



ENTREPRENEUR CURRICULUM

Session 4

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This Week

Session 4

Marketing & Selling B2G, B2B & B2C

During this 3-hour session, for the first hour, the facilitator will lead an interactive discussion on the Participants' greatest challenges and how to address them with effective market research, business development, proposal writing, and relationship building. During the second hour, we will be joined by a panel of representatives from government procurement offices and local anchor institutions who want to do business with smaller companies. They will share their experiences, take questions and offer advice.

Homework will be assigned to be submitted by the next class.



Agenda

Learning Session 4

Facilitator:



1

Welcome/ Homework Check-In

2

Presentation: Marketing & Selling B2G, B2B & B2C

3

Panel Discussion

4

Q&A, Wrap Up and Homework Reminder



Where are you in your marketing process? Where are you in your day-to-day processes?



Are you on the field, involved in the dirty day-to-day? Or are you in the Owner's Box, making deals and holding the winning trophy? Players can only play one game at a time. And they often get hurt. Owners make multiple deals in a day. They acquire more players as needed and stay focused on winning championships.



Are you using Artificial Intelligence (AI) for Marketing? Greater efficiency?

As of July 2023

<https://www.instagram.com/aitherevolution/>

Don't be afraid of artificial intelligence. You are already using it on your smart phones, apps and in some of your household tech.

Be ready to learn how to adopt it to make you more competitive in the market.

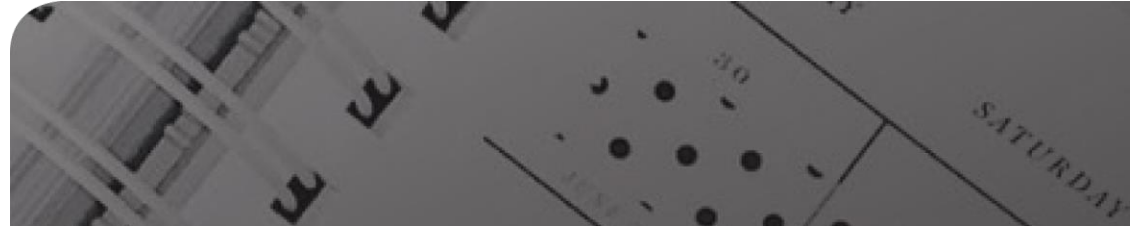
Look out for Google! <https://bard.google.com/>

You can find a list of Google AI tools on the Google AI website: <https://ai.google/tools/>



DESIGN 	IMAGE CREATOR	MIDJOURNEY	DESIGNER
WEBSITE 	DURABLE	10WEB	BOOKMARK
WRITING 	CHATGPT	COPY.AI	QUILLBOT
SLIDES 	SLIDES AI	BEAUTIFUL.AI	SLIDESGO
VIDEOS 	LUMEN5	SYNTHESIA	RUNWAYML
SOUND 	BEATOVEN	ADOBE PODCAST	ECRETT MUSIC
SEARCH 	BARD	BING CHAT	PERPLEXITY
CODING 	AUTOREGEX	LIGHTNING AI	GITHUB COPILOT

