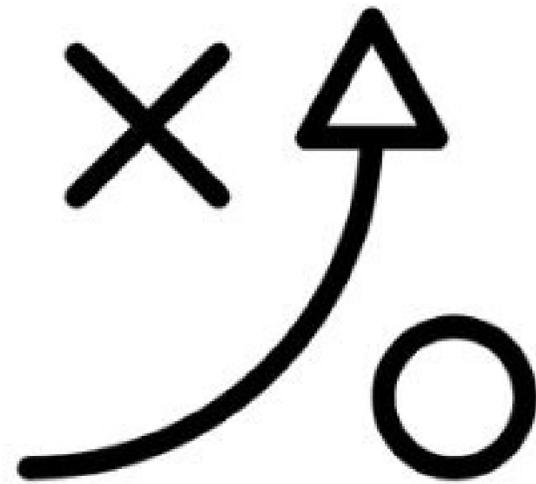


# Southern Vermont Economy Summit

May 23, 2023

6th Annual SoVermont Economy Summit: "Forging Our Future"



LEAP YEAR BUSINESS STRATEGIES

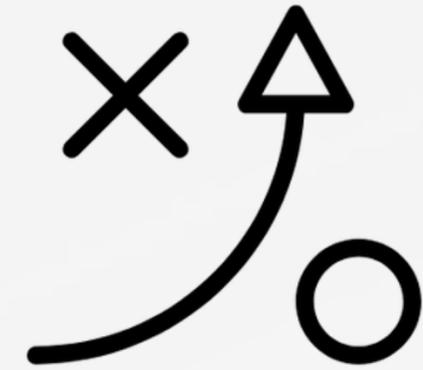
Vision. Values. Voice.



# Best Practices for Small Business Marketing



## 7 P's of Marketing



**JOANNE RANDALL**

OWNER, CEO  
LEAP YEAR BUSINESS  
STRATEGIES

# Best Practices for Small Business Marketing

Understand your customer's problems and how your product or service solves those problems.

Clearly identify what you do, why you do it, and how you plan on running your business.

Plan, plan, and plan some more.

Set proper goals for the organization, which will in turn provide fodder for setting your marketing goals using SMART goal format.

Corporate Mission

Mission Statement  
Vision Statement  
Core Values  
Table of Organization

Situational Analysis

TABLE OF ORGANIZATION

SWOT ANALYSIS &  
PESTLE ANALYSIS

Approaches to form  
Corporate Strategy, Goals,  
Objectives, and Tactics

Internal Analysis

External Analysis

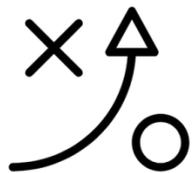
Corporate Strategy

Marketing Goals, Objectives, and  
Tactics designed to support  
corporate strategy - Includes a  
complete analysis and  
understanding of the 7P's of  
Marketing

Marketing Strategy

7 P'S OF MARKETING

Implementation & Evaluation



7 P's of Marketing

Corporate Mission

Situational Analysis

Internal Analysis

External Analysis

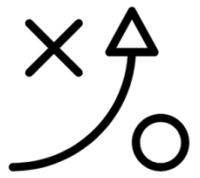
SWOT ANALYSIS & PESTLE ANALYSIS

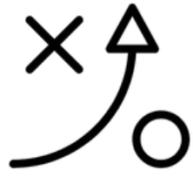
Corporate Strategy

Marketing Strategy

7 P'S OF MARKETING

Implementation & Evaluation





LEAP YEAR BUSINESS STRATEGIES  
Vision. Values. Voice.

# Agenda

7 P's of Marketing





















# 7 P's of Marketing

Corporate Mission

Situational Analysis

Internal Analysis

External Analysis

SWOT ANALYSIS & PESTLE ANALYSIS

Corporate Strategy

Marketing Strategy

7 P'S OF MARKETING

Implementation & Evaluation



7 P's of Marketing - Exercise

Physical Evidence

Product

Price

7 P's of Marketing

Processes

Place

People

Promotion





PRODUCT | PRICE | PLACE | PROMOTION | PEOPLE | PROCESS | PHYSICAL EVIDENCE

Remember:  
Marketing is subset of Strategic Planning



# **Strategic Business Planning and Consulting**

## **Marketing Strategies**

**Planning, Execution, and Evaluation**

**Professional Speaking and Training**

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

**Connecting vision, values, goals,  
and objectives with actionable  
tactics and effective execution.**

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Joanne Randall, MBA

603-344-8843

[joanne@leapyearmarketing.com](mailto:joanne@leapyearmarketing.com)





