



Seattle

City of Seattle

Technical Assistance Services (TAS)

How to Design and Develop Your Marketing Collateral

“Topics of Discussion”

- Key Differences Between Marketing & Sales
 - Marketing Must-Haves
- Elements of an Effective Marketing Strategy
 - Marketing in the time of COVID-19



“Key Differences Between Marketing & Sales.”

Marketing

- Creates a Relationship
- Addresses Customer Need
- Customer Centric
- Engages The Customer

Sales

- Create Quantitative Value for Product/service
- Attaches Customer Need to Cost
- Producer Centric
- Closes Customer

The image features a decorative background with light gray wavy lines on a white background. A solid green horizontal band is centered across the middle of the image. The text "Marketing Must-Haves" is written in white, sans-serif font within this green band.

"Marketing Must-Haves"

Must-Haves

- Customer Knowledge
- An Irresistible Offer
- Website with Clear Calls to Action
- An Engaged Email List
- A compelling Story

Nice to Have

- Content, image, design
- Social media marketing
- Print materials

Not Needed

- Spending excessive time and money on branding or logo
- Over 2 social media platforms
- Swag and trade show materials

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"Marketing to the City."

Business Basics

City departments are inherently risk adverse and will require reassurance of validity. Businesses must not only “look the part” but “be” it as well. Have a website, clear story and business license e.t.c.

Marketing Through Bidding

- Respond on Your Strengths
- Read, reread and reread the RFX and respond exactly as required
- Go to Where you are Known

Relationship Management

- Why should the city do business with you
- Value to business inverse of departments view
- Do the Work : Show up in person, calls to check in and build the relationship
- How can I serve you ?; “offer free value”

The image features a decorative background with a light gray wavy line pattern. A solid green horizontal band is centered across the image, containing the text "Marketing in the Time of COVID-19." in white. The text is enclosed in quotation marks.

"Marketing in the Time of COVID-19."

Expressing Value in Hard Times

- Connect Emotion and Context of pandemic
- Tell them how doing business with you looks in the pandemic



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