

Marketing Open Source Solutions

Why doesn't Everyone Share our Zeal?

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Introduction

- **Marketing is...**
 - **“Strategic Thinking” not sales**
 - **The first step in product development**
- **Marketing means...**
 - **The success or failure of an organization**

Introduction (2)

- **Marketing succeeds if you...**
 - **Know your Customers/ Clients**
 - **Do your homework**
 - **Understand your product**
 - **You understand your position from your Customers/ Clients eyes**
 - **If you test (and re-test) every assumption and hypothesis**

Step-by-Step Marketing

- **Summary of Marketing Steps:**
 - **Find a large enough group of Customers/ Clients**
 - **Find out what this group “Wants”**
 - **Find a competitive edge that...**
 - **Solves a burning need**
 - **Removes a major “Customer/ Client pain”**
 - **You can promote**
 - **Turn this “benefit marketing edge” into a powerful marketing message**
 - **Deliver the message to the right prospects**

Step-by-Step Marketing (2)

- **General Principles:**
- **Put together the best, most compelling message**
- **Represent the "goods or services"**
 - **Truthfully**
 - **Transparently**
- **Highlight a USP - a unique selling proposition**
 - **What makes your offer...?**
 - **Different?**
 - **Better?**
 - **Irresistible?**

Step #1: Getting Started – Who are our Customers?

- **Our Customers/ Clients determine how we market**
 - **Know Customers/ Clients in “excruciating, intimate” detail**
- **Why develop a product/ service package if Customers/ Clients don’t want it?**
- **Trying to be...**
 - **“All things to all people” means being**
 - **“Nothing to Nobody”**
- **“Free and Low-Cost” do not constitute a marketing proposition**
 - **Even the “Bonuses” associated with the Marketing Offer must have high perceived value**

Step #1: Getting Started – Who are our Customers? (2)

- **What if our Customers/ Clients are...?**
 - **Teachers**
 - **Students**
 - **Curriculum Specialists**
 - **Principals**
 - **IT Directors**
 - **School Business Office Staff**
 - **Superintendents**
- **We need a separate marketing campaign for each group**

Step #2: Discover “Wants” First – Develop Products Second

- **Customers/ Clients want a Product/ Service that either...**
 - **Gives them something good**
 - **Eliminates their pain**
- **The Product/ Service must focus on benefits that the Customer/ Client wants**
- **Test, Re-Test to Determine if our Hypothesis is Correct**
 - **Only trust test if the tests require...**
 - **“Purchase”**
 - **Energy**
 - **Commitment**
 - **Difficulty**

Step #2: Discover “Wants” First – Develop Products Second (2)

- **Build a product package only after determining...**
 - **“Customer/ Client Wants”**
 - **Whether there is enough “Demand”**
 - **Whether there are enough Customers/ Clients**
 - **Whether the Product/ Service will “Over Deliver” on Customer/ Client expectations**

Step #3: What makes our “Offers” Different?

- **Unique in a “Sea of Imitators”**
- **One sentence that summarizes what our product is about**
- **Related to Key benefits, which are listed as descending list of bullet points**
- **Every bonus is related to the offer and could stand on its own in terms of value to the Customer/ Client**

Step #4: Testimonials and Case Studies

- **Must pass the “People like me” Test**
- **Testimonials must address the central problem that the Customer/ Client faces**
 - **The Problems must be “Just like mine,” or worse**
- **The results must be good or great, with the assumption...**
 - **If I only achieved “Part of that” things would be “pretty good”**

Step #5: Overcoming Objections

- **Figure out (ahead of time) what objections might surface**
- **Answer the most serious of these in your marketing**
- **Answer the rest in FAQs**
- **Understand that Objections are Gifts that help...**
 - **Hone the product's benefits**
 - **Change the direction of the product's development**
 - **Focus the marketing effort on reality**
 - **Keep the marketing focused upon the Customers' / Clients' needs and viewpoint**

Step #6: Removing Risk with Guarantees

- **Risks are seen from the “Customers’/ Clients’ Eyes”**
- **Adopting Open Source Solutions presents risks**
 - **Even if the products are “free”**
- **Response Costs are one Risk**
- **Loss of Job status is another risk**
 - **For choosing wrong, recommending wrong**
 - **For making supervisors look bad**
- **That Project will be Under Funded – Certain Risk**
 - **Right recommendation**
 - **Wrong funding**
 - **Minimal results**
 - **Recommender blamed**

Step #7: Promotion Strategies

- **Promotion strategies depend upon...**
 - **Developing and communicating Unique Service Position/ Unique Selling Proposition (USP)**
- **Building value in the minds of Customers/ Clients because...**
 - **The benefits are inviting**
 - **The Customer/ Client is “hungry” for the benefits**
- **Involve strong emotion so...**
 - **There is a feeling of “Loosing out” if the Customer/ Client can’t get the Product or Service**
 - **There is a urgency and an imperative for acting at once to obtain the Product/ Service**

Step #8: Writing a Marketing Plan

- **Follow the template**
- **Do the “homework”**
- **Get “honest”**
- **Lay out the...**
 - **Assumptions**
 - **Issues**
 - **Risks**
 - **Competitor’s Advantages**

Step #8: Writing a Marketing Plan (2)

- **Build the “Offer”**
 - **Value and Benefits**
 - **Bonuses**
 - **Testimonials or Case Studies**
 - **Answers to possible objections**
 - **Guarantee**
 - **Call to Action (Ask for the Order)**
 - **Make it easy to order with multiple pathways to ordering**
- **Follow-up with all promises fulfilled, and then some**
- **Stellar Customer Service after the sale**

For additional information...

Contact:

Joseph Chmielewski

joseph@classroomtoolkit.com

Post Office Box 47781

San Antonio, Texas 78265

210-885-8135