

Montana Child Care Business Connect

What are Different Types of Marketing?

Thursday, March 9, 2023

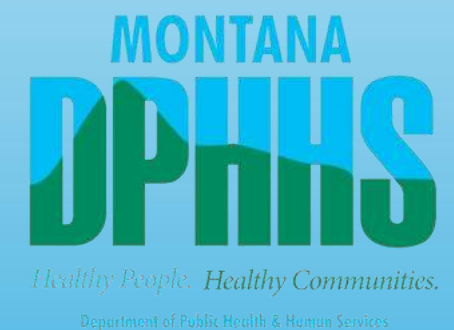
Part 6 of 7 in the Tiny Training Series



Small Business Support. Big Community Impact.



ZEROTOFIVE
MONTANA



What is: The 'Tiny Training Series'

Statement of Purpose

- 30-minute webinars
- Every other Thursday at 1:30pm
- Attendance of four equals 2 hours of ECP credits
- Define basic business concepts
- Feature Business Connect Partners

2023 Training Summary

- **March 15:** Board Governance for Programs (2hrs)
- **March 23:** What is Risk Management?
- **April 6:** How do mentorships work?
- **April 20:** How to utilize a business advisor?
- **May 4:** How to write a budget?
- **May 18:** How to price your services?
- **June 1:** How to manage your money?
- **June 15:** How to sustain without one-time funding?
- **June 29:** How to organize your community around childcare solutions?

MONTANA CHILD CARE BUSINESS

What is: **CONNECT**

Launched in:

2022

Focusing on:

Supporting communities and entrepreneurs with business elements of starting, owning and operating childcare programs. We are Montana statewide hub for childcare business development and innovation

Critical Areas:

Training, Technical Assistance, Mentorship, Community Capacity Building, Web-Resource Hub

Staffed by:

Rhonda Schwenke, Jason Nitschke, Heide Borgonovo, Shelby Whelan, Alex DuBois, Jennifer Owen, Program Assistant

Jason Nitschke; MA, EDFP

Senior Child Care Business Advisor



"Helping entrepreneurs turn
visions into reality"

Education

- 2002 – M.A. Communications – Hawaii Pacific University
- 1997 – B.A. Journalism/Political Science – University of Montana

Economic Development & Entrepreneurship

- 2019-2022 – Vice President – Great Falls Development Authority
- 2014-2022 – Regional Director – Great Falls area Small Business Development Center (SBDC)
- 2011-2012 -- Carondelet Estate Services, LLC; St. Louis, MO
- 2000-2002 -- JNitschke Photography; Denver, CO

Certifications

- 2021 – Certified PeerSpectives Facilitator – Edward Lowe Foundation
- 2017 – Certified Export Counselor – U.S. Small Business Administration
- 2017 – Certified Profit Mastery Facilitator – Business Resource Services
- 2015 -- Economic Development Finance Prof. (EDFP) – National Development Council
- 2015 -- Accredited Small Business Consultant (ASBC) – Association of Accredited Small Business Consultants
- 2015 -- Certified Business Advisor – GrowthWheel International

Recognitions

- 2022 – Boots to Business National Instructor of the Year – U.S. Small Business Administration
- 2018 – Montana SBDC State Star
- 2010 – Television News Enterprise Award – Montana Broadcasters Association
- 2009 – Television Sports Reporting Award – Society of Professional Journalists
- 2007 – Television Sports Enterprise Award – Montana Broadcasters Association

Goals for Today

- I. Setting Expectations
- II. Target Audiences
- III. The Funnel & C.T.A's
- IV. Categorizing Marketing Activities

But First...

What is the definition of “Marketing?”

*“Marketing refers to the set of planned activities designed to positively influence the **perceptions** and **purchase choices** of individuals and organizations.”*

Perceptions = Brand Management

Translation: What people say and think about you.

Purchase choices = Calls to Action

Translation: What you want people to do.

And Also This...

In both situations...

It's about saying the right words to the right people at the right time.

Perceptions = Brand Management

Translation: What people say and think about you.

Purchase choices = Calls to Action

Translation: What you want people to do.

And...

