

# **Social Enterprise and Profit Making for Nonprofits Conference**

November 20-22, 2002 at the Sheraton at Fisherman's Wharf, San Francisco, California.

*Center for Community Futures*

## **Welcome to the MARKETING Workshop!**

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## **TWO DEFINITIONS OF MARKETING**

### A formal one:

The analysis, planning, implementation, and control of carefully formulated programs designed to bring about voluntary exchanges of values with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organization's offering in terms of the target markets' needs and desires, and on using effective pricing, communication, and distribution to inform, motivate, and service the markets. (Kotler, Marketing for Nonprofit Organizations.)

### A simple one:

**Solving someone else's problem.**

### Marketing Is Solving Someone Else's Problem.

The Entrepreneur identifies:

...the customer's problem and

...produces a product (service) that solves that problem, and

...the customer recognizes that it is a solution, because

...the entrepreneur has communicated the benefits of the product,

...so the customer obtains the product or service at the price to be paid.

*From Recruitment! Getting Customers for your Head Start Program, published by the Center for Community Futures, 1999. Available for ordering at [www.cencomfut.com](http://www.cencomfut.com).*

### **What is Marketing all About?**

Marketing is about *communicating your message*—

-- in a way that people will respond—

--and will respond how you want them to respond (cash money/purchase/buy-in).

### **Marketing: What's involved?**

- \* Time.
- \* Money.
- \* Resources.
- \* Commitment.
- \* Some planning.

## **Marketing Media**

Brochures, flyers, newsletters, other printed media

E-mail

Fax, broadcast faxing

Mailings

Newspaper ads

Phone

Radio

TV

Personal Contacts, Professional Contacts

Web site (or web page)

Word of Mouth

The *effectiveness* of each of these marketing tools depends in part on your product or service – and the clarity, relativity, usefulness, etc. of the marketing message.

Can you guess which one is the single, most effective marketing tool?

## **Marketing Tools: Pros and Cons**

There are advantages and disadvantages for using certain marketing tools – or for using only one method.

We're going to talk about which methods will work best for you.

For example, radio may be the best marketing method to reach rural areas; a well-placed, full-page newspaper ad can generate response in certain markets; a classified ad in a local newspaper might generate a few responses.

Sometimes people throw away brochures or flyers; other people use brochures to take the action (i.e., registration, purchase, etc.)

Web pages or websites “sit there” (awaiting visitors) and must be maintained.

**General rule of thumb: Sampling.**

To determine which marketing methods work best for you, try them all (but not necessarily all at the same time). Keep track of responses from mailings, phone calls, brochures, etc. for the purposes of comparison.

For example: Send out 100 flyers by First Class Mail; 100 broadcast faxes; and 100 e-mails. Record the number of responses generated by each method, and compare. Repeat the process in 3 to 4 months to measure differences in response rates.

Always do more of what is working ... and stop doing what isn't working.

## **Printed Media: Tips & Tricks**

Printed Media = Flyers, Brochures, Newsletters, etc.

1. USE LOTS OF WHITE SPACE.
2. Do not overwhelm the reader with unnecessary text or graphics.
3. Effective use of **COLOR** can grab attention – and can be expensive.
4. Use bullets and short lists.
5. ALWAYS have someone proofread it first before publishing.
6. Include the appropriate contact information in print and *specify what you want the reader to do*. Do you want people to call you, or visit your website, or both, or what?
7. Keep font size large enough for people to see it clearly.
8. People generally prefer reading text in columns (like newspapers).
9. Use ONE font (as opposed to many). ONE.
10. Before publishing: Is the message clear? Ask someone to read it and tell you what they think.

## **Mailings**

- 1) As of November, 2002:  
First class mailing @ 1 oz. = \$0.37  
Postcard = \$0.23  
*For current United States Postal Services info, see [www.usps.com](http://www.usps.com) and for info on bulk mail, book rate, pre-sorted, Business Reply Mail, etc.*
- 2) Include “ADDRESS SERVICE REQUESTED” on all outgoing mail pieces.
- 3) Allow for a removal option if customers do not want to receive it.
- 4) For large mailings (over 2,000 pieces), consider using a local mail house.
- 5) USPS encourages mail pieces to be addressed in ALL CAPITAL LETTERS.

