

Marketing Lens Action Plan

Tactic 1/12 - Educational Marketing
Month 1



Evaluation

Unrealized Opportunity

The use of educational marketing


Question

We inform, teach & train our clients & prospects via:

You Answered

- ☐ Seminars
- ☐ Telephone calls
- ☐ Free consultations
- ☐ Blogging
- ☐ Social media
- ☐ Videos
- ☐ Webinars
- ☒ Discussions in our premises
- ☐ Trade shows / events
- ☒ Client service
- ☐ None of the above

Your result

Dimension	Explanation	Grade	Ranking	Visual Ranking
Client Education	Educational marketing is one of the best ways to market your products in today's economy. Do you use all potential channels to educate your clients?	3.00	Poor. You should act very soon to improve this.	

Objective

Use educational marketing to attract more customers

What?

You have excellent products and services but **people are simply tired of promotional messages. How can you still let the world know about your exceptional offering?**

Educational marketing is one of the most effective ways to reach this tough audience. The idea behind educational marketing is quite simple. Say something useful (that is, educative) to your listener (that is your potential client or someone that recommends your offering to her friends) and she would open up and start paying attention to what you have to offer.

Why?

Education-based messages

- **Increase the power of the brand** in the eyes of your clients, potential clients, or people that can recommend your offering
- **Build top of mind awareness** (when someone wants to buy what you offer, she will immediately think of you / your company)
- Help you and your business **become an authority in your field** (so you become the preferred choice without even questioning why)
- Ultimately **you attract more clients**, raving fans (that buy from you and recommend you to others)

Bottom line: increased sales

Personalized action plan

Action 1 - Set general goals

Responsible: _____

(business owner / manager / marketing manager)

Cost: zero

Time: **15** min

Set a general goal for using educational marketing to be achieved within one year. This goal is generic and simply gives you a direction. (In Action 8 you will add specific objectives)

Example 1. (B2C) Our restaurant will reach new potential customers and make our existing guests more loyal by educating them about the health benefits of our products

Example 2. (B2B) Our law firm will turn existing customers into raving fans and reach 4 times more potential clients than today by constantly sharing free legal advice on local TV and Radio Shows

Write down your goal here:

Action 2 - Understand your customer's reasons to buy

Responsible: _____

(business owner / manager / marketing manager)

Cost: 10 coffees

Time: **1h40** min (10x10min)

Talk to 10 of your customers and find out why they really buy from you.

Understanding your customers' reasons to buy helps you create effective educational marketing messages and campaigns.

Use the feedback form provided on the next page.

Sum up the results and write down the five most frequent reasons below:

Reason No.1: _____
_____ (mentioned: ___ times)

Reason No.2: _____
_____ (mentioned: ___ times)

Reason No.3: _____
_____ (mentioned: ___ times)

Reason No.4: _____
_____ (mentioned: ___ times)

Reason No.5: _____
_____ (mentioned: ___ times)

Customer Questionnaire to determine buying criteria

Print 10 copies.

Talk to 10 of your clients and ask them the following questions. For each conversation write down the answers.

My company name: _____

Person talking to the client: _____

Client name: _____

Client # _____ of 10 Date: _____

1. What do you really buy from us (if you are a CD retailer, do they buy CDs or music)

Action 3 - Get your team to identify additional reasons why your customers buy from you

Responsible: _____

(business owner / manager / marketing manager)

Cost: zero

Time: **30** min

Brainstorm with your entire team what other reasons customers might have to buy your products.

- Ask every employee to write down at least 3 reasons

- Use the examples from the lists below to trigger their imagination but make sure they understand that it is their job to adapt those examples to your business
- Fill in the aggregate results below:

Reason No.1: _____ (mentioned: ___ times)

Reason No.2: _____ (mentioned: ___ times)

Reason No.3: _____ (mentioned: ___ times)

Reason No.4: _____ (mentioned: ___ times)

Reason No.5: _____ (mentioned: ___ times)

List A (B2C).

