective marketing system are so you can start getting this whole marketing thing done!

Make Sure You Don't Miss the Following Books in the Series by Signing Up For Notifications at: thoranna.is/marketinguntangledseries

COMING SOON:

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Thoranna Jonsdottir holds an MBA with Distinction from the University of Westminster in London. Thoranna's many years of marketing and branding experience with global advertising, IT and finance industries led her in 2011 to create her own marketing consultation business for startups and small business owners. It is her greatest passion to use her creativity and ingenuity in helping entrepreneurs to realize their potential and their dreams. Marketing Untangled—the first in an entire series of books on marketing strategy—is the culmination of Thoranna's work.