**Recommended tools to use to develop your brochures:**

1. Microsoft Word.
2. WordPerfect.
3. There are graphic design programs like Adobe PageMaker, Quark Express, and others that are more expensive and can be difficult to master.
4. Graphic Artist – probably unnecessary.

Word, WordPerfect, and other word processing software applications have built-in templates, wizards for quick design.

## **E-mail as a marketing tool**

To use e-mail, you need to have:

- \* Computer and Modem
- \* An e-mail address (e-mail service)
- \* Dial-in or high-speed connection
- \* Patience.

## **E-mail tips**

If you are going to market your product or service via e-mail:

1. You will need to acquire e-mail addresses of persons most likely to buy in to your product.
2. There must be a working opt-out option in the text of the message (i.e., “Remove” or “Unsubscribe”).
3. Depending on your dial-up or high-speed access, messages addressed to more than 12 or 13 e-mail recipients at a time MIGHT be rejected by your service provider. Find out what your ISP allows.
4. Keep the “Send To” list under 12, even if you have to send out the e-mail to additional recipients.

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## **When thinking about marketing via e-mail, consider also:**

### Managing records/data/contacts.

Spreadsheets and word processing applications can assist with this. Paradox, Quattro Pro, Excel, etc. can be used in conjunction with your record files.

### Acquiring e-mail lists.

Example: Wilson Marketing Group sells lists of schools, preschools, Head Start programs, etc. Call 800-445-2089.

## Subscribe to Listservs.

**E-mail Group Lists** are probably the most powerful tool currently in use on the Internet because they put you in touch with real, thinking human beings who can share expertise. A group list is sometimes known as a "listserv." For instance, if you send a message to the Rural-Dev listserv address, your message will be sent out to the 400 members of the list.

CataList is an official catalog of listserv lists at  
<http://www.lsoft.com/lists/listref.html>

Other Listservs/subscriptions:

\* **ENG** is the community action agency electronic networking group (Arnie Anderson); most community action agencies are on the ENG listserv. Subscribe at  
<http://www.roma1.org/engsubscribe.html>

\* **Cornell** University Community Development has a listserv for Community Development Corporations. Sign up by sending an e-mail to [ListProc@cornell.edu](mailto:ListProc@cornell.edu) with the text in the body of the message reading “**subscribe CommunityDevelopmentBanking-L YourName YourCompany**” or visit  
<http://www.lightlink.com/cdb-l/>

\* The Association for Enterprise Opportunity (AEO) has a listserv.

The new AEO Listserv "AEOWorks!" is up and running. The purpose of this listserv is to foster discussion and communication by and between AEO and its members. AEO intends to use this listserv as a way to communicate microenterprise development news, policy updates, training and technical assistance opportunities and issues, career opportunities in microenterprise, products and services for microenterprise development, and other matters relating to the microenterprise industry. Members are encouraged to post questions and provide feedback on day-to-day issues in operating a microenterprise program. To learn more about the aeoworks group, please visit <http://groups.yahoo.com/group/aeoworks> For instructions on joining the listserv, e-mail [mtrimble@assoceo.org](mailto:mtrimble@assoceo.org).

\* **Aspen Institute** has a rural development listserv.

*“Most listservs use automated software that adds you to the list without any intervention from the list manager. Many lists have two address -- one address is for commands to the computer that runs the list, the other address broadcasts your message to all the other people on the list. Be sure to send commands like "subscribe" to the computer's address,*

*otherwise you'll be broadcasting junkmail to hundreds of people.*

*The computer address usually begins with "listserv" or "listproc" or "majordomo" which are all types of list management software. Below, the format I have used is to give the computer address following "To" and the command as the "Message."*

*Example: To sign up for the agmodels list, I would send a message to:*

*[listserv@unl.edu](mailto:listserv@unl.edu) with a one line message (the subscribe command) in the body reading: sub agmodels-l Tim Walter*

*Once you have subscribed, you will automatically receive further instructions. Save these for future reference as they will tell you what nifty features are available with your listserv.*

C/o [http://aspeninstitute.org/csg/csg\\_online.html#mail](http://aspeninstitute.org/csg/csg_online.html#mail)

**\* NCCED**

The National Congress for Community Economic Development has a listserv.  
(See [www.ncced.org](http://www.ncced.org).)

