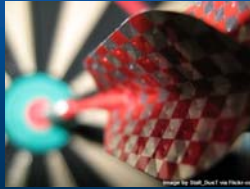


Marketing Your Business



Start Your Business

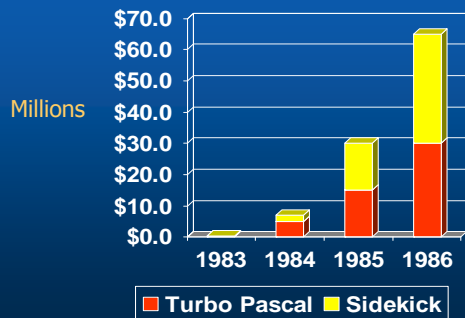
course.bplans.com

Know, Like, and Trust



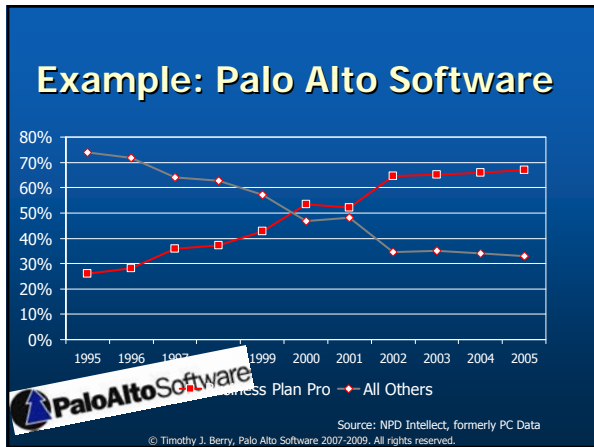
© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

Example: Borland International



© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.





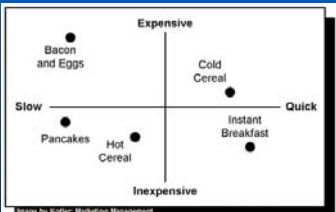


Marketing Mix



© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

Basic Positioning



© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

It's All Positioning



© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

Pricing is Magic





Image by ianmagnoli via Flickr.com

© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

Don't Price Too Low

- Low price \neq high volume
- High price = high quality
- Price premium

We Lose Money
On Every Deal,
But We Make It
Up In Volume!



© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

Premium Pricing, Quality, Service



© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

Advertising

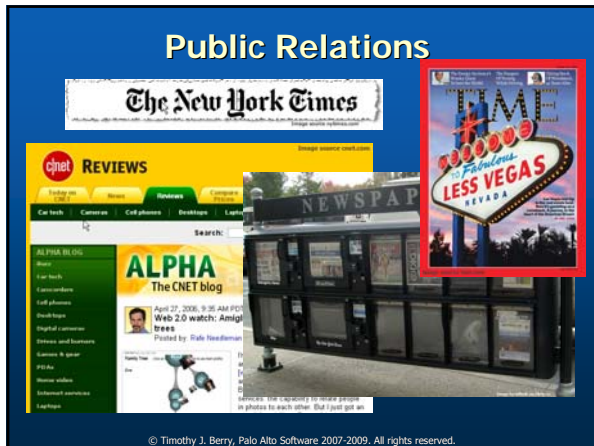
© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

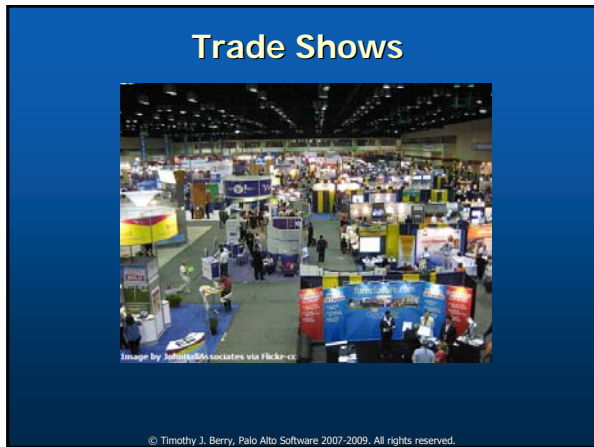
Direct Communications

© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

Channels of Distribution


© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.








Target Marketing



© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.

A Final Thought...



© Timothy J. Berry, Palo Alto Software 2007-2009. All rights reserved.