Artificial Intelligence (AI) for Marketing

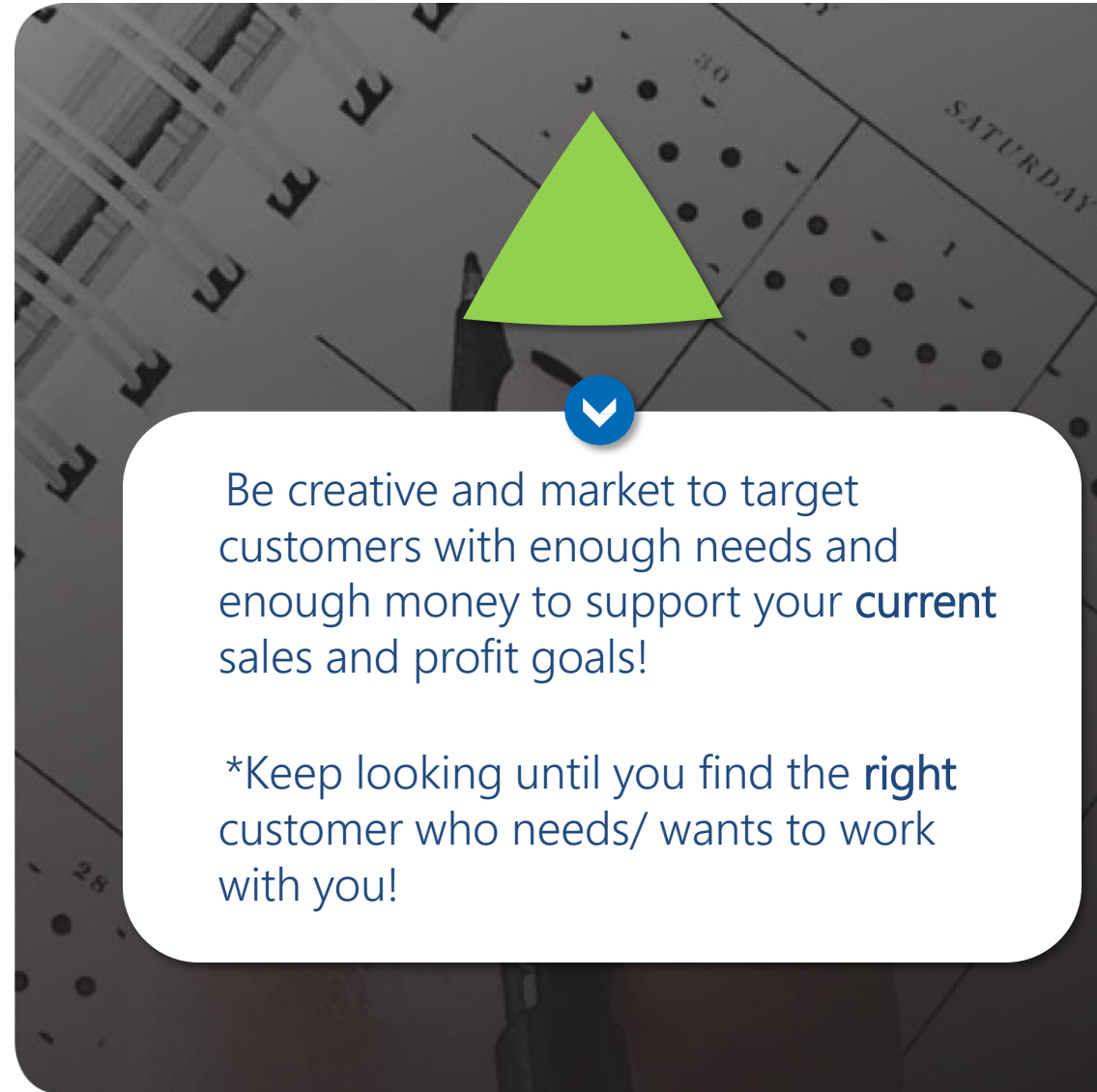


Here are 10 useful artificial intelligence prompts for businesses:

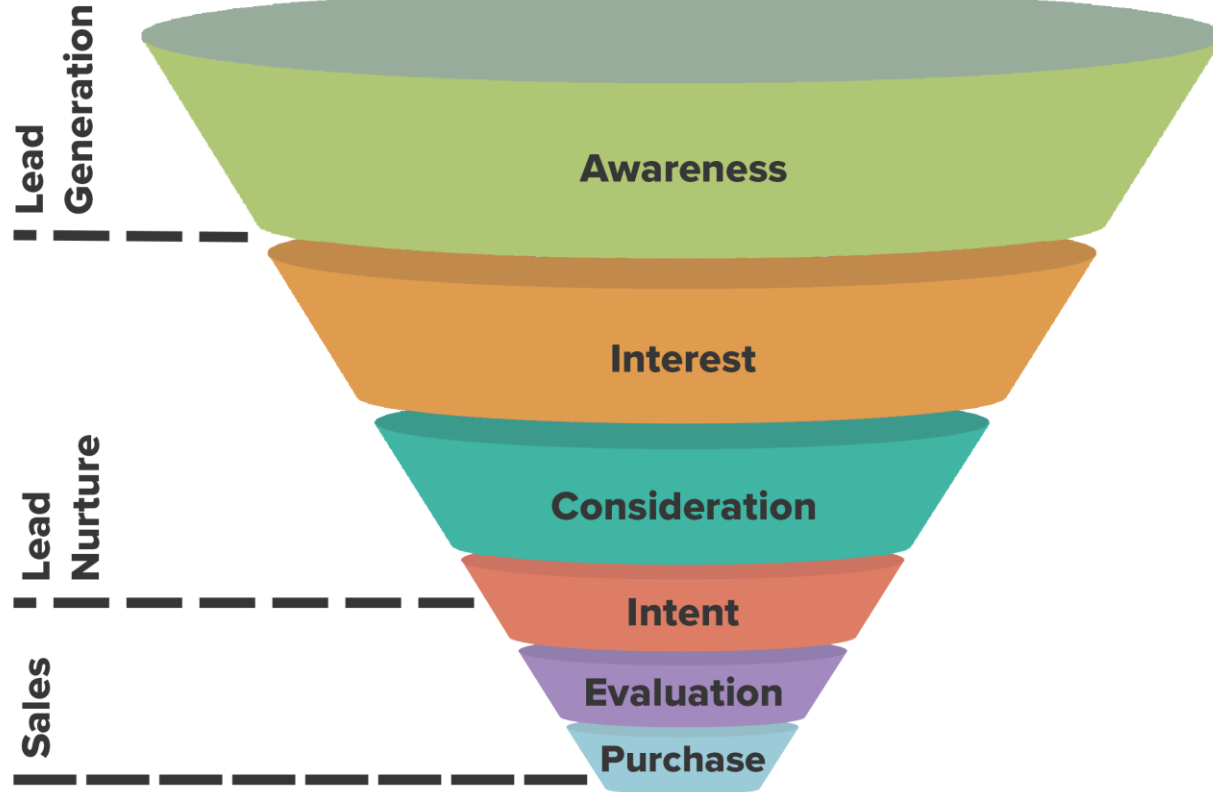
1. Generate product ideas based on customer and market needs and trends.
2. Generate ideas for product features based on...
3. Draft a product positioning statement for...
4. Conduct a SWOT analysis of the product...
5. Generate a unique value proposition and market positioning for the product...
6. Write a 100-word blog entry addressing the target customer's pain point...
7. Carry out a market analysis for the category of the specific product...
8. Identify customer pain points of the specific product...
9. Create a product description...
10. Suggest potential target markets for the specific product...



Choosing the RIGHT Customer



The Marketing Funnel



SKYWORD

- Marketing campaigns and consumer research
- Events, advertising, tradeshow, blog, webinars, direct mail, viral campaigns, social media, search, media mentions, and more
- Engagement and introduction to positioning
- Emails, targeted content, classes, newsletters, and more
- Product information and specials
- Automated email campaigns, case studies, free trials, and more
- Product demos and shopping carts
- Sales adds to nurture stream
- Marketing and sales work to prove their product is best
- Sales transaction is completed

Consider how your target customer becomes aware, engages, considers buying, how you engage them and how they make a purchase. This is your integrated marketing process. Build repeatable processes so your team (not you) and your tech manage the customer journey.