Interchangeable Terms

Proactive Marketing = Sales

Reactive Marketing = Marketing

Promotion = Sales and Marketing

Introduction Question

What is this?

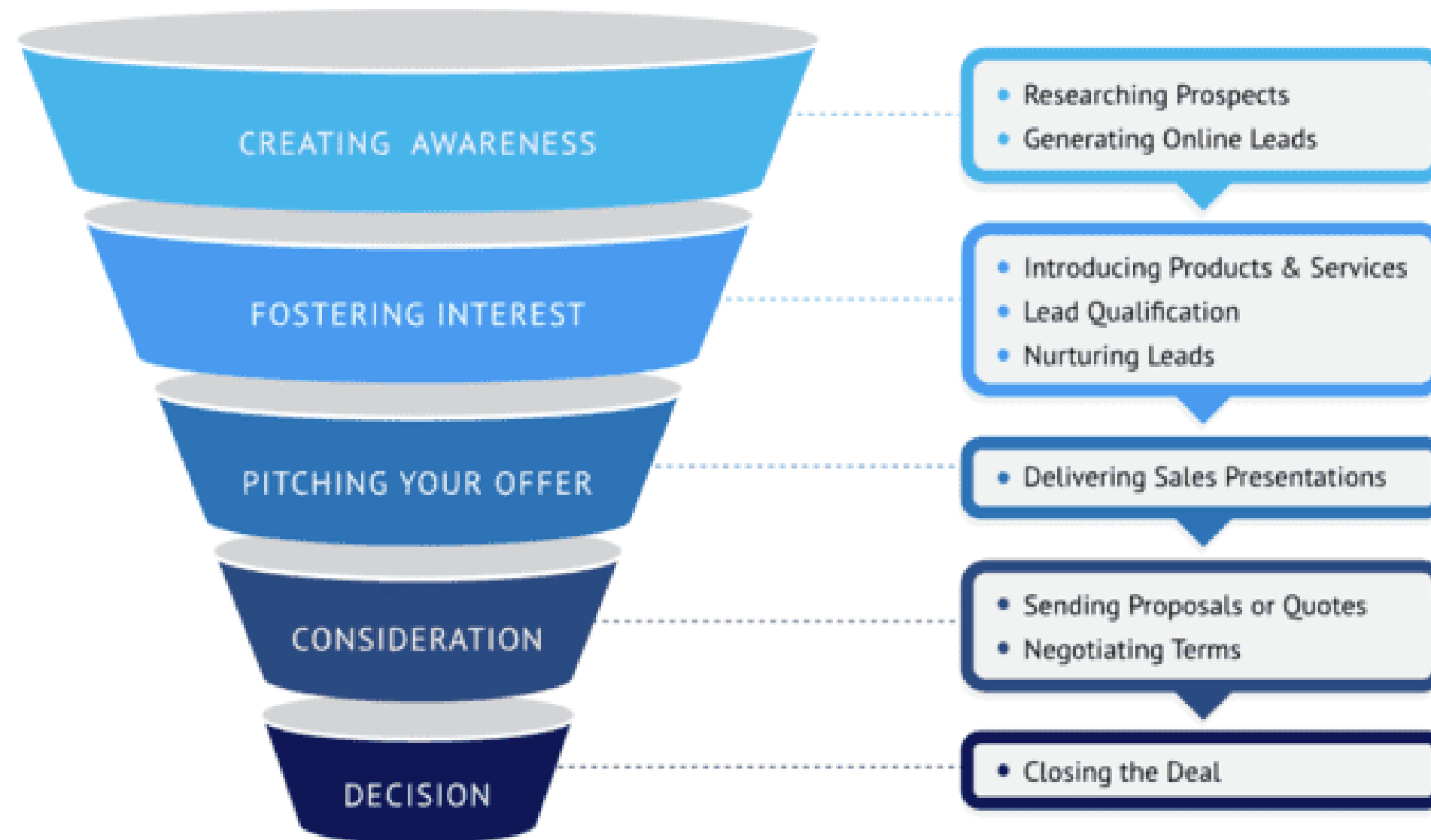


- A. Leaky Bucket
- B. Beer Bong
- C. Funnel

Introduction Question

What is this?