\* The **Community Action Partnership** (formerly NACAA) maintains a listserv for members. See [www.communityactionpartnership.com](http://www.communityactionpartnership.com)).

**Other Web sites for directories of listservs are:**

[www.liszt.com](http://www.liszt.com) and [www.neosoft.com/internet/paml](http://www.neosoft.com/internet/paml)

Keep e-mail messages short and sweet.

Limit the number of graphics in e-mail messages to one or two – at most.

HTML vs. TXT (depends on recipient's computer capability)

E-mail vendor services and E-mail software resources: abundant on the Internet. Microsoft Outlook, Microsoft Outlook Express, AOL, Netscape, Entourage, Eudora, many others. (This approach assumes that you are sending out your own e-mail messages; there are many, many e-mail vendors who sell this service.)

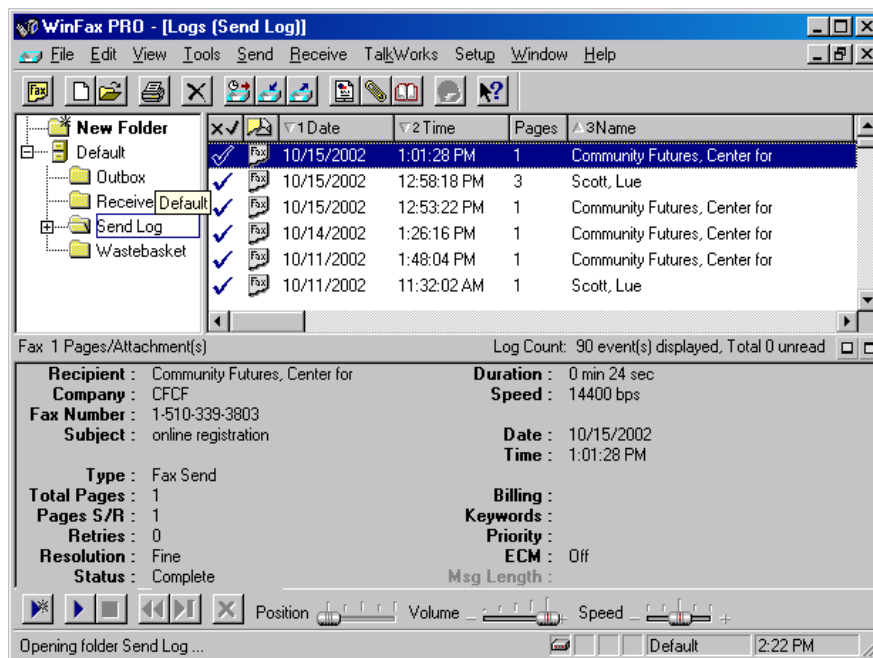
## Broadcast Faxing

Broadcast faxing can be an effective way to market your message.

1. I've used WinFaxPro for 8 years -- with success.
2. JBLAST is an internet-based fax broadcasting program that works well.
3. Efax is an internet –based fax broadcasting program with one service that is FREE.

### 1. Win Fax Pro (8.03) available at <http://www.symantec.com/winfax/>

Win Fax Pro features: easy to use, can fax from word processing applications, etc.; can preview before sending, easy to add fax numbers. Cost to order: \$99.95 PLUS phone charges for each fax attempt. It can export and import data from other applications (helpful with contacts/phonebook).



Drawbacks: Broadcast faxing can be tedious. When adding recipients to the Outbox, it must be done one record at a time. It takes a while to fax out hundreds of faxes. Import function can be tricky.

2. **JBLAST** Fax Broadcasting is available at <http://jblast.jfax.com/>

Internet-based fax broadcasting. Call 1-877-322-LIST for Fax lists from Jblast. Pay only 6 cents per page delivered. Report tells you which fax numbers failed. Last week we used Jblast to transmit over 900 faxes and it took less than one hour.