Lead Management B2B and B2C

1. B2B- Business Owners need to know on average, how many leads you need to generate, how many attempts are needed to get in contact with the lead, and how many contacts with the client are needed before a lead converts to a sale. If you know these numbers, and the cost per lead and the cost per sale, you can create a marketing budget to generate the sales needed to meet your revenue goals.
2. B2C- Business Owners need to know the channels that their target customers use in order to make purchasing decisions. Timing is also factor as it's important to inform the customer of your value proposition before they buy and make it easy for the customers to make a purchase when they are ready to buy. Additionally, it's important to know how many impressions, social media interactions, google searches and website visits occur before a lead is generated and a sale is made.
3. Use a POS/ CRM to manage the tracking of leads and run reports to measure source, zip codes, sales lifecycle, and repeat buys. This data will help with providing feedback and training for your marketing and sales team. All leads matter!

Typical Characteristics

for B2C Lead Generation



- Short sales cycles
- Customers are already ready to buy → Unique offers, promotions are used to convert leads
- Broader audience as everyone has purchasing power
- Leads can be found on social media (Facebook, Youtube, Instagram)
- Cold calls are considered annoying and not many use them
- Cold emailing is not used as it's hard to find email addresses to private people

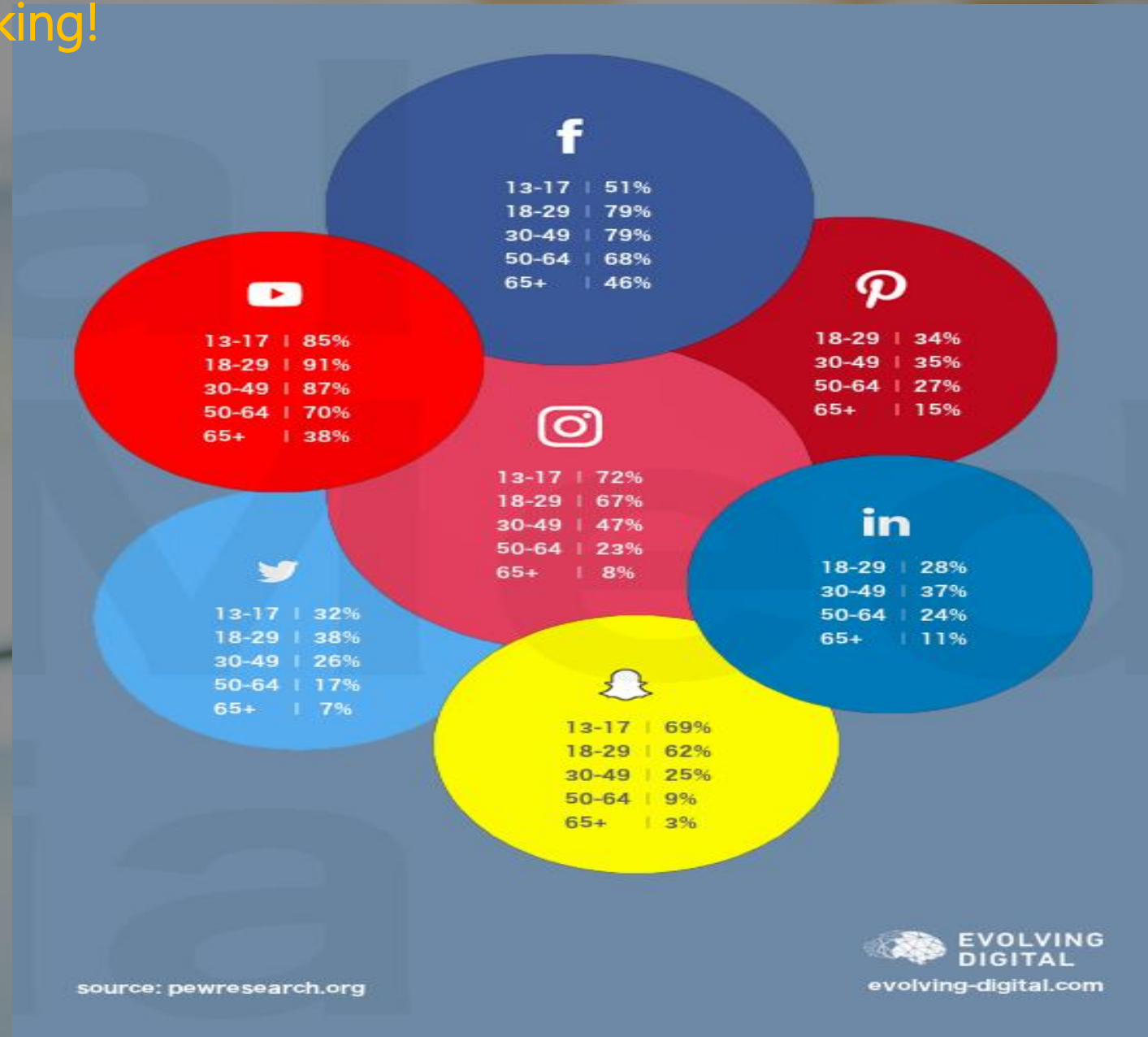
for B2B Lead Generation



- Long(ish) sales cycles (even months or years)
- Businesses might not be aware of their problem, so it's more about creating high-quality content than giving discounts
- Narrower market
- Leads can be found on business platforms, such as LinkedIn
- Not all the leads have purchasing power, you need to please and convince possibly multiple individuals
- Cold calls, emails and direct messages are common
- Customers often have a budget they need to stick to

When Attempting to Reach the Target Customer... → Use Data & Be Where They Are Looking!