SALES FUNNEL VS SALES PIPELINE



I. Setting Expectations

Before starting to think about promoting your business, determine what you want to happen from the investment of time, effort, energy, and resources.

Top of Mind Awareness (TOMA)

Return on Investment (ROI)

I. Top of Mind Awareness (TOMA)

Definition:

- “A key concept in market research. It is a measure of how high brands rank in the consciousness of consumers.”
- “Refers to a brand or specific product being first in customers' minds when thinking of a particular industry or category.”

Jason's Translation: TOMA is getting the word out, so people know the business exists and what it does.

https://en.wikipedia.org/wiki/Top-of-mind_awareness
<https://www.channelsight.com/blog/top-of-mind-awareness>



I. Return on Investment (ROI)

Definition:

- “It is measuring the (resources) your company spends on marketing campaigns against the revenue those campaigns generate.”
- “(A) broad term that indicates how a company's marketing efforts drive profit and revenue growth.”

Jason's Translation: ROI strategies set the expectation of an immediate return.



ROI
Return on
investment

I. Setting Expectations



Awareness

People know about you so when they need to make a purchasing decision, they turn to you.



Return

Expectation that what you want to happen, happens in a certain period of time.

I. Land the Plane...



Awareness
I have an itch
on my back.

Return
Hey honey,
I can't reach the itch.
Can you scratch my
back for me?

II. Target Audiences

Definition:

- “A defined segment of the market that is the strategic focus of a...marketing plan.
- Normally the members of this segment possess common characteristics and a relative high propensity to purchase a particular product or service.”

Jason’s Translation: These are different types people categorized by what they want or need from you.

II. Target Audiences

Who are your target audiences?