**j2** **jBlast**  
Fax Broadcasting Service

**Looking For A Fax List?**

**Features**

- Only 6 Cents Per Page Delivered! US & Canada
- Send Hundreds even Thousands of Faxes with Ease!
- Personalize your Documents with Mail Merge
- Easy Fax List and Document Upload
- Send Multiple Fax Broadcasts Simultaneously
- Online / Realtime Project Statistics

**CLICK HERE TO SIGN UP FOR FAX BROADCASTING**  
"And begin faxing immediately"

registered users: log in here

user name:

password:

enter

[Forgot User Information](#)

Drawbacks: Credit card payment up-front required.

3. Efax is available at <http://www.efax.com>

Internet based fax broadcasting.

The screenshot shows the eFax.com website homepage. At the top, there is a VeriSign domain registration banner with a search bar and a 'Get it!' button. To the right of the banner, it says 'LIMITED TIME OFFER!' and 'To order eFax by phone call (800) 958-2983'. The eFax.com logo is prominently displayed. Below the logo, a blue circular navigation menu contains icons and labels for 'Sign Up', 'Products', 'My Account', 'Free Trial', 'Help', and 'Download'. A text box on the left states '#1 in Internet faxing since 1995. Choose a local or toll-free number from over 800 cities across the world.' Another text box at the bottom left says 'Get a local eFax number FREE FOR 1 MONTH!'. On the right side, there are logos for 'eFax Corporate', 'eFax Broadcast' (with '100 Pages FREE!' below it), 'eFax Websend', 'eFax Mall', and 'eFax toolkit'. At the bottom, a navigation bar lists links: 'sign up | home | products | download | my account | help | contact us | partners | about i2 | site map | Customer Agreement | privacy policy'.

Drawbacks: Efax assigns fax numbers that may or may not be within your area code.

## **To Web or Not to Web**

What does it take to get a web site up and running?

1. Content, content, content.
2. Dial-up  
Domain name registration  
Web hosting  
Webmaster  
Maintenance.
3. Design.
4. Marketing.

### **Consider:**

Web page vs. Web site

Banner ads – for example, [www.amazon.com](http://www.amazon.com), [www.barnesandnoble.com](http://www.barnesandnoble.com) feature links that when followed from your site and resulting in purchase can pay 5%. State Associations should consider this!

Links

Sponsorship

Shipping. Online ordering/Shopping Cart. Watch out for credit card expiration dates.