1. Email Marketing
2. Facebook
3. Instagram
4. Tic Tok
5. Pinterest
6. Proposals in response to RFPs, RFIs
7. In-person business development
8. SMS text
9. YouTube
10. LinkedIn
11. Twitter
12. Local and Online Events
13. Partner introductions and referrals
14. Review Sites



Why is Data Collection Important?

1. Asking questions over time like birthday, favorite sports, kid's birthdays, anniversaries, greatest challenges, products/ services they need, and other important dates allow you learn more about your customer. This also helps you to craft personalized or special group messages and compelling marketing campaigns that will set you apart from the competition and deepen your relationship with you customer. It may also create opportunities for referrals.
2. If you have email addresses, phone numbers, and social media handles you can contact your customers anytime you want (within reason). If you are the owner of the connection outside of social media, you have a more valuable business.
3. Taking notes when you interact with a patron creates an easier experience for the customer. By you taking notes in the CRM, they don't have to reintroduce themselves, or restate their preferences and challenges every time. Plus, you can mine the date to make marketing decisions. Also, this documentation comes in handy if there is a problem.
4. It is very important that you keep passwords, usernames, personal and financial data safe. Use secure websites and apps that secure the data. Create SOPs that keep data safe and a privacy policy and use of data statement for your website. If you have a breach, see an attorney on messaging and a cyber expert for next steps. Know local, state and federal laws.
5. Consider Cybersecurity Insurance as a part of your business protection and a cyber or data professional for practical advice.



Marketing. Where do I start?

1. Define your brand. Who are you? What is your voice? What is your value proposition? What makes you special? Why does your customer need you? What's in it for the customer? Fixing pain or providing pleasure for the customer?
2. Get on the internet. Website. Social media. Reviews. Downloads. Blog. E-books. Videos. LinkedIn. Be on the channels your customer uses. COLLECT AND MINE DATA!!! The call to action is key. Don't waste the opportunity.
3. Communication strategy. Plan your 12-month calendar. Create your content for the different channels. Have an ongoing value conversation with your customers, partners, and supporters.
4. Build your process for handling leads from receipt to sale. Create a smooth process using technology. Your email list, website, social media and CRM should all work together. Your data and direct customer relationship is valuable.
5. Create a budget! Post content, have meetings and submit proposals. Pay attention to what works. Track costs, source, responses, leads, appointments, web traffic, visitors, calls, emails, and sales. A/B Test your message before and during paid ads for campaigns. COLLECT AND MINE DATA!!! Do more of what they like and what gets you paid.

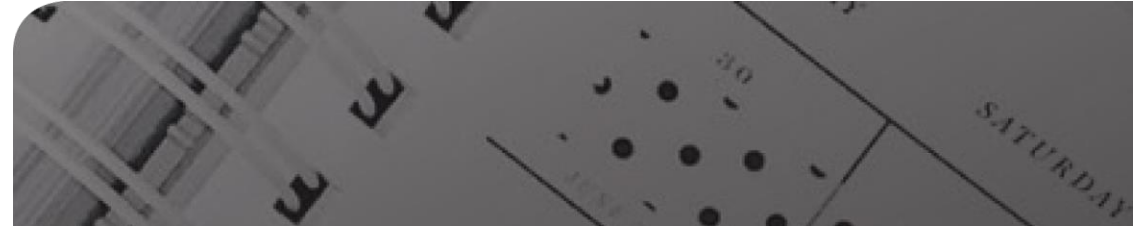
Google Ads- Tips

Here are some tips for using Google Ads:

1. Set clear goals. What do you want to achieve with your Google Ads campaigns? Do you want to increase brand awareness, generate leads, or drive sales? Once you know your goals, you can tailor your campaigns accordingly.
2. Choose the right keywords. When people search for your products or services, what words and phrases are they using? Make sure to choose keywords that are relevant to your business and that people are actually searching for.
3. Write compelling ad copy. Your ad copy should be clear, concise, and persuasive. It should highlight the benefits of your products or services and encourage people to click on your ad.
4. Optimize your landing pages. Your landing pages are the pages that people will visit after they click on your ad. Make sure your landing pages are relevant to your ad copy and that they provide a positive user experience.
5. Track your results. It's important to track the results of your Google Ads campaigns so that you can see what's working and what's not. This will help you to optimize your campaigns and get the most out of your investment.



Google Ads- Tips



Here are some additional tips that can help you to get the most out of your Google Ads campaigns:

- Use negative keywords. Negative keywords are words or phrases that you don't want your ads to show up for. For example, if you sell shoes, you might want to add the negative keyword "free" to your campaign so that your ads don't show up for searches like "free shoes."
- Use ad extensions. Ad extensions are additional pieces of information that you can add to your ads, such as your phone number, address, or hours of operation. Ad extensions can help to make your ads more informative and attractive, which can lead to more clicks.
- Use automated bidding. Automated bidding allows Google to automatically set your bids for you. This can save you time and effort, and it can help you to get the most out of your budget.
- Use the Google Ads Editor. The Google Ads Editor is a powerful tool that you can use to manage your campaigns offline. This can be helpful if you have a large number of campaigns or if you need to make changes to your campaigns quickly.



