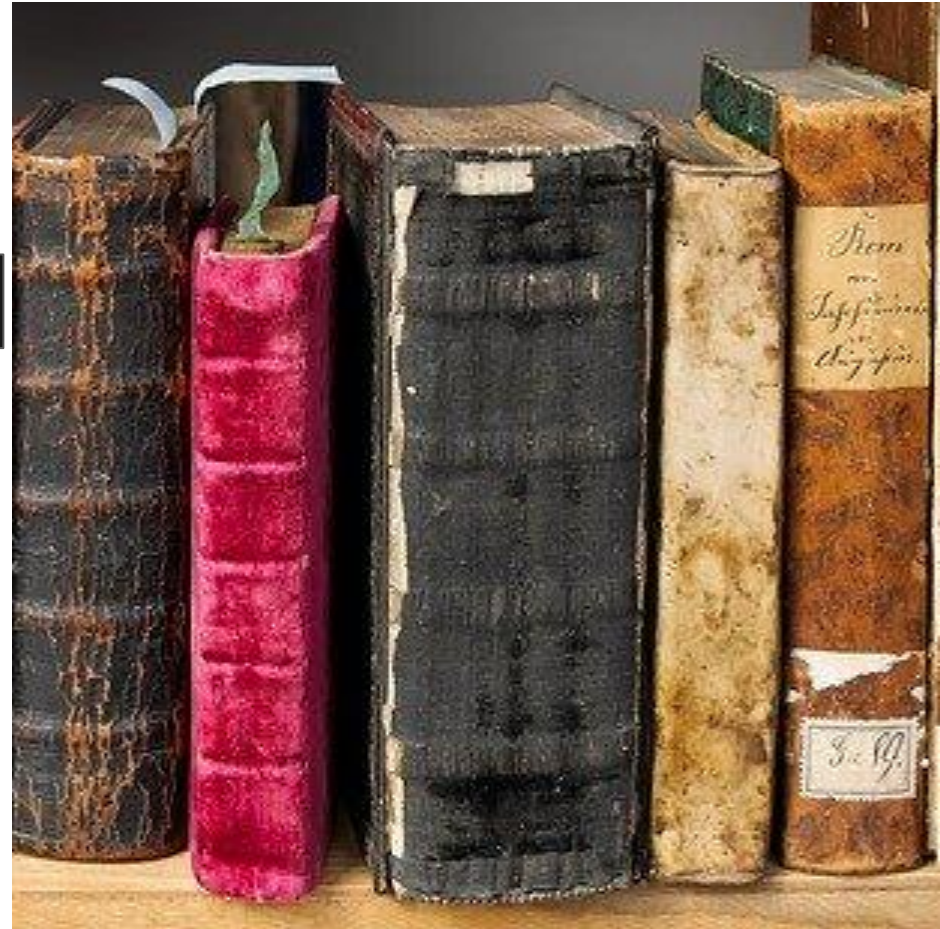


# Marketing Basics

## An Introduction to Marketing for Authors

Prepared by:  
Regina Patterson  
Principal, RRP Marketing



# What to Expect

- Regina Patterson Intro
- Marketing Myths
- Marketing Truths
- The 4 Ps of Marketing
- Critical Questions
- Common Mistakes

# 15+ Years Experience

**2003-2006** - Registration/Financial Services Specialist, Davenport University

**2007-2009** - Marketing Specialist, Meijer

**2009-2010** - eCommerce Content Specialist, Meijer

**2010-2012** - Sr. eCommerce Web Content Specialist, Meijer

**2012-2018** - Sr. Communications Specialist, Steelcase

**2018** - Church Office & Facilities Administrator

**2019** - Sr. Marketing Manager, HarperCollins Christian Publishing

## **Marketing**

Strategy Development  
Campaign Development  
Campaign Execution  
Content Management  
Social Media Marketing  
Project Management  
Analytics

## **Writing**

Copywriting  
Blog Writing  
SEO Writing  
Web Writing  
Script Writing  
Press Releases  
Editing

## **Production**

Graphic Design  
Video Production  
Video Editing  
Web Content Management  
Social Media Management  
Voiceover

## **Software**

Microsoft Word  
Microsoft Powerpoint  
Microsoft Office  
Microsoft Excel  
Adobe Photoshop  
Adobe Illustrator  
Adobe Premier Pro  
Wordpress  
Google Drive

# Marketing Myths

Marketing is **not advertising**.