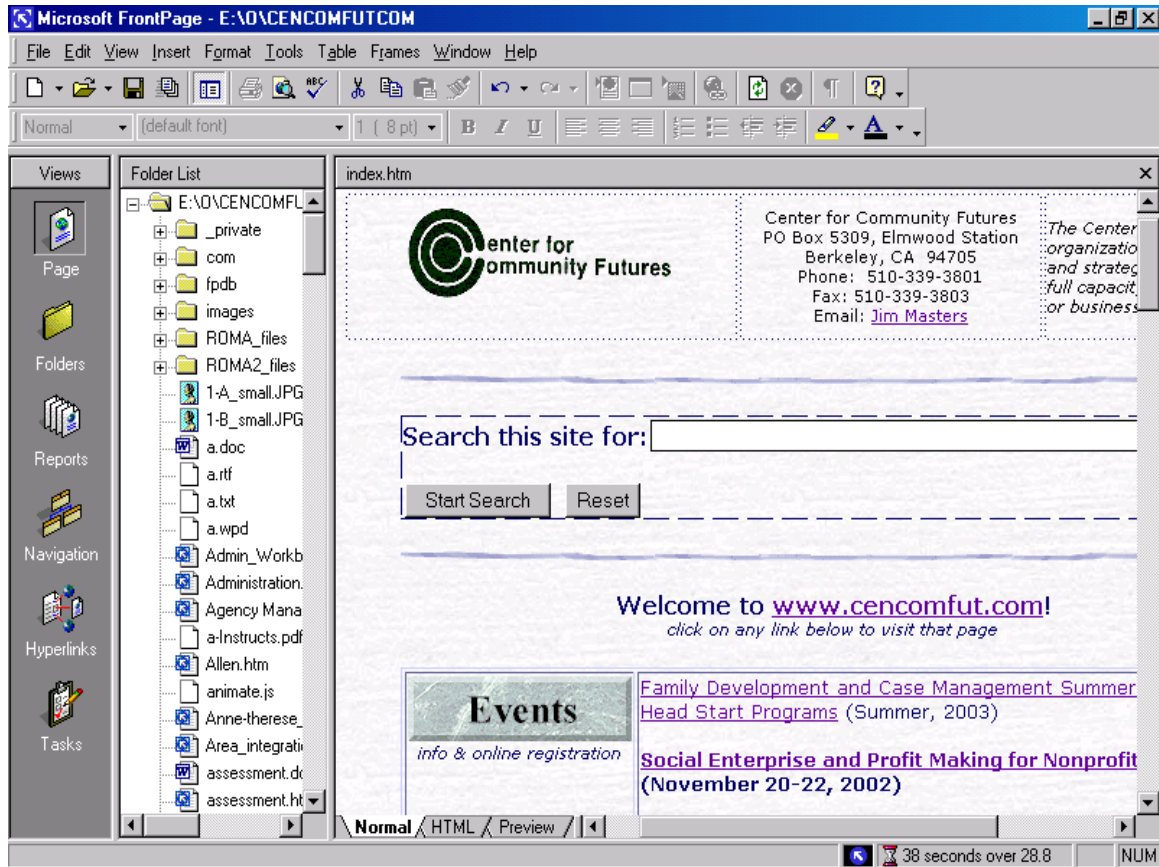
## Web Site Development tools

### 1. Microsoft FrontPage 2002.

\$169 new, you can order the CD at [www.microsoft.com/frontpage/default.htm](http://www.microsoft.com/frontpage/default.htm)

We use this software for our web site, [www.cencomfut.com](http://www.cencomfut.com)

Drawbacks: software is basic (no logic). Not recommended for use with a shopping cart service. You can use it for online forms but they are primitive. Servers must have FrontPage extensions enabled to publish web sites to the Internet. Must choose from 14 pre-defined themes.



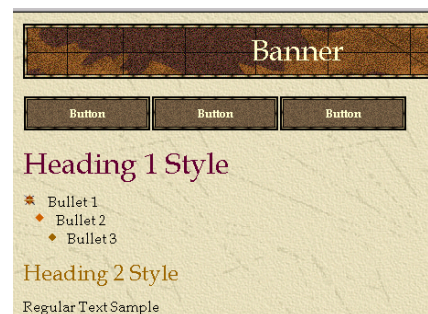
Some FrontPage Themes:



Rice Paper



Downtown



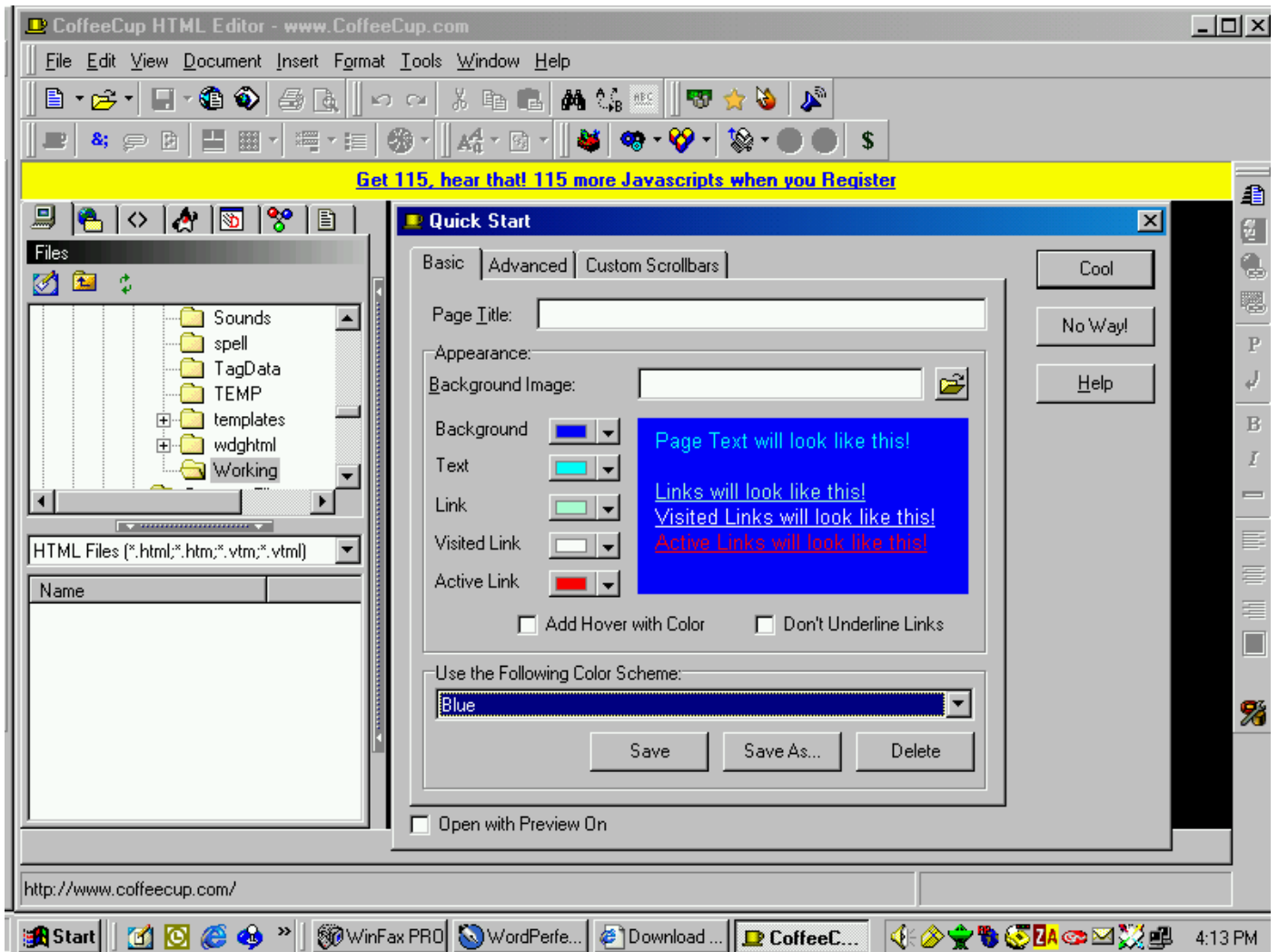
Expedition

## 2. CoffeeCup HTML Editor Software.

Free downloads at [www.coffeecup.com/software/](http://www.coffeecup.com/software/). Free 45 day trial.

Or \$49 for the HTML Editor at [www.coffeecup.com/sales/](http://www.coffeecup.com/sales/)

Familiarity with HTML required to use this tool.



### **3. Adobe Go Live.**

\$399, from [www.adobe.com/products/golive/main.html](http://www.adobe.com/products/golive/main.html) Free 30-day trial.

Recommended for computer experts.

**4. Others:** HTML Editors, Web publishing software, web design software, etc. Search the internet for web authoring tools.

Best search engines to USE:

[www.teoma.com](http://www.teoma.com)

[www.metacrawler.com](http://www.metacrawler.com)

[www.google.com](http://www.google.com) (Great for techies)

Other search engines:

[www.altavista.com](http://www.altavista.com) – has not been updated in months and months, don't use it

[www.aol.com](http://www.aol.com)

[www.ask.com](http://www.ask.com)

[www.excite.com](http://www.excite.com)

[www.hotbot.com](http://www.hotbot.com)

[www.lycos.com](http://www.lycos.com)

[www.msn.com](http://www.msn.com)