Facebook Ads- Tips

Here are some tips that can help you to get the most out of your Facebook Ads campaigns:

- Use Facebook's targeting options. Facebook offers a wide range of targeting options, so you can tailor your ads to reach the right people. For example, you can target people based on their interests, demographics, and even their past behavior on Facebook.
- Use ad extensions. Ad extensions are additional pieces of information that you can add to your ads, such as your phone number, address, or hours of operation. Ad extensions can help to make your ads more informative and attractive, which can lead to more clicks.
- Use A/B testing. A/B testing is a great way to test different versions of your ads to see what works best. For example, you can test different headlines, images, or calls to action.
- Use the Facebook Ads Manager. The Facebook Ads Manager is a powerful tool that you can use to create, manage, and track your Facebook Ads campaigns. It's a great way to stay organized and make sure that your campaigns are running smoothly.



Facebook Ads- Tips

Here are some additional tips for writing effective Facebook ad copy:

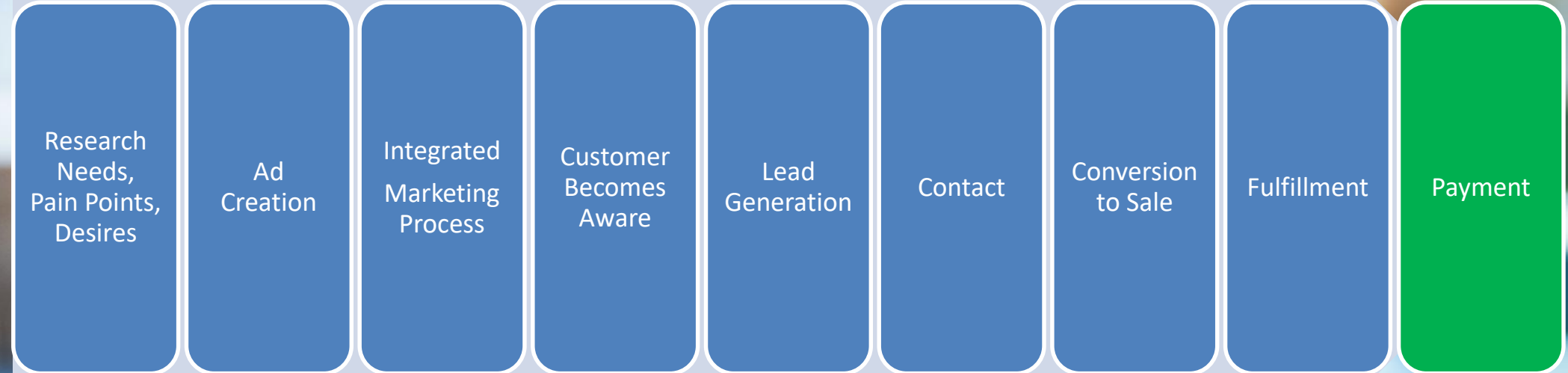
- Keep it short and to the point. People are bombarded with ads all day long, so they don't have time to read long, drawn-out copy. Get to the point quickly and clearly.
- Use strong visuals. Images and videos can help to grab attention and make your ad more memorable.
- Use a strong call to action. Tell people what you want them to do, whether it's clicking on your link, visiting your website, or signing up for your email list.
- Test different versions of your ad. A/B testing is a great way to see what works best with your audience. Try different headlines, images, and calls to action to see what gets the best results.



REFINE THIS PROCESS TO MAXIMIZE REVENUE AND PROFITABILITY

- **Manage Cost Per Lead, Cost Per Sale, and Cost to Make One (Fulfillment)**
- **Look at Average Time from Lead Generation to Conversion to Sale**
- **Track Source (Awareness)**

If you know the cost to make one sale, you'll know the cost to make 1000 sales.



Once you have their attention, focus on their needs and pain points. Give them a headache and sell them an aspirin. In-Person...

1. Ask them questions to understand their problem.
2. Point out common challenges that others like them face.
3. Probe to get to their emotion and to see what they have done in the past.
4. Take notes so you can customize a pitch now and write a proposal later.
5. Respond with a description of your product or service customized to their needs.
6. Answer their questions and refer to their pain points.
7. Assure them that you can assist them.
8. Ask them how they will feel when you fix this for them.
9. Ask them for their timeframe and budget.
10. Ask them if they want you to send them a proposal. If they don't say yes, ask more questions until they say yes.
11. Tell them you will send the proposal tomorrow by 3pm. Then, tell them to pull out their calendar to schedule a call to discuss the proposal. Lead them to the close.



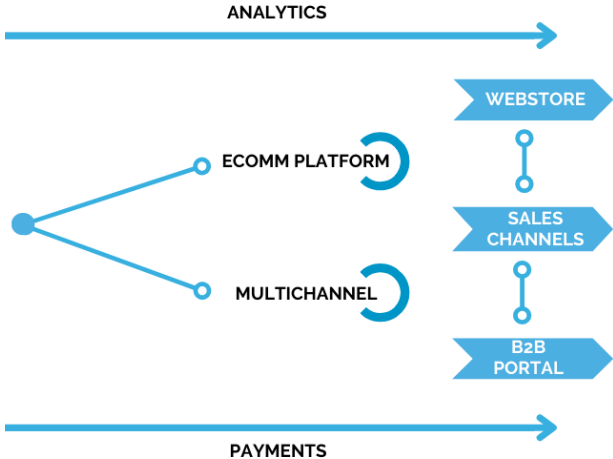
Once you have their attention, focus on their needs and pain points. Give them a headache and sell them an aspirin. Online...