Marketing is **not social media**.

You **have to have a lot of followers** to be successful.

You **need ambassadors**.

**Everyone** is your target market.

You **don't have to worry about the legal side**.

**Only large companies** are being sued.

Marketing is **cheap**.

You will be an overnight success.

Your **family and friends must support** you.

# Marketing Truths

# Marketing Truth #1

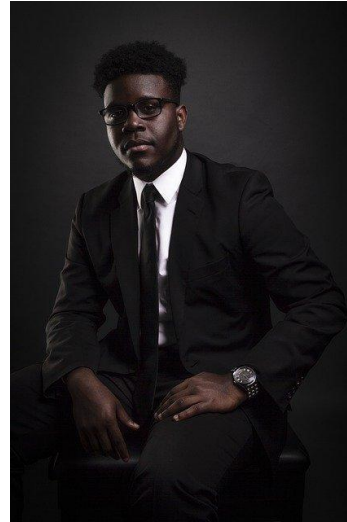
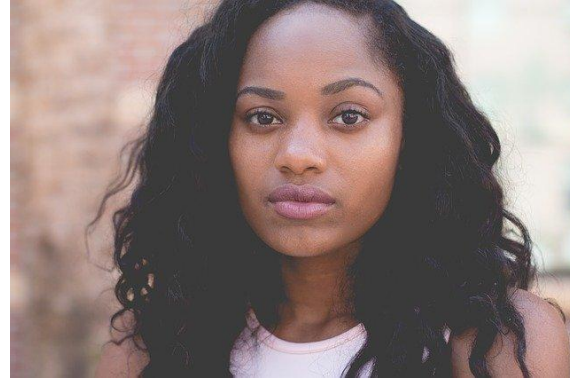


*It's not about you!*

Starts with the person!



# Marketing Truth #1



Psychology  
+  
Human Behavior  
+  
Sociology  
+  
Anthropology  
+  
Communications

# The What & How Matters

Creativity

Repetition

Reinvention

Consistency

Professionalism

# Expensive & Time-Consuming

IT'S NOT ALWAYS YOUR  
ADVERTISING!

# THE 4 Ps of MARKETING

# 4 Ps of Marketing

PRICE

How much does it cost?

PRODUCT

What are the features and benefits?

PLACE

Where can I purchase it?

PROMOTION

How will people know about it?

## START WITH THE PERSON

### PRICE

**Who is willing to pay the price? What's the appropriate price for your target market? Are they willing to pay a premium? Do they look for a sale?**

### PRODUCT

**What does your target market need/desire? Are they name brand people? Do they expect high quality? Does quality not matter?**

### PLACE

**Where can your target market purchase? What do they expect out of the purchasing experience?**

### PROMOTION

**Where does your target market spend their time? Should you be marketing online or in person? What language do they use?**



PRICE, PRODUCT, AND  
PLACE PLAYS A HUGE  
ROLE IN PROMOTION.

Who is your target market?

What do you sell?

What would someone want to purchase your product?

Why would someone not want to purchase your product?

What are your prices?

Are you being realistic?

What have you done to advertise?

# COMMON MISTAKES

Who is your target market?

What do you sell?

What would someone want to purchase your product?

Why would someone not want to purchase your product?

What are your prices?

Are you being realistic?

What have you done to advertise?

# Common Mistakes

- Pride
- Haven't defined a target market
- Aren't realistic
- Don't understand the customer journey/buyer journey
- Spray and pray approach
- Don't want to/know how to self-promote
- Don't spend time on advertising
- Do-it-yourself approach
- Don't invest
- Don't have a story
- Messaging & Graphics
- Website sucks
- Do it all
- More talk than doing
- Grammar
- Presentation (store/display)
- Product sucks
- Wrong target for product

STOP SPINNING YOUR  
WHEELS.

# Marketing Curriculum

- Marketing Basics
- How to Get Past the Fear
- The Art of Influence
- Personal Branding
- Community Development
- Social Media Marketing
- Incentive-based Marketing
- Networking
- Public Relations
- Event Marketing
- Email Marketing
- Content Strategy
- Content Development
- Tool & Resources
- Measuring Success
- Marketing Costs
- Creative Marketing Opportunities

# Questions?

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