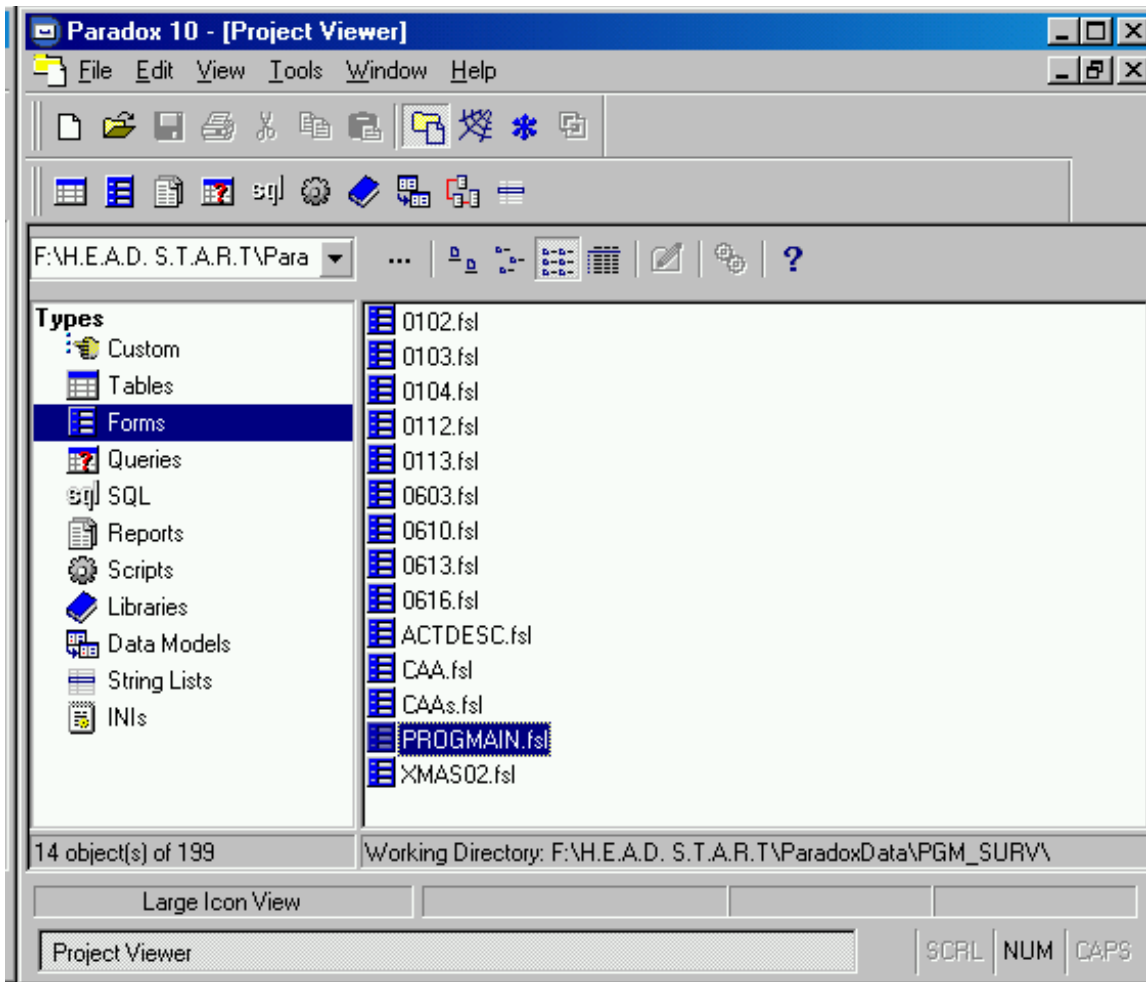
[www.webcrawler.com](http://www.webcrawler.com)

[www.yahoo.com](http://www.yahoo.com)

When your web site is readied, remember to submit your URL to as many search engines as possible. SOME search engines now charge a basic fee for listings.