1. Research the channels they use to make buying decisions. Look at past customers.
2. Create a marketing budget tied to sales goals.
3. Create a communication calendar with different targeted campaigns. Build automated follow up campaigns for after the sale and if they don't buy right away.
4. Understand their need. Their pain. What's hurting? What would make them feel better?
5. Understand them as group of people. Use data to categorize your campaigns.
6. Talk directly to them and their need.
7. Give them an easy way to learn more, give you info and/or buy from you online.
8. Get data that allows you to fulfill the order and helps you market to them later.
9. Fulfill the order.
10. Follow up after they receive the order for feedback, reviews, referrals, upselling.
11. Analyze the data for refine this campaign and to create future campaigns.



E-Commerce Tech

Consider the needs of your business. Your process should dictate what tech you need to support your customer lifecycle. Integrate your inventory with:



Common Challenges

I need better Marketing!!!

Look for:

- Value Proposition/ Need/ Demand?
- Marketing match customer interests?
- Actual Budget for Marketing?
- Pricing Logic that is profitable?
- Is your offering of value to the customer?
- Can your target customer afford it?
- When do they buy? What Channels?
- Unprofessional branding/ presence?
- Who needs it and is willing to pay for it?
- 4/5 Strategy with Communication Calendar
- Clear Call to Action

Possible Solutions:

- Market Analysis
- Marketing Budget
- Competitive Analysis
- Social Media Plan
- Analysis of Customer Buying Patterns
- Communication Strategy and Calendar
- Website analysis/ update
- Website/ CRM/ Task Management integration
- Embed pixel in website
- Set up social media pages
- Forms on website
- Scheduling tools
- Define calls to action



B2C & B2B

Selling B2C & B2B- Market Research Tools to Understand Your Customer

B2Customer

<https://www.pewresearch.org/>
<https://www.census.gov>
<https://www.bls.gov>
<https://www.livingfacts.org/>
<https://trends.google.com/trends/>
<https://www.google.com/>
<https://www.facebook.com/business/insights/tools/audience-insights>
<https://www.pickfu.com/>

B2Business

<https://www.paychex.com/employment-watch/#!/>
<https://adpemploymentreport.com/>
<http://www.nfib-sbet.org/>
<https://www.yelp.com/>
<https://www.trade.gov/export-solutions>
https://www.franchise.org/franchising_franchise-industry-research
<https://smallbiztrends.com/small-business-statistics>
<https://nrf.com/retails-impact>



B2C & B2B

Simplify Your Message! Simple benefits for Businesses & Individuals may include:

- Easier to use, manage, sustain or implement.
- Higher quality. More efficient. More accurate. Faster. Newer technology.
- Better reporting, metrics or visibility.
- Addresses current needs better than existing product.
- Better customer experience.
- Higher Likeability & Trust (They prefer working with you & feel more confident with you).

Create trust to get to know their need. Understand the emotion in their needs and use that along with your knowledge and expertise to close the deal. People buy from those they know, like and trust.



B2G

"Quick" Guide to Getting Started in Federal and State Government Contracting

- 1** State- Obtain a Dunn & Bradstreet Number <https://fedgov.dnb.com/webform/> | Fed- Unique Entity ID through SAM in Step 3
- 2** Match your products and services to a North American Industry Classification System (NAICS) code. <https://www.census.gov/eos/www/naics/>
- 3** To participate in government contracting, you must register your business in the federal government's System for Award Management (SAM). SAM is a database that government agencies search to find contractors. <https://www.sam.gov/SAM/> and https://web.sba.gov/pro-net/search/dsp_dsbs.cfm. For state contracts, enroll in EMMA at <https://procurement.maryland.gov/>
- 4** In order to participate in government contracting, you must comply with all laws and regulations. The federal government's purchasing process is governed by the Federal Acquisition Regulation. Regulations covering government contracting programs for small businesses are listed in 13 CFR 125. <https://www.acquisition.gov/browse/index/far> For State contracts, visit <https://procurement.maryland.gov/wp-content/uploads/sites/12/2019/07/MarylandProcurementManual.pdf>



B2G

"Quick" Guide to Getting Started in Federal and State Government Contracting

- 5 Find contracts! Google Forecasts! Federal business opportunities for contractors are listed at <https://sam.gov/content/home> . Government agencies are required to use SAM to advertise all contracts over \$25k. \$15k+ State contracts can be found at <https://procurement.maryland.gov/>
- 6 Consider sub-contracting/ teaming. Here are a few places to start:
 - Subnet (Posted by Federal Contractors): https://eweb1.sba.gov/subnet/client/dsp_Landing.cfm
 - Directory of Federal Contractors (Maintained by SBA): <https://www.sba.gov/document/support-directory-federal-government-prime-contractors-subcontracting-plans>
 - U.S. Department of Defense: <https://business.defense.gov/Acquisition/Subcontracting/Subcontracting-For-Small-Business/>
 - State of Maryland- Prime contractors often use: MBE Directory: <https://mbe.mdot.maryland.gov/directory/> and Pre-Bid Meetings
- 7 Talk to small business offices for recommendations on your capability statement and certifications. Federal: <https://www.sba.gov/offices/district/md/baltimore> State: <https://msa.maryland.gov/msa/mdmanual/08conoff/html/10mi.html>



B2G

Certifications

➤ Federal

Are you eligible to join the Woman Owned Small Business (WOSB) Program, HUBZone Program, or 8(a) Business Development Program? Visit <https://certify.sba.gov/>

➤ State

MDOT Certification <http://www.mdot.maryland.gov/newMDOT/MBE/Index.html>
Maryland General Reserve

➤ City or County

Check your local city and county for their procurement programs for small businesses.



