



Oifig Fiontair Áitiúil

Local Enterprise Office

Let's talk business!



#localenterprise

**IDENTIFYING BETTER
OPPORTUNITIES**

**FINDING AND KEEPING
CUSTOMERS**

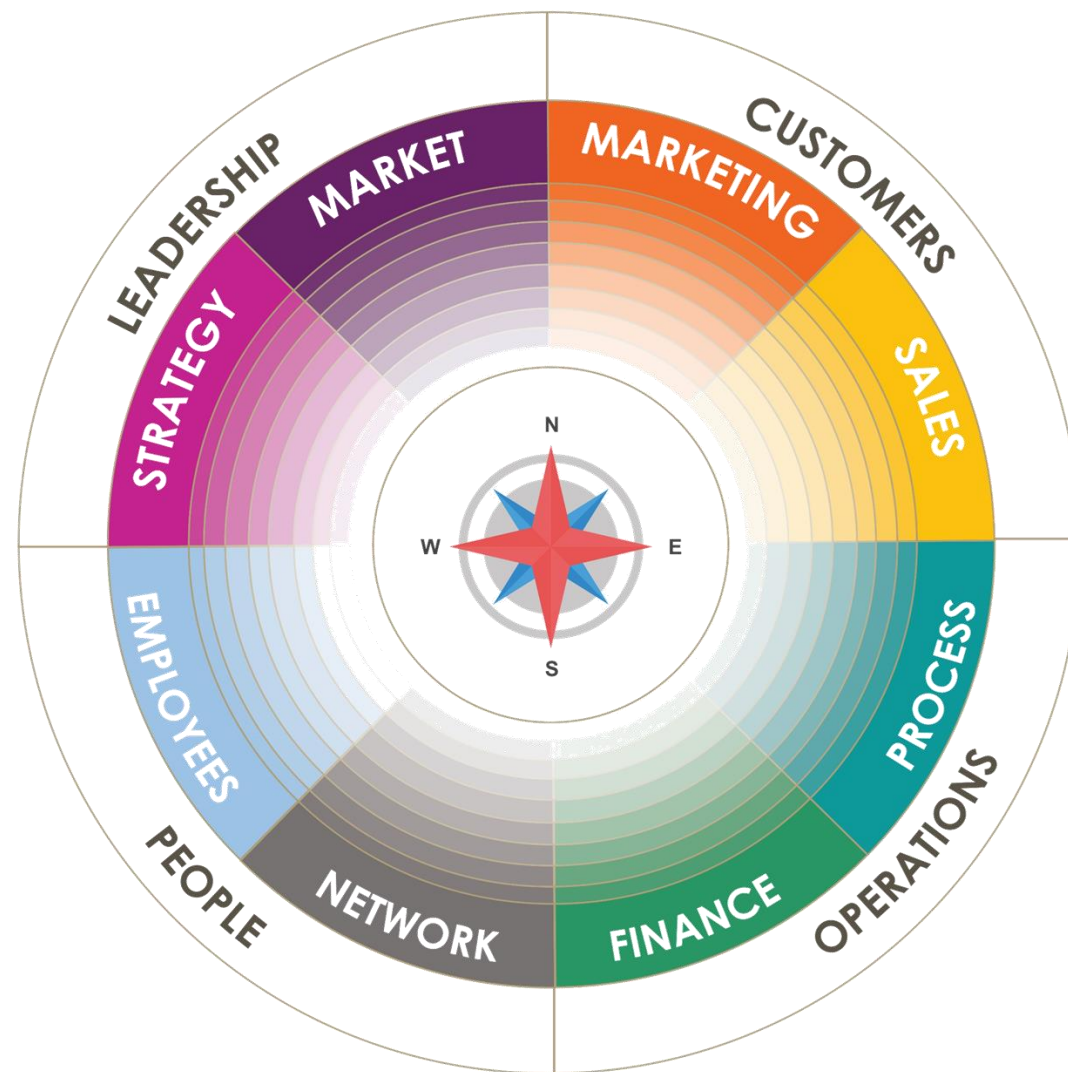
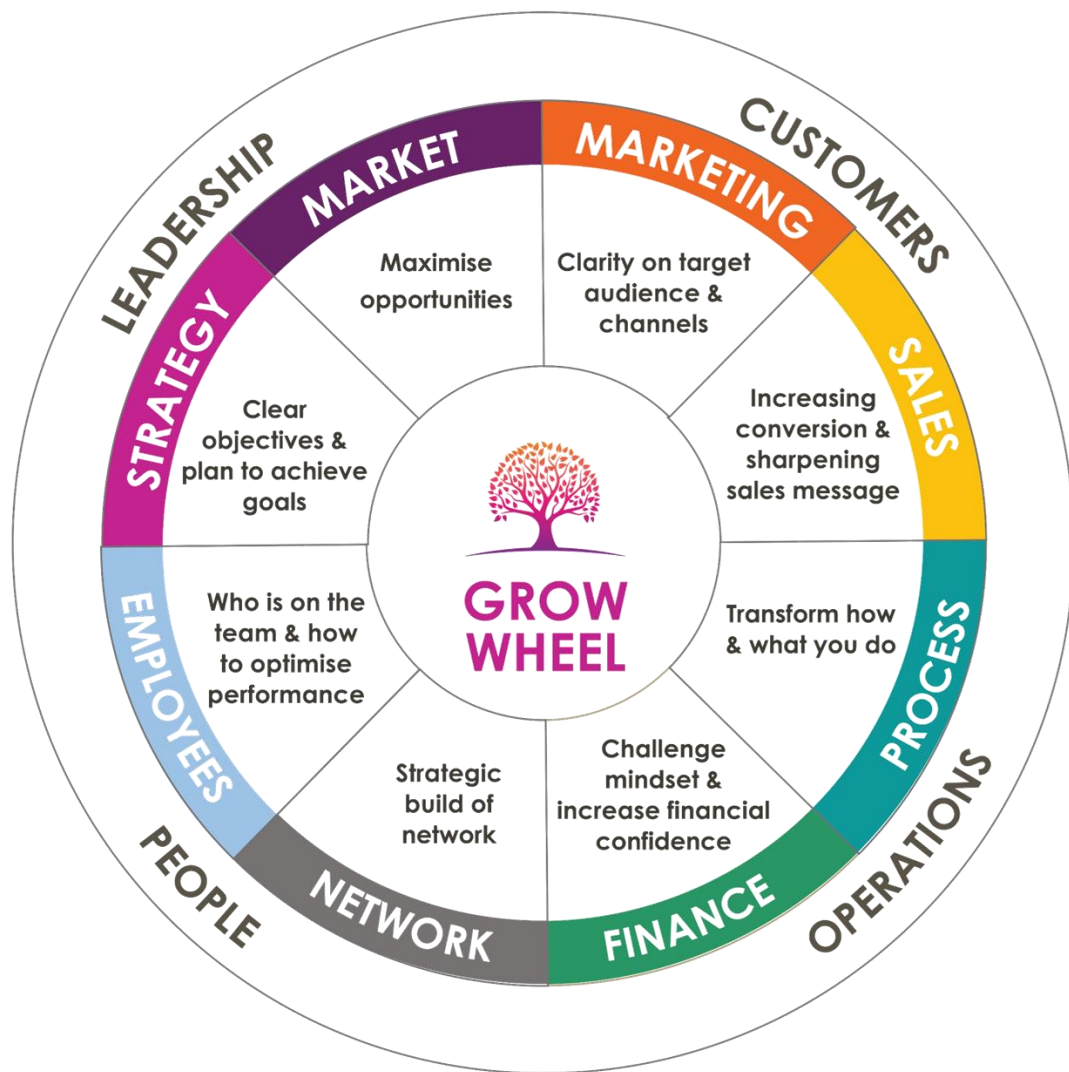
SESSION 3: Identifying Better Ops in the Marketing and Finding and Keeping Customers				
	Element	Action	Experiential	Support Material
5mins	Introduction	Overview of the day	Listening	
10	Team Reflection	Share with each other actions	Group share	
		Did you do it, Barriers and Enablers		
		Percieved Value - Packaging	Group share	
	Better Opportunities - Get paid More	Customer Experience - excite and Delight		
GUEST SPEAKER				
40mins	Eadaoin FireChild			
BREAK				
30mins	E-Myth	Which are you		
	Customer Experience	Map the journey		
		Identify areas for growth		
Reflection				
30mins	Key Learnings	What was the aim of today	Listening	
	What are key actions		Triad discussion	