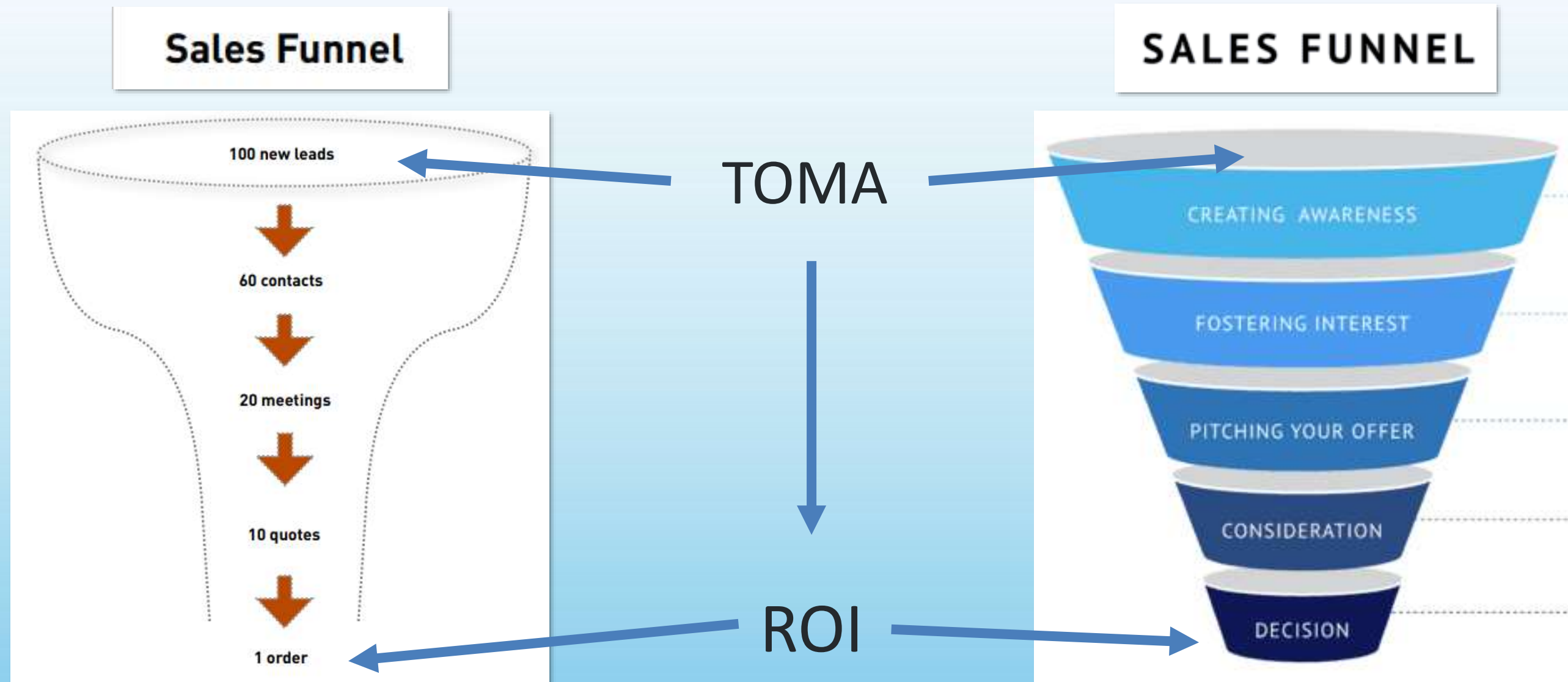
Customers

Employees



Know your audience and join the conversation.