## The Marketing Process We've Used for 10 Years

1. Client/Customer records are entered and updated in a Paradox database.



This is how we've set up the data-entry screen in Paradox:

Paradox 10 - [Program - Main]

File Edit View Format Record Tools Window Help

PROGRAM\_NUMBER: 2574

FIRST\_NAME: Jim

LAST\_NAME: Masters Position: President, Director, Guru

Company: Center for Community Futures

ADDRESS\_LINE\_1:

ADDRESS\_LINE\_2: PO Box 5309, Elmwood Station

City: Berkeley ST: CA ZIP: 94705

PHONE: 510-339-3801 FAX: 510-339-3803 Date Last Edited: 11/3/2002

REGION: Type: Mr. Changes: EMAIL: [jmasters@cencomfut.com](mailto:jmasters@cencomfut.com)

COMMENTS:

KITS: SIZE: Grantee: Delegate Agency: Center: EHS: Migrant: A.I.:

Date	Activity Code	CHARGE	CHARGE	Activity Description
11/3/2000	FSP2001			Was Faxed Strategic Planning Seminar Info 2001
12/8/2000	FSI2001			Was faxed the Summer Institutes info for 2001
10/12/2001	FRR			Was faxed Review READY! sales brochure
12/14/2001	FPOD4A			Was Faxed the POD4 a sales page

From here, records can be printed (as reports, onto mailing labels, onto envelopes, etc.) and can be exported to other applications – like WinFax Pro or Jblast.

## MUST WE MARKET?

### Case Study Example

On 10/24/2002, Jeff Wickstrom published his software product to the Internet via [www.download.com](http://www.download.com). With NO advertising, his **free** software – Family Photo Buddy – was downloaded:

60 times on day one;  
250 times the second week;  
541 times the third week.

## **Real Life Classified Ads**

“Save regularly in our bank. You'll never regret it.”

“Lost: small apricot poodle. Reward. Neutered. Like one of the family.”

“For Sale -- Eight puppies from a German Shepherd and an Alaskan Husky.”

“Dinner Special -- Turkey \$2.35; Chicken or Beef \$2.25; Children \$2.00.”

“Four-poster bed, 101 years old. Perfect for antique lover.”

“Now is your chance to have your ears pierced and get an extra pair to take home, too.”

“For Rent: 6-room hated apartment.”

“Sheer stockings. Designed for fancy dress, but so serviceable that lots of women wear nothing else. Stock up and save. Limit: one.”

“Used Cars: Why go elsewhere to be cheated? Come here first!”

“3-year-old teacher need for pre-school. Experience preferred.”

“Man wanted to work in dynamite factory. Must be willing to travel.”

“Auto Repair Service. Free pick-up and delivery. Try us once, you'll never go anywhere again.”

“We will oil your sewing machine and adjust tension in your home for \$1.00.”

“Illiterate? Write today for free help.”

“For Sale--Diamonds \$20; microscopes \$15.”

“We do not tear your clothing with machinery. We do it carefully by hand.”

## **Classic Marketing Mistakes**

1. Coors put its slogan, “Turn it loose,” into Spanish, where it was read as “Suffer from diarrhea.”
2. Scandinavian vacuum manufacturer Electrolux used the following in an American campaign: Nothing sucks like an Electrolux.
3. Clairol introduced the “Mist Stick”, a curling iron, into German only to find out that “mist” is slang for manure. Not too many people had use for the “manure stick”.
4. When Gerber started selling baby food in Africa, they used the same packaging as in the US, with the beautiful Caucasian baby on the label. Later they learned that in Africa, companies routinely put pictures on the label of what's inside, since most people can't read.
5. Colgate introduced a toothpaste in France called Cue, the name of a notorious porno magazine.
6. An American T-shirt maker in Miami printed shirts for the Spanish market which promoted the Pope's visit. Instead of “I saw the Pope” (el Papa), the shirts read “I saw the potato” (la papa).
7. Pepsi's “Come alive with the Pepsi Generation” translated into “Pepsi brings your ancestors back from the grave” in Chinese.
8. Frank Perdue's chicken slogan, “it takes a strong man to make a tender chicken” was translated into Spanish as “it takes an aroused man to make a chicken affectionate”.
9. The Coca-Cola name in China was first read as “Ke-kou-ke-la” meaning “Bite the wax tadpole” or “female horse stuffed with wax” depending on the dialect. Coke then researched 40,000 characters to find the phonetic equivalent “ko-kou-ko-le” translating into “happiness in the mouth.”