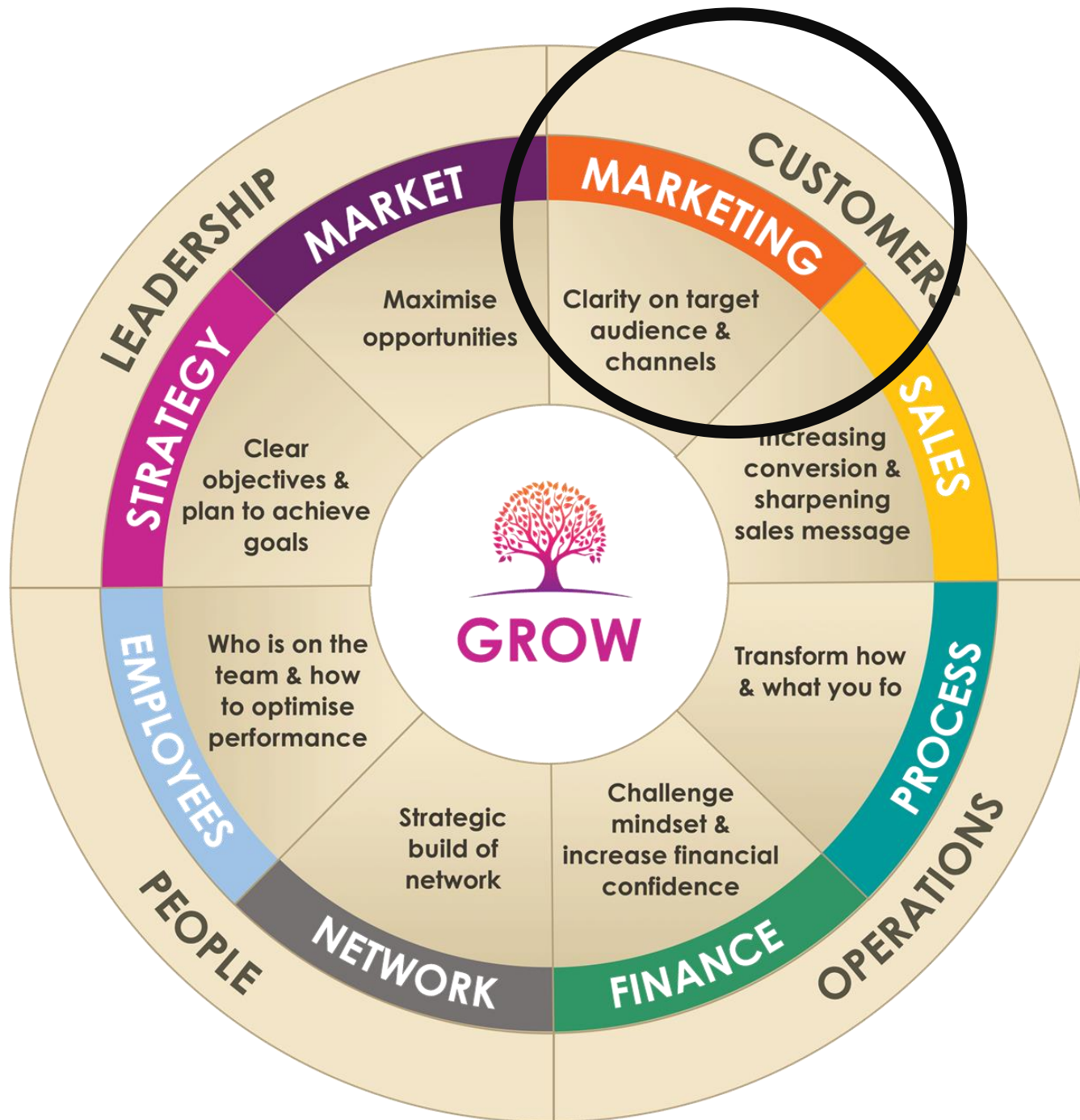


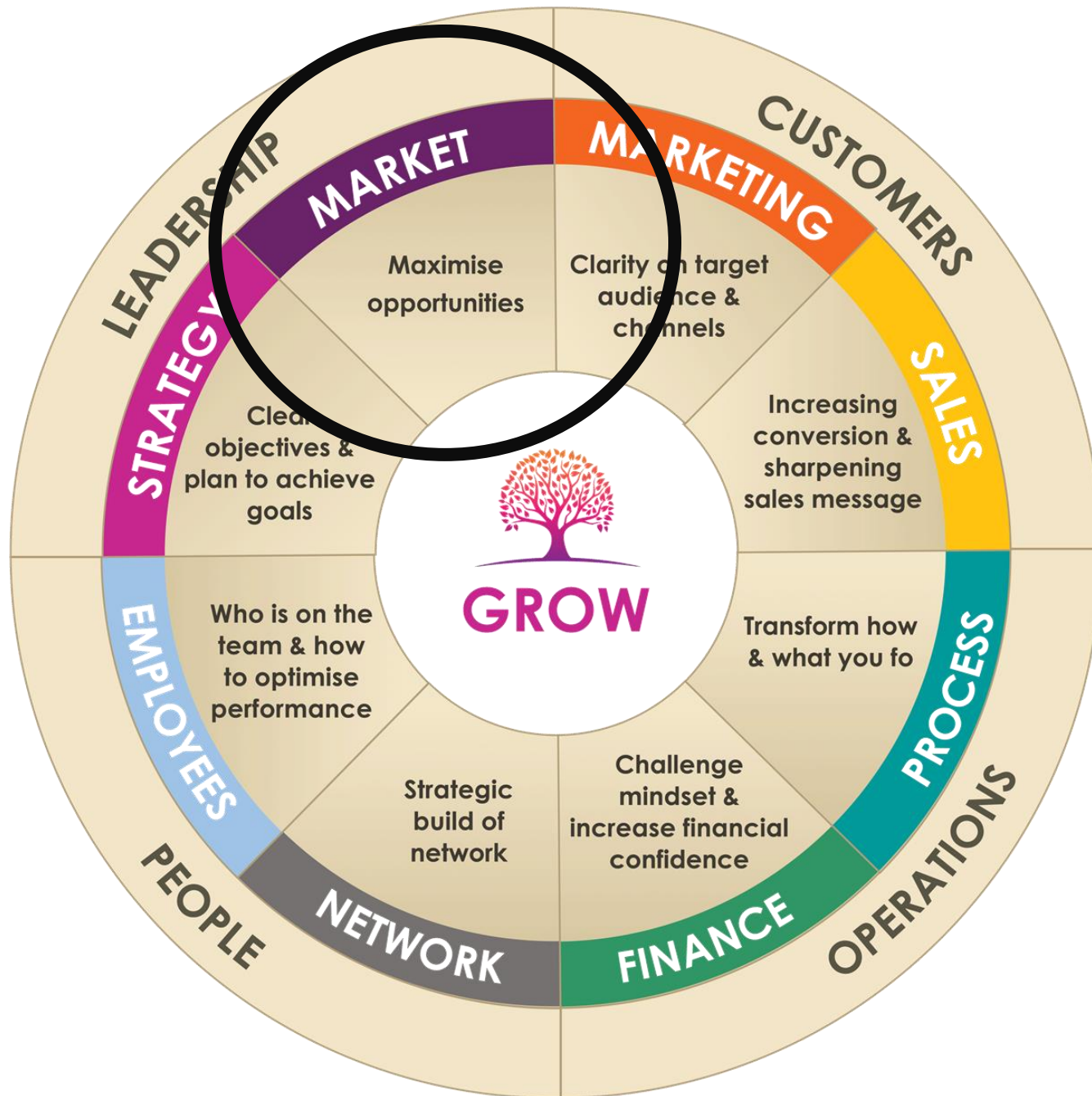
TODAY

- REFLECTION
- BETTER OPPORTUNITIES: GETTING PAID MORE
- GUEST SPEAKER – BUILDING BUSINESS SKILLS AS A CREATIVE AND FINANCIAL CONFIDENCE
- BUILDING EFFICIENCIES
- KEEPING CUSTOMERS











GETTING SH*T DONE?

REFLECTION

- What did you want to do?
- What happened?
- Barriers or Enablers

FINDING BETTER OPPORTUNITIES

How to get your customer to pay more?

How do we get customers to spend more?

**REASONS
TO BUY**

ADD VALUE

Marketing management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.”

(Philip Kotler)

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(Philip Kotler)

VALUE PROPOSITION

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Why your customer should choose you over your competitor.

It offers your customers a distinct mix of elements to cater towards that segments needs.

It may be quantitative value (e.g. price / speed) or qualitative (design / experience)

WHERE DO YOU FIND IT?



PRODUCT - PACKAGING



www.justingignac.com



Garbage

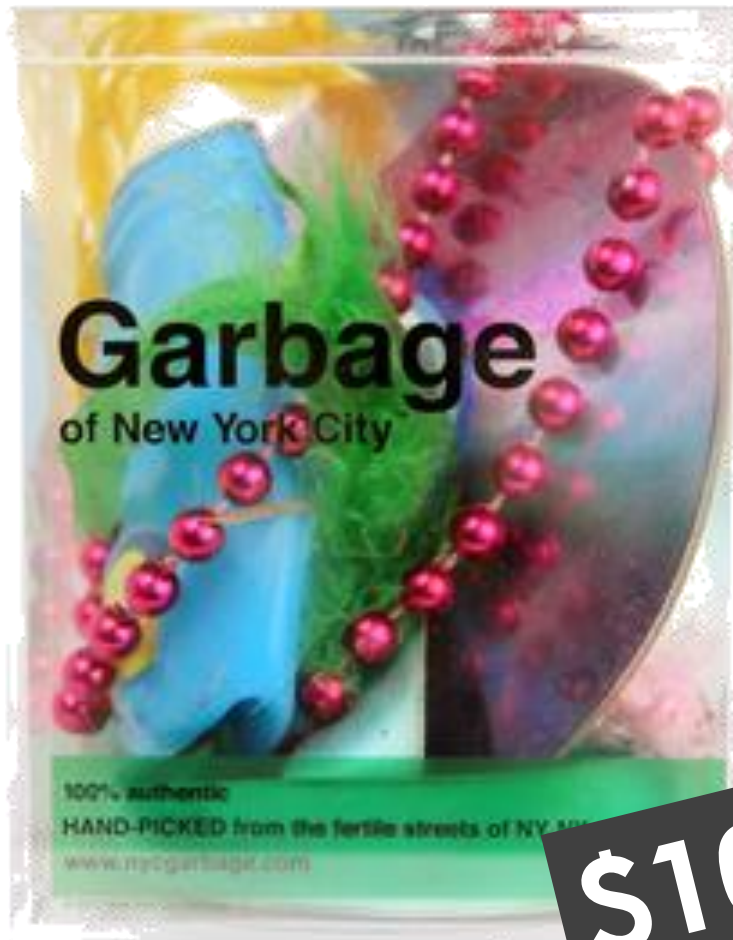
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\$50



\$100



PRODUCT

Packaging

Branding

Quality

Offering Elements

Warrantees



Where is your opportunity?

EADAOIN
FIRECHILD PHOTOGRAPHY



WHERE DO YOU FIND IT?

ADD VALUE



PHYSICAL EVIDENCE



WHAT IS THE EXPERIENCE?



SPEND YOUR MONEY!

EXCITE & DELIGHT



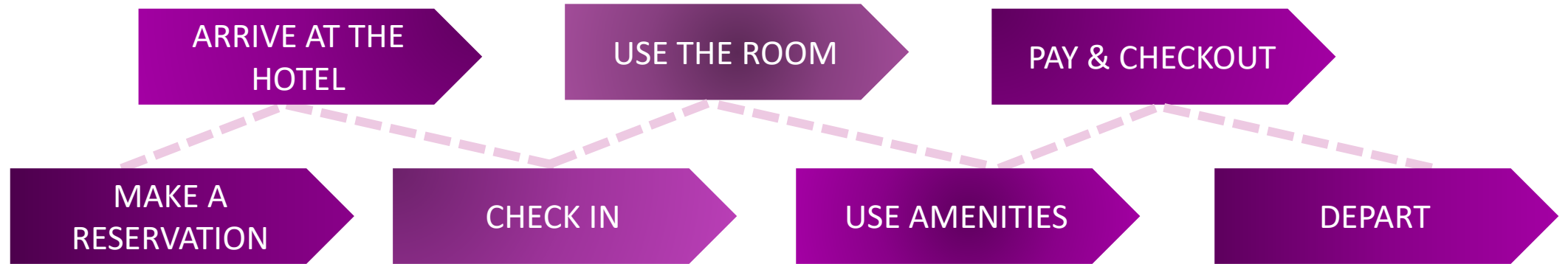




CUSTOMER JOURNEY

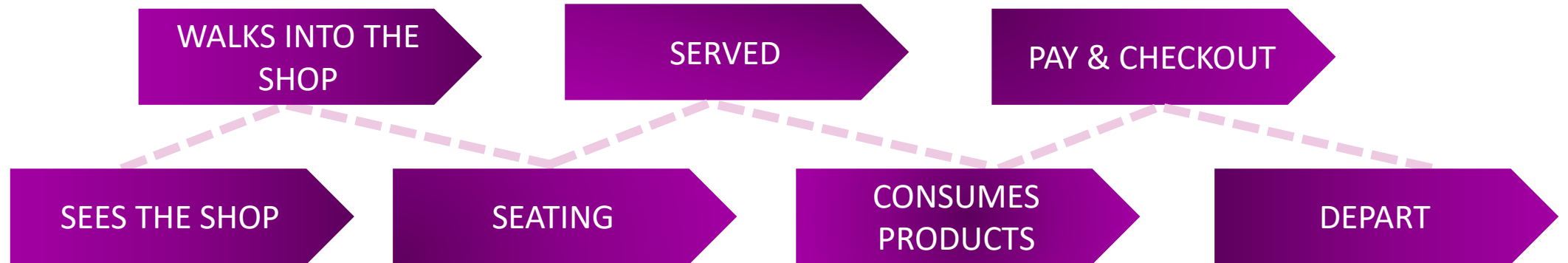
CUSTOMER JOURNEY

HOTEL BUSINESS



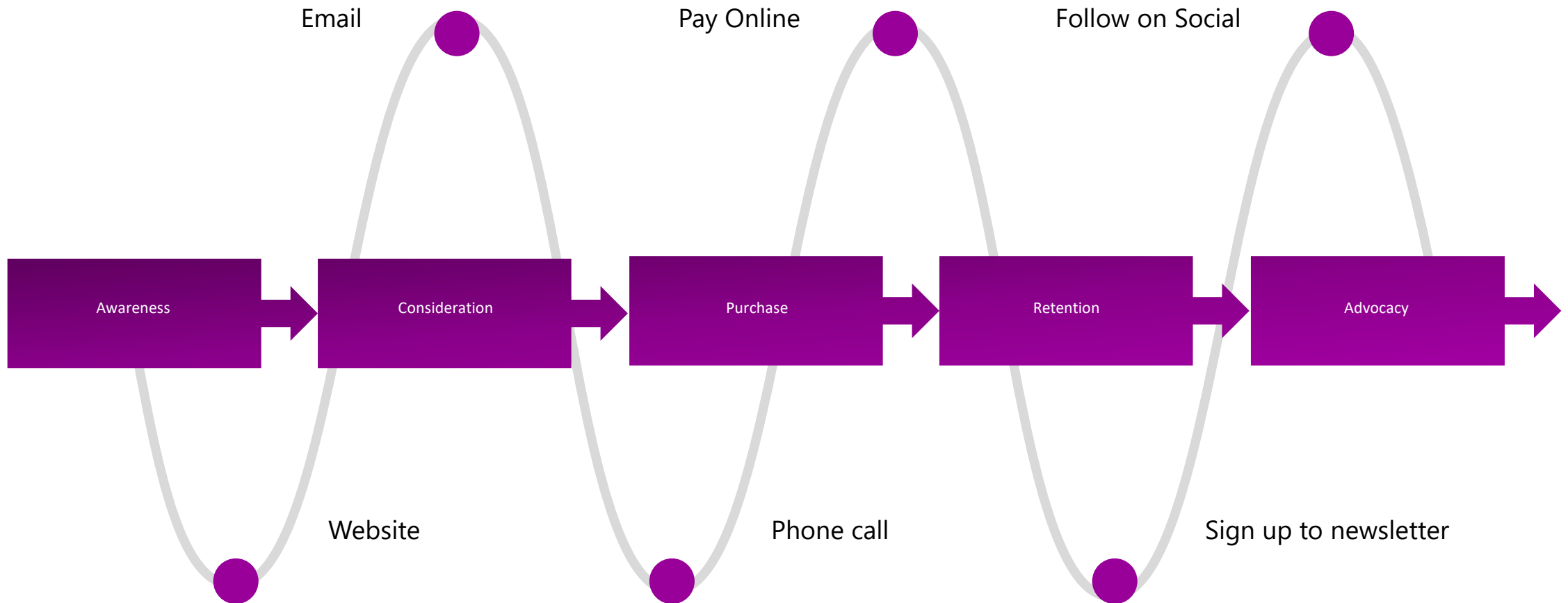
CUSTOMER JOURNEY

COFFEE SHOP



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My Customer Journey





EXCITE AND DELIGHT

**CREATE
JOYFUL
CUSTOMER
EXPERIENCES**

How to get your customer to pay more?

How do we get customers to spend more?

ADD VALUE

Where is your opportunity?

ACTION TIME

Learning Points / Opportunities today?!

What P are you going to activate to add value to your proposition?

What could you do to get people to pay more?

What element of your business can you simplify or systemise?

Where is your opportunity?

168



Reflection

What action?

Potential barriers or enablers?

How will you celebrate success?

What will you do to

The background of the image is a bright, sunny landscape. The bottom half shows a lush green field, possibly a meadow or a field of wildflowers, with a soft focus. The top half shows a blue sky filled with large, white, fluffy clouds. A bright light source, likely the sun, is positioned behind the clouds on the left side, creating a strong lens flare and illuminating the scene with a warm, golden glow.

HAVE A
GREAT
WEEK

#CLARITY

#CREATIVITY

#CONFIDENCE



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