Examples for a successful restaurant:

- We have the tastiest pizza in our area
- We have the cheapest pizza in the neighborhood
- Our waiting times are shorter compared to rival spots
- Our atmosphere is extraordinary (music, interior decoration)
- We have a playground and special facilities for children
- Customers appreciate our natural ingredients and our commitment to sustainable farming
- People like to contribute to the well-being of local producers and we make it clear that our products are fair-trade products
- We promote sustainable farming and we use environment-friendly ingredients
- Our offer is well-adapted to customers with active lifestyle

List B (B2B).

Examples for a top law firm:

- We have a strong brand and people feel confident that they will get their best shot with us
- We have the best lawyers in the country
- We are known for our excellent services and people constantly hear about our prompt and courteous service
- Our lawyers are available any time
- We have a great portfolio of high-profile successful cases
- Our experts are constantly involved in community work and we constantly take pro-bono cases
- People hear about our firm in the media

Action 4 - Prioritize your reasons to buy

Responsible: _____
(business owner / manager / marketing manager)

Cost: zero

Time: 15 min

Select the most important and relevant reasons:

- List the reasons to buy from actions 1 and 2 in column A
- In column B, write the number of times each reason was mentioned by your customers and employees (add up results from actions 1 and 2)
- Split the reasons into "common" and "distinctive". In column C mark "o" if the reason is common and "x" if it is distinctive. Common reasons are those that are requirements for any business in your industry. Distinctive are those that can make your business stand out.

B2C Ex: All restaurants should be clean ("o") but only some restaurants use exclusively sustainable ingredients ("x") or have special menus for students ("x").

B2B Ex: All law firms should be ethical ("o") but only some help with pro bono cases ("x"), get involved in community causes ("x") or share free legal advice on TV and Radio shows ("x")

- In column D, select 3 to 5 top priority reasons. Choose reasons that are both distinct and frequently mentioned.

Reason	#of times mentioned	Distinct	Priority
A	B	C	D
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Action 5 - Translate prioritized reasons into marketing themes

Responsible: _____

(business owner / manager / marketing manager)

Cost: zero

Time: 50 min (10 min per reason)

Action 6 - Choose your marketing channels

Responsible: _____

(business owner / manager / marketing manager)

Cost: zero

Time: **30** min

Action 7 - Create educational marketing content

Responsible: _____

(business owner / manager / marketing manager)

Cost: zero

Time: the more you do the more visibility you will gain, which will translate into more customers.

Action 8 - Set specific objectives

Responsible: _____

(business owner / manager / marketing manager)

Cost: zero

Time: **15** min

Best practices

Sunda Sushi Restaurant

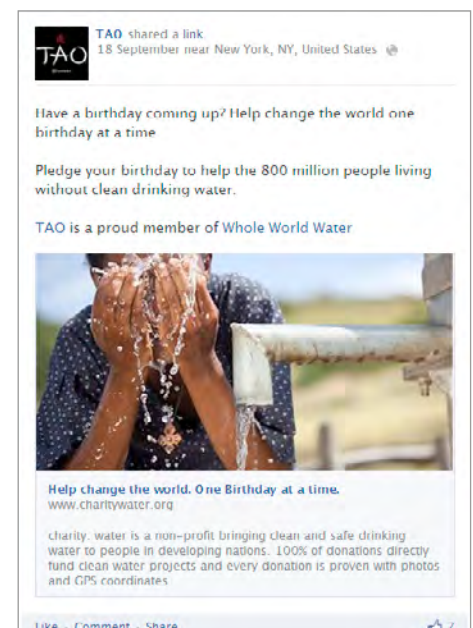
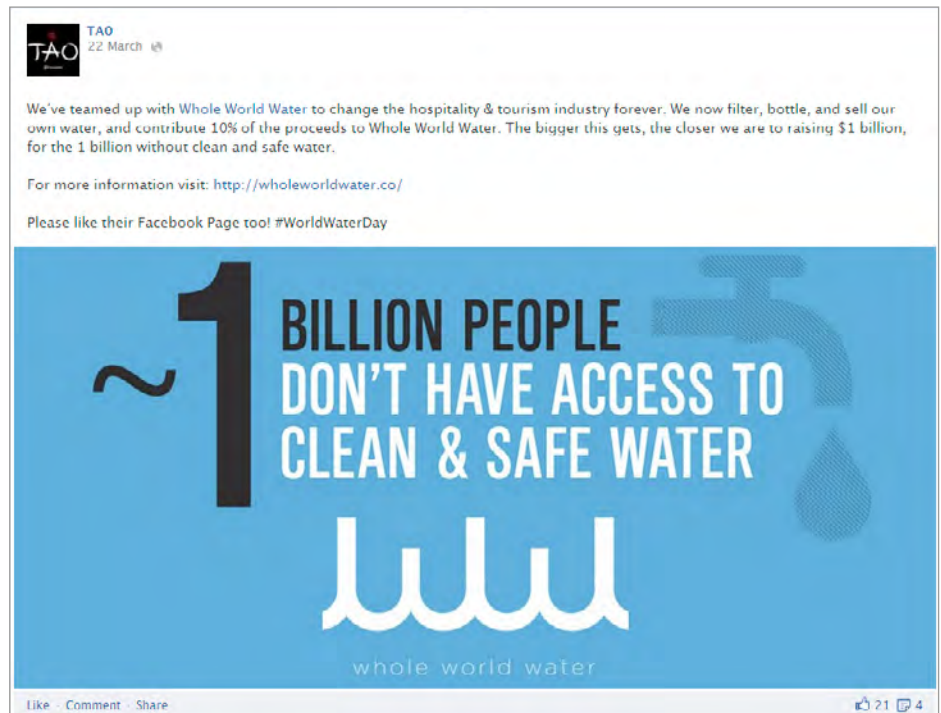
Sunda, the famous Sushi Restaurant in Chicago, uses their Facebook page not only to showcase their excellent products but also to educate customers and potentials about the fresh premium ingredients they use and the health benefits of their meals. In the process, they also make their employees happy by turning them into facebook superstars.



