

Marketing Analysis

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Marketing and Horses

First, Know Yourself

Can you afford to move the needle?

- Do you have a budget for marketing?
- Agency or in house?
- Some good research is better than none

No Money, No Problem

Your Friends Close, Your Competitors Closer

- Visit similar businesses
- Speak with customers
- Steal what you like
- Their shortcomings=Your market

Something for Nothing

- Use the Google
- 10 Similar Companies
- Set Up an Interview with Each

No Stupid Questions?

- Ask Questions and Listen—80/20
- Not for the Jugular
- Soak It Up
- Don't Search for the Answer You Want
- Pay Closer Attention to Pain than Pleasure
- Willing to Share?

Check Your Notes

- Similarities, Differences, Outliers
- Not Just Similarities
- Compare Them All

What Everyone Knows
is of Little Value

That's It

- Big Building Blocks
- Trim Work...Data, Experience, Common Sense
- Write It Down, Live By It...But....

“Everyone has a plan until
they get hit.”

Once Again...

“Know Thyself”