III. The Funnel



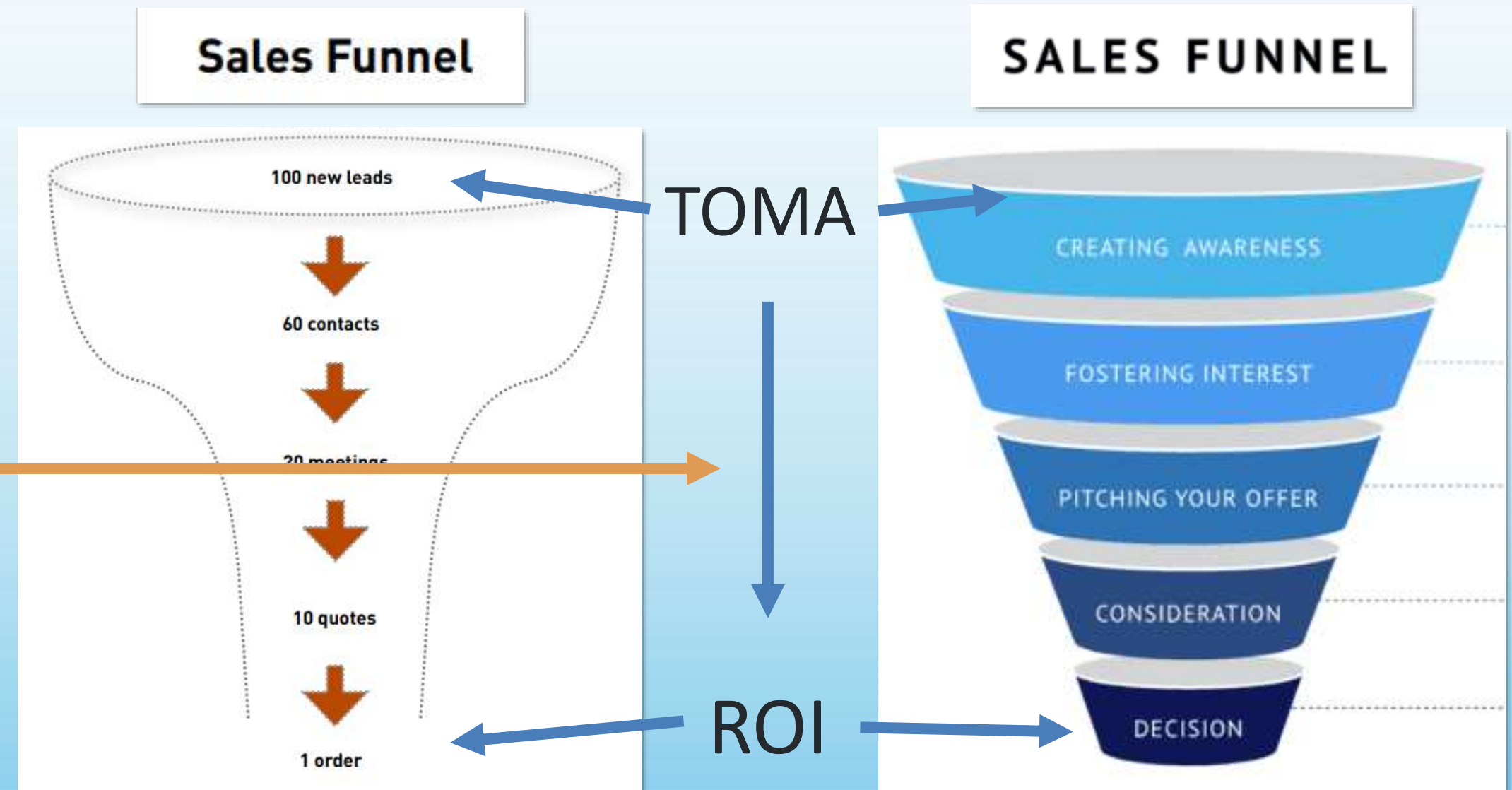
<https://www.growthwheel.com/>

III. Calls to Action

Definition:

- “A marketing term that refers to the next step a marketer wants its audience or reader to take.”

Jason's Translation: A specific and clear statement that tells the audience exactly what you want them to do.



<https://www.growthwheel.com/>

III. Land the Plane...

Concept to Understand is...

Alignment