source: www.sundachicago.com

Tao Restaurant

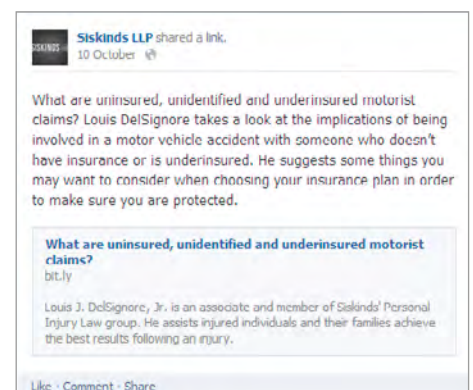
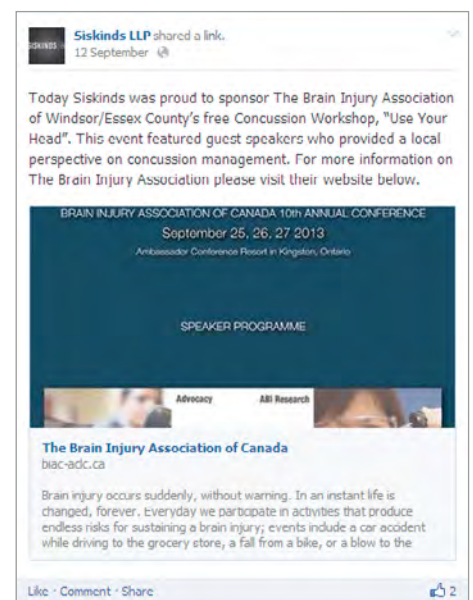
Tao, the popular Asian restaurant and lounge in NY, attracts environment-conscious customers raising awareness about the issue of global access to clean water. Tao's commitment to the Whole World Water campaign is both an example of social responsibility initiative and educational marketing best practice. From the customer perspective, spending money in a place that supports such a good cause makes her feel as a contributor to that cause. Tao's proposition is an offer you can't refuse: you have an excellent dinner and a chance to make the world a better place.



source: www.facebook.com/TaoNYC

Siskinds LLP

Siskinds LLP, one of Canada's premiere law firms, is a good example of how to use educational marketing. The lawyers from Siskinds are constantly on the TV News and Radio Shows answering legal questions online. They used the same approach to attract over 3,000 followers on their Facebook page. Their secret was to constantly share legal advice and to get constantly involved in community support. Their strategy based on community involvement, educational and cause marketing helped them be named one of Ontario's Top 10 Regional Firms by Canadian Lawyer Magazine.



source: www.facebook.com/siskinds