

5 Quick Marketing Tips

To succeed in marketing, you should clearly state how your program or service will benefit your customer. Don't confuse marketing with selling. Selling is about product features. Marketing is finding out what customers want, creating programs to fulfill the need and then communicating how your program will improve their lives. Here are some tips to help you.

1. Successful program innovation is about solving problems, not having ideas.

Brainstorm on issues people in your community are facing that are related to convenience, inefficiency, inevitability and common problems.

2. Once you've identified an idea, ask yourself three questions.

- ▶ **How does my program solve a problem?**
- ▶ **Who benefits most from this information?** (HINT: The answer is NOT everybody)
- ▶ **What makes my program unique?** Use the four P's of marketing: People, Place, Promotion, Price. At least one of these needs to be different from other similar offerings to be successful. Whatever way your offering is different, communicate that in your marketing.

3. Use marketing language in all promotional materials: postings on social media, webpages, flyers, news releases, etc.

- ▶ Know your target audience and what motivates them. Show you offer value to them.
- ▶ Be concise. Don't be afraid of white space.
- ▶ Don't use jargon, academic language or acronyms when marketing to an outside audience.
- ▶ Use pictures and infographics. They will get the message across much faster than words ever will.
- ▶ Use empathy and humor in your language. People will remember you.
- ▶ Provide a clear call to action.
- ▶ Always answer the question, "What's in it for me?" That's all your customer cares about.

4. Use *dotdigital* as an email marketing tool.

dotdigital is an email marketing tool that has been adopted by MU Extension as a part of the Nexus project. Customers who build a profile on the website can choose to receive email communication on topics they are interested in. Encourage your customers to sign up.

5. What sets MU Extension programming apart from competitors is that information we provide comes out of University of Missouri research and knowledge.

If we don't consistently identify ourselves as part of the university, we miss out on one of the most important things about us.

- ▶ To bring this important connection home, when answering the phone, identify yourself by saying, University of Missouri Extension in _____ County; not, _____ County extension office.
- ▶ In writing, first reference should be University of Missouri Extension in _____ County; second reference is MU Extension in _____ County.

Have more questions? Need help? Contact:



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