If you're using TOMA strategies expecting a ROI, what do you anticipate the outcome to be?



OR



III. Land the Plane...

Concept to Understand is...

Alignment

If you're using TOMA strategies expecting a ROI,
what do you anticipate the outcome to be?



III. Land the Plane...

By understanding alignment, setting expectations, and building a strategy, we can...

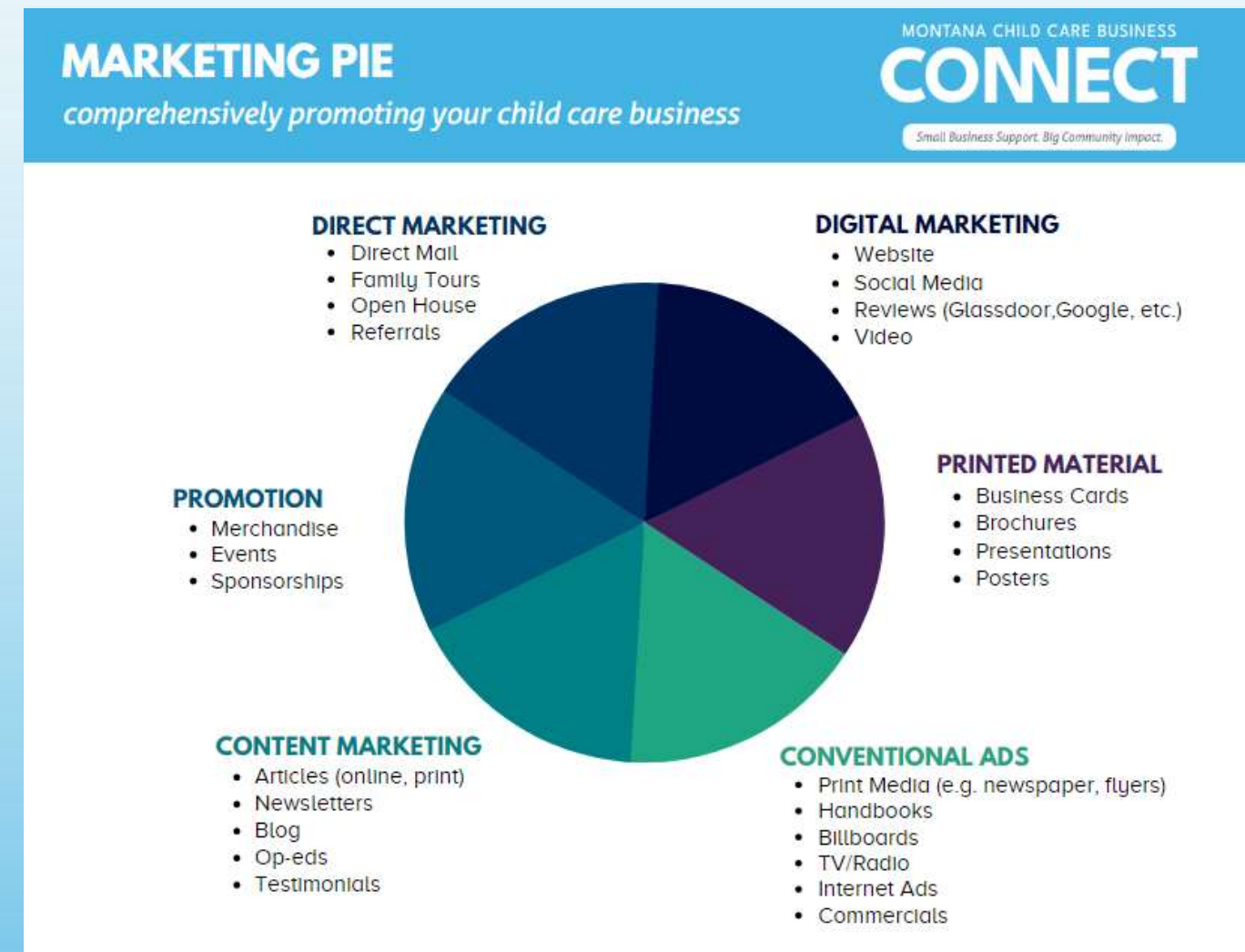
Say the right words, to the right people, at the right time.



IV. Categorizing Marketing Activities

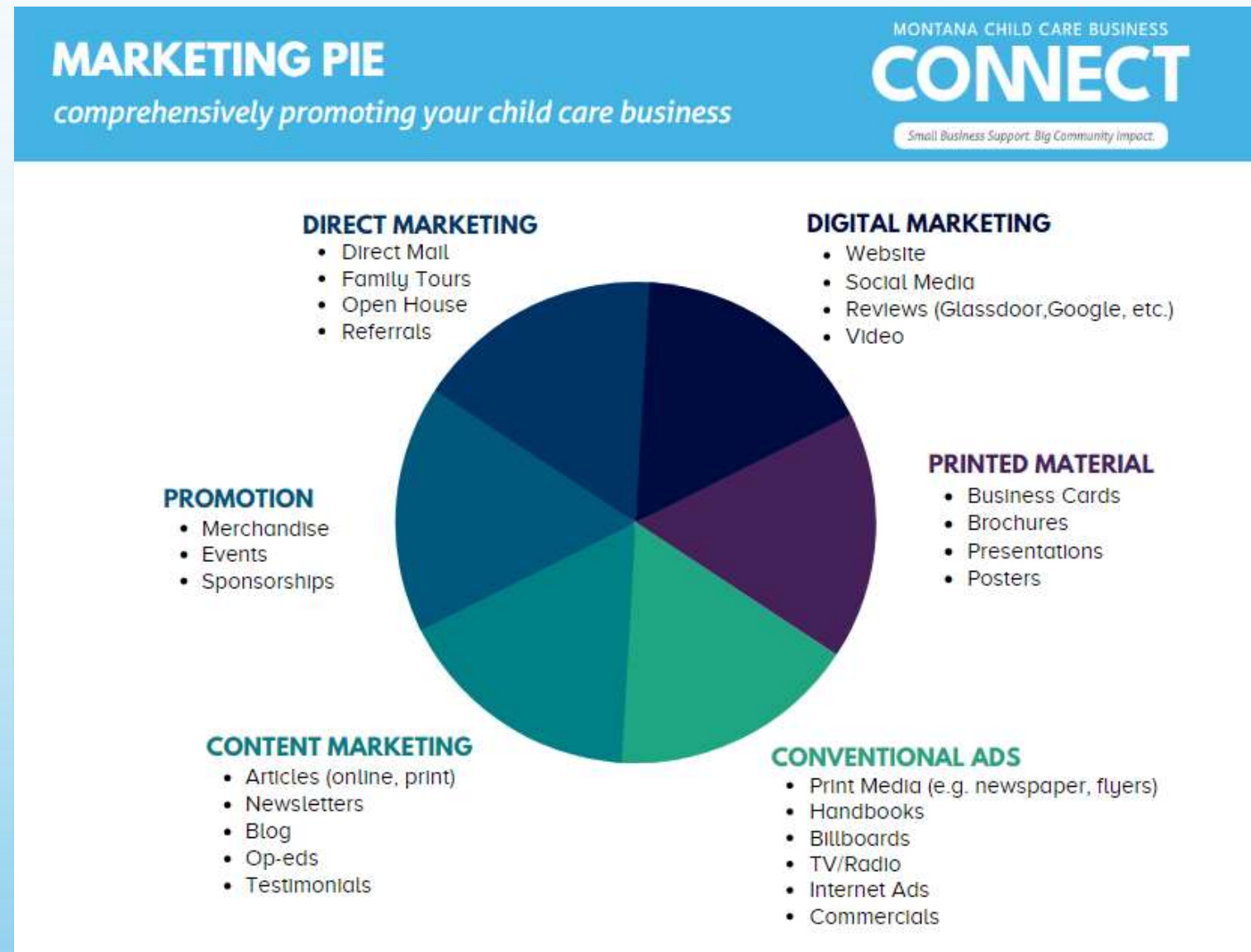
This begs the question...how.

