

# FUNDING FOR START-UPS

„If I was down to the last dollar of my marketing budget, I'd spend it on PR!” – Bill Gates

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**TRACCE**

Community Enabled Open **Training**

**on Creative & Cultural Entrepreneurship**



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# THE 7 PS OF MARKETING

## 1. Product

What are the features of your product?

What are the benefits of your product?

How is the support for your product?

## 2. Price

How much is the client willing to pay?

What is the competition offering for the same price?

What is the value of the brand?

What is the minimum price at which you can sell?

## 3. Place

Are you selling online or in a physical store?

Is there a middleman?

# THE 7 PS OF MARKETING

## 4. Promotion

How can we generate awareness?

How can we generate interest and desire?

How can we determine action?

How can we build company reputation?

## 5. People

Do our employees know the product?

How can we train our employees?

What is the attitude of the employees towards clients?

How can we motivate and empower our employees?

# THE 7 PS OF MARKETING

## 6. Process

How can the client buy the product?

How can the client request for more information?

How can we use technology to make our processes more efficient?

## 7. Physical evidence

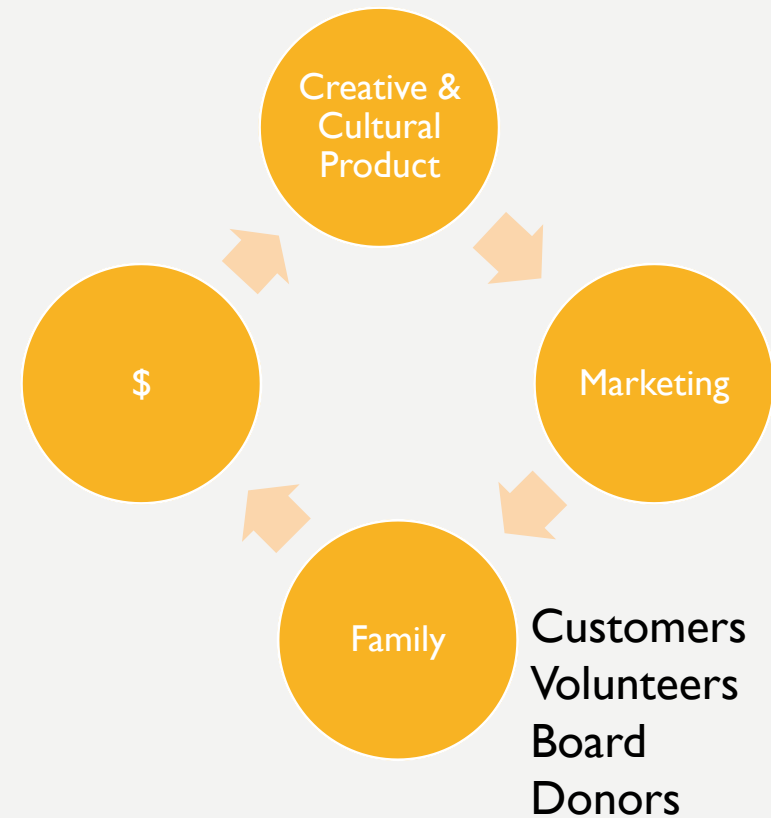
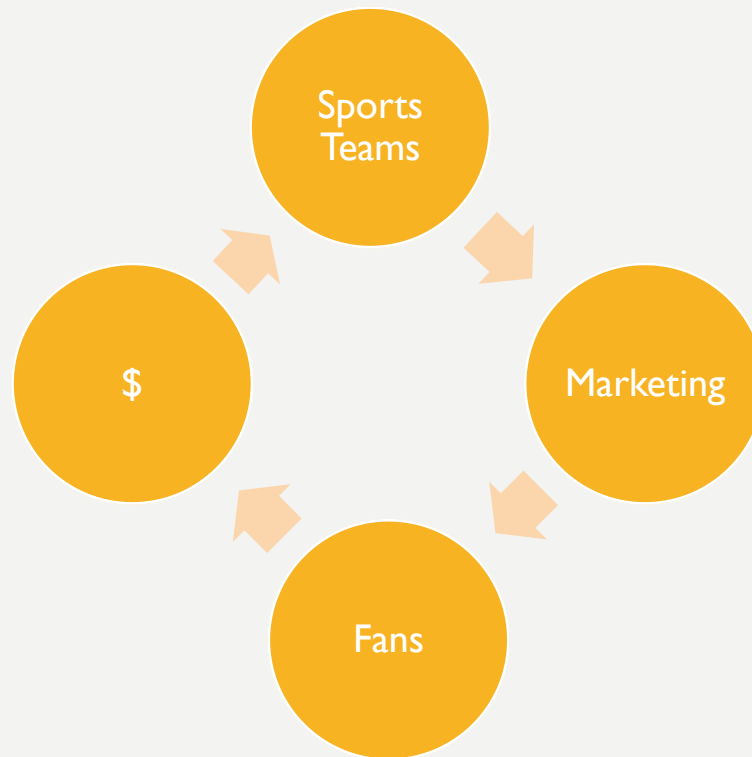
How can we provide proof of quality for a service for which we ask money in advance?

Do we have any reviews?

Can we present any testimonials?

How is the website looking or the magazine?

# THE CYCLE



Kaiser, M. M., & Egan, B. E. (2013). *The cycle: a practical approach to managing arts organizations*. Brandeis University Press.

# LONG TERM PLAN

