

ZESTY Marketing

Six half-day Marketing Plan Workshops

ZESTY stands for:-

- Zesty to excite & motivate
- Explore all ideas
- Specific Goals & Objectives
- Time-deadlined
- Yardsticks & measurements

The OTS Management ZESTY Marketing Workshop is a process to prepare your Marketing Plan, specially designed for Small-Medium Enterprises (SME's).

SME's often do not have the resources to spend a lot of time and money in formulating a Marketing Plan. And yet they are exactly the type of business that needs one!

Without a focused and targeted Marketing Plan, SME's generally use the shotgun approach to marketing - all things to all customers and any customer will do.

This approach has the tragic affect of running on the spot! All your energies are spent repeating the same processes for minimal gain. If you don't do something new - something old happens.

Why you?

The OTS Management ZESTY Marketing Workshop can be used by any organisation that needs to focus marketing efforts. However it is especially suitable for you if your SME is:-

- Closely held (husband-wife owners, family business, small partnerships);
- Employs between 5 to 50 people;
- Has a growth mentality always looking for improvements;
- Don't have the time to spend weeks in developing a Marketing Plan;
- Want a fixed price approach to a value for money Marketing Plan;
- Is looking to improve interface with customers (external and internal)
- Is looking for large scale gains in sales or market share.



Focus on targeted marketing strategies

The ZESTY Marketing Process

The ZESTY Marketing process is based on the ZESTY Model of ensuring that any resulting plan is Zesty enough to excite & motivate, has Explored all areas, includes Specific goals and objectives, is Time-deadlined so that all actions have an end-time, and have Yardsticks to measure performance.

The ZESTY Marketing Workshops are six half-day workshops or three 1 day workshops. Attendees may be owners and managers. However they may also be people in your organisation who influence others. They need not be sales people - marketing involves teamwork and co-operation from everyone.

During the workshops your team will work through 6 phases:-

1. Identifying your real product or service
2. Identifying your markets and Target Market
3. Matching Customers Needs and Perceptions with your resources



4. Identifying your marketing activities
5. Developing your Action Steps
6. Finalising your Plan and Implementation

Identifying your real product or service

Your first step is to identify what it is you are really selling. Customers don't buy boxes or documents, they buy feelings.

If you think you are selling computers - perhaps you are really selling education or fun? If you are a lawyer, are you selling a contract or peace of mind?

Identifying your markets and Target Markets

To avoid a scatter gun approach and aim at a targeted portion of customers, you need to know who your customers are and then decide which segment is the most suitable.

What are their demographics (age, sex, income and so on) and their psychographics (needs, wants)? Where are the entry points and how close are you to those? Which ones can you attract with least effort for most reward?



Teik Oh, Director of OTS Management

Matching Customer needs and perceptions with your resources

In order to satisfy Customer Needs you need to know what they are.

Then you need to audit your resources and see how well you can meet those needs.

Identifying your marketing activities

In this phase you will define your business and marketing objectives from your customer analysis, identify the messages you want to present, and then identify your marketing activities.

Develop your Action Plan or Action Steps

Having your objectives and targeted marketing activities you need to draft a detailed work program for each marketing activity.

This is the beginning of the outline of the Marketing Plan itself.

Finalising your Plan and Implementation

Finally, pulling it all together, you will sign off on the Marketing Plan and the work programs, decide how you will monitor performance, and decide when and how you will update your plans.

To tie it all up you need to identify the next steps including the communication of the Plan to the rest of your organisation.

About OTS Management

OTS Management is a quality and value driven boutique consulting and accounting company that provides organisational development services to commercial, growth-oriented Small and Medium Enterprises who require business services, advice and coaching.

We give our clients comfort in their decision-making by providing them with our experience and independent advice that saves them time and helps them grow. Unlike other accounting services companies, our clients have significant contact with our senior people.

We meet our own high expectations in order to exceed the expectations of clients.

Our services include:

- *Change Management consulting*
- *The Zest Factor - find the zest in your organisation*
- *Strategic & Business Planning*
- *ZESTY Marketing workshops*
- *Team Development workshops*
- *Performance Management Systems*
- *Zest Tests - Business Diagnostics on your organisation*