

The Classic 5 P's of Marketing to Businesses.

1. Public: Who you ask for – is who you get.

- Target specific segments of the business market for maximum return on your limited resources, and to have a greater impact on your region's key industry clusters. Follow up your targeting strategy with an effective account management strategy.

2. Product: It's not what you're selling, it's what customers are *buying*.

- Organize your recruiting products (i.e., distinguish between listing services, matching services and screening services), and expand from *employer* services to include in-demand *business* services – that encompass the human resources arena.

3. Price: The elements of cost and value.

- Communicate the value of your services to business to influence and increase their choice of you as a service provider. After you stress the value, include “at no cost to you” to demonstrate what a great deal you offer. Consider services “for a fee” when you go beyond those that are funded by various public sources.

4. Place: The where, the when and the how!

- Go with the market demand! Offer convenient services at the right time, to the right audience; and ensure that your services (and service centers) are readily available, easy to use, and communicate professionalism. A web site targeted to business customers increases access to -- and availability of your services.

5. Promotion: In service marketing, *perception is reality*.

- Ensure that your promotional materials and methods position on the benefits (i.e., the problems solved) and not the features (i.e., who paid for it!) – and are “tangible” so that customers know when they have received a service. Name your products and services using private sector language, and package them in ways that appeal to customers (versus stress the bureaucratic approach.) Plan your marketing approach, and focus on just a few critical promotional activities to get a better bang for your limited bucks.

Excerpted from the seminar: “Marketing and Outreach Strategies, Tips and Tools to Make Businesses Your Customers”