To dig into this, we need to understand the tools and resources available to us.



By knowing our audience, we can select the correct medium(s).
Diversification in this strategy is important.

IV. Categorizing Marketing Activities



- What are your existing marketing assets?
- What are your existing marketing channels?
- What are your existing marketing messages?
- Are they aligned with your target audience?
- Are they aligned with your expectations?
- Are you making statements or calling for action?

If not...



Summary

There are 2 expectations to have:

Awareness

Return

There are 2 ways to manage a brand:

Control the message

Give up control of the message

Achieving Marketing Goals

Join the Conversation

Right words, Right people, Right time



Where Can I Learn More?

Training:

The screenshot shows the Montana SBDC website's 'Trainings and Workshops' page. The header includes the Montana.gov logo and navigation links for 'SERVICES', 'AGENCIES', and 'LOGIN'. A search bar is also present. The main content area features a large banner with the 'AMERICA'S SBDC MONTANA' logo. Below the banner, the text describes the Montana SBDC Network's offerings, including a list of popular trainings and a link to 'Online Classroom'. Two specific training cards are visible: 'Creating Lasting Loyalty' (March 8, 2023, 1:00 - 2:00 pm) and 'WELL Hello: Speed Networking' (March 8, 2023, 6:00 - 6:45 pm).

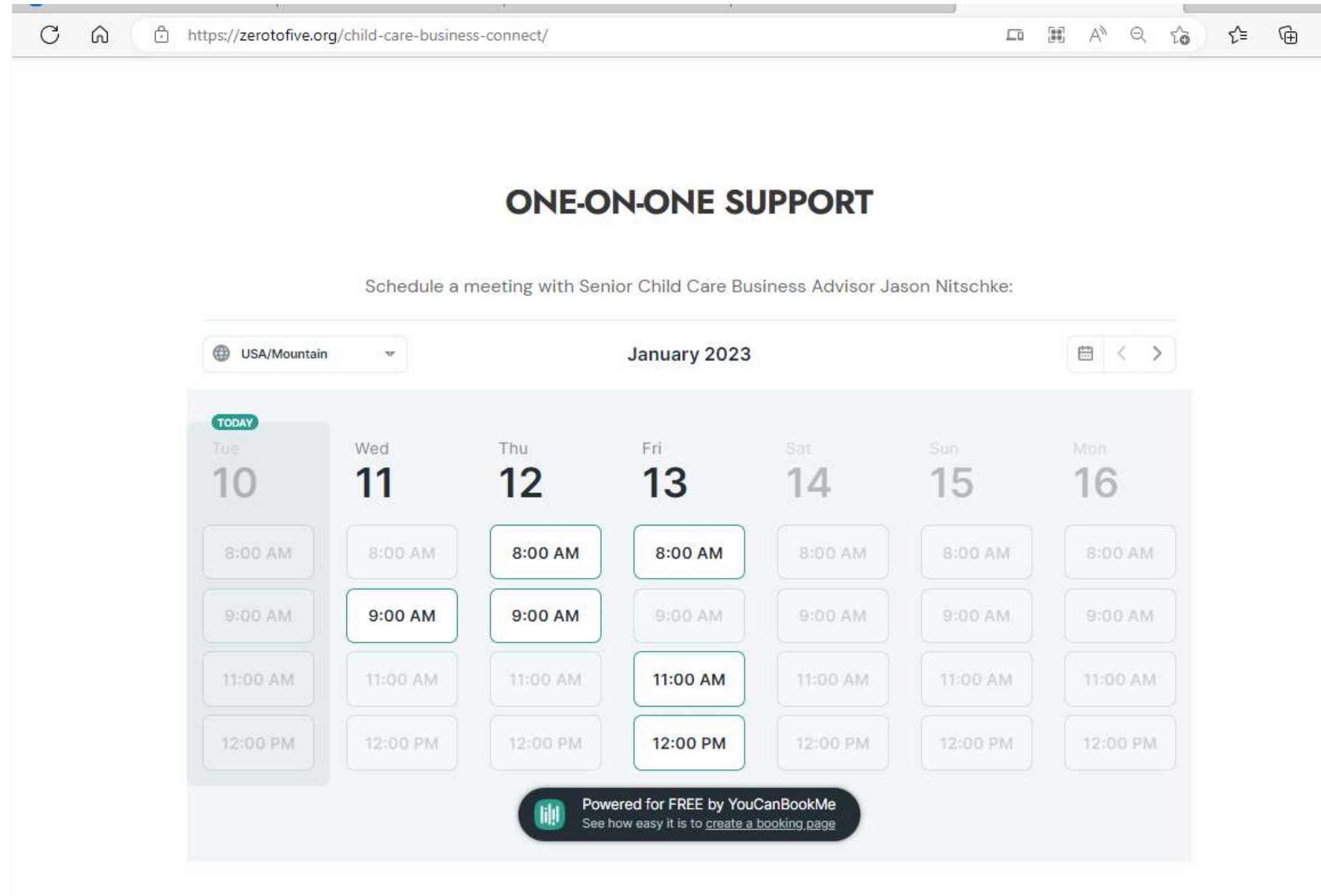
<https://sfdc.mt.gov/Services/Trainings-and-Workshops/>

The screenshot shows the Montana SBDC website's 'Classroom' page. The header is identical to the previous page. The main content area features a sidebar with 'All Categories' (Marketing, Financial, Pre-Venture) and 'Tags' (Accounting, Acquisitions, Appraisals, etc.). The main content area displays two webinar series: 'The Small Business Webinar Series: How to Organize and Use Your Branding Package' and 'The Small Business Webinar Series: Reduce Payment Friction and Sell on Your Website'. Each webinar includes a brief description and links to slide decks, supplement PDFs, and the webinar itself.

<https://sfdc.mt.gov/Services/Trainings-and-Workshops/Classroom>

Is there anybody out there?

Technical Assistance: One-on-One Consultation



ChildCareBusinessConnect.com

More Professional Development Opportunities:

- March 15: Board Governance for Programs (2hrs)
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Register through your ECP Account:

<https://www.mtecpregistry.mtecp.org/register.aspx?evid=518051>



Past Recordings Available At:

[On-Demand Webinars: ChildCareBusinessConnect.com](https://www.childcarebusinessconnect.com)



Connect with Business Connect!

Website:

ChildCareBusinessConnect.com

Email:

JasonN@ZeroToFive.org

Formally Request Assistance:

<https://mtsfdc.ecenterdirect.com/signup?centerid=21>

Schedule a Meeting:

<https://jason-nit.youcanbook.me/>

Newsletter:

<https://zerotofive.org/take-action/>

Social:



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How'd We Do?



<https://www.surveymonkey.com/r/7YC38TY>