B2G

Simplify Your Message! Simple benefits for Government may include:

- Less risky.
- SWP-> Smaller. Lighter Weight. Uses less power.
- Saves more lives & creates a safer situation.
- Less expensive. Saves money. More efficient.
- Reduces man hours or personnel.
- Easier to implement & manage.



B2G

Marketing to Potential Government Agencies - Considerations

- Understand if this project has funding or when funding is expected.

- Always understand “who” you are presenting to & how you’ll offer value. Introduction?

- Do we know & can we influence the key decision makers? Is there an incumbent? Status?

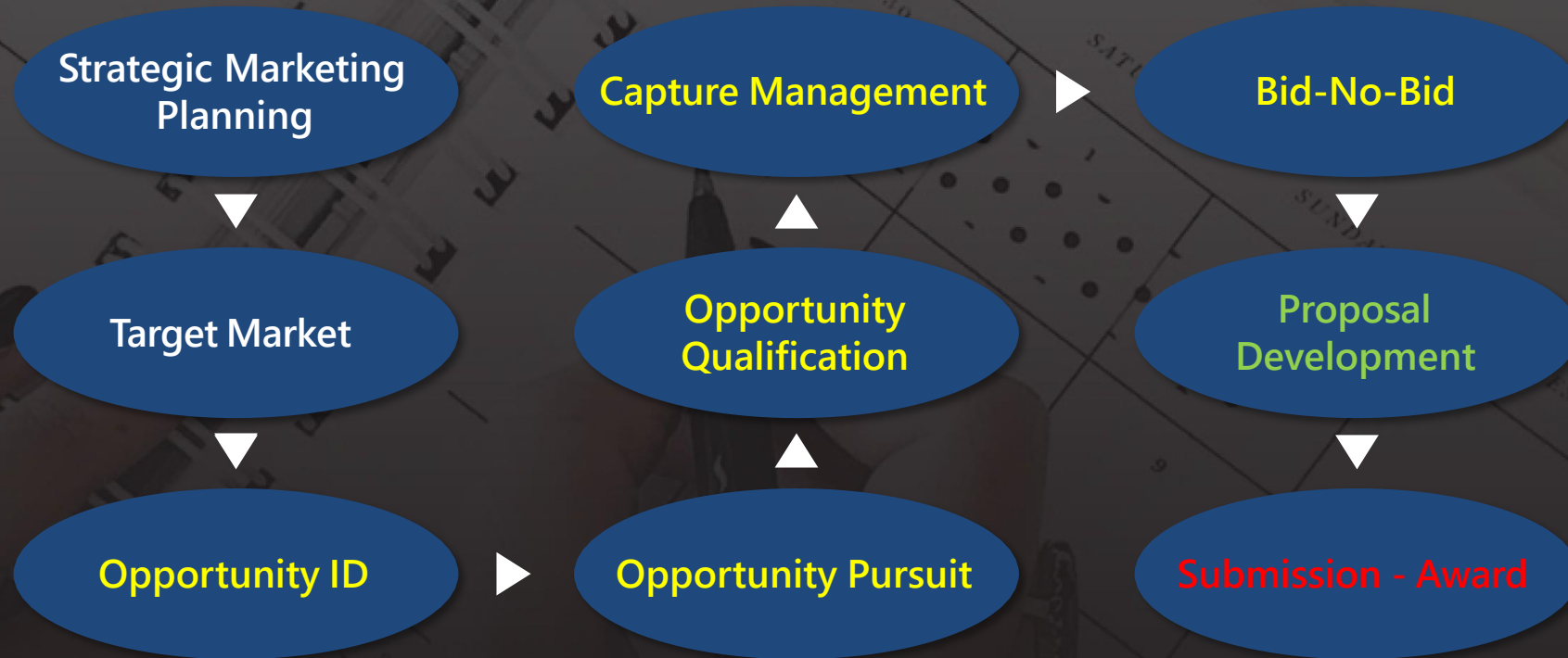
- How does this project add to your story? This will one day be past performance!

- Do we understand the business need or pain driving this bid? Are requirements clearly defined & are they technically feasible?

- Do we know the evaluation criteria & how it will be weighted? Can we win and deliver?



Government Marketing Process: 1-2 years



Know the forecast and fiscal cycle of your target agencies! What kind of skills/ team members and capital do you need to support this opportunity pursuit process? It can be expensive so only bid on what you can win and deliver.



B2G

Contract Vehicles



A contract vehicle is a streamlined method used by the Government to purchase various kinds of supplies and services that it needs. Contract vehicles are typically managed by a federal agency that manages them centrally to reduce acquisition administrative costs and increase time and resource efficiencies. For government contractors, contract vehicles provide easily accessible opportunities for winning contracts and selling their products and services to the government.

Contract vehicles include:

- GSA schedule contracts
- Any multiple award schedule (MAS) contract held by you or one of your partners
- Any contract held by your business partner under which subcontracting is an option
- A sole source, credit card purchase (usually under \$2,500) by a government buyer
- An open market, small purchase (under \$25,000)
- Any program giving preferences to a defined class including small businesses, small disadvantaged businesses, women-owned businesses, veteran-owned businesses, businesses located within a HUB zone, etc.
- A public procurement contract (the least preferred route)



B2G

Ex: GSA Schedule



When a business has a General Service Administration Schedule contract, that company's approved federal prices are posted for any federal buyer. Although contract holders still must market and sell their products and services, **GSA Schedules provide federal buyers with a quick way to close a federal sale while at the same time, staying within the federal rules for competition when making buys with public money.** There are 12 large categories. <https://www.gsa.gov/buy-through-us/purchasing-programs/gsa-multiple-award-schedule/gsa-schedule-offerings/mas-categories>

Having a GSA Schedule contract gives companies an edge in making sales and cuts down the competition—to almost none at times. Compared to buys made through a public bidding process, orders under a Schedule contract are more or less hidden from view. Most importantly, GSA Schedule contracts are open to small businesses.

The GSA Schedule contract is a **pre-negotiated price and ordering procedure**, under a blanket contract, that any federal agency can use. It works for the government, for the vendors, and for the taxpayers. Learn more at <https://www.gsa.gov/buy-through-us/purchasing-programs/gsa-multiple-award-schedule>



Find a Need. Fill a Need. Get Paid.™



B2B, B2C or B2G
This **intersection** of need, your ability to address the need and the target customer's ability to pay is where you'll make money every time.

The greater the need, the greater the opportunity to get your target customer to know you, like you, trust you so they can keep buying from you and referring paying customers to you.



Panel

Panel:
**Marketing & Selling
B2C, B2B & B2G**

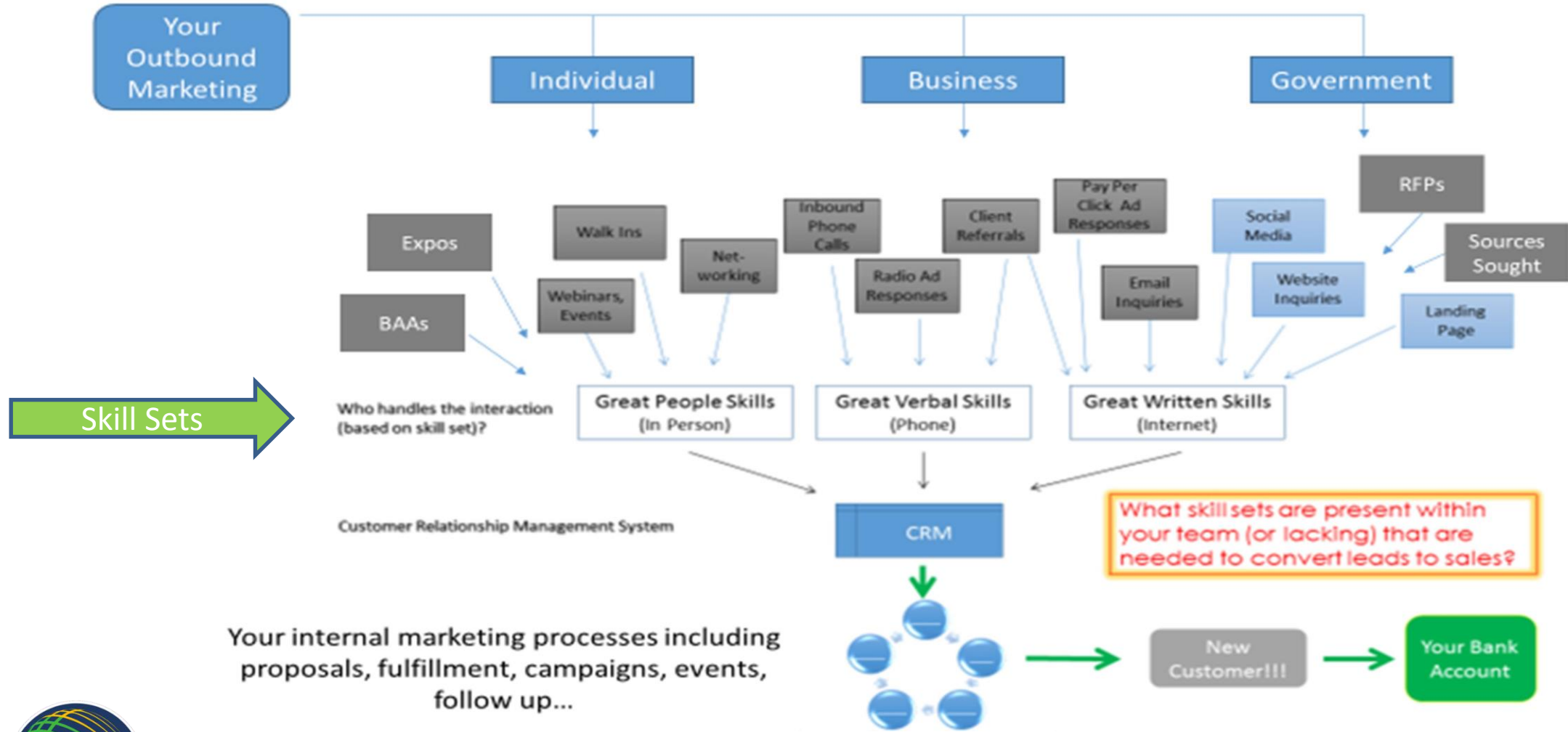


Questions & Answers



For more information, visit www.whcusa.com or email Will Holmes at will@whcusa.com

Effective Marketing Creates Leads and Sales. Is your team ready?



When Attempting to Reach the Target Customer... → Use Data & Be Where They Are Looking!

1. Email Marketing
2. Facebook
3. Instagram
4. Tic Tok
5. Pinterest
6. Proposals in response to RFPs, RFIs
7. In-person business development
8. SMS text
9. YouTube
10. LinkedIn
11. Twitter
12. Local and Online Events
13. Partner introductions and referrals
14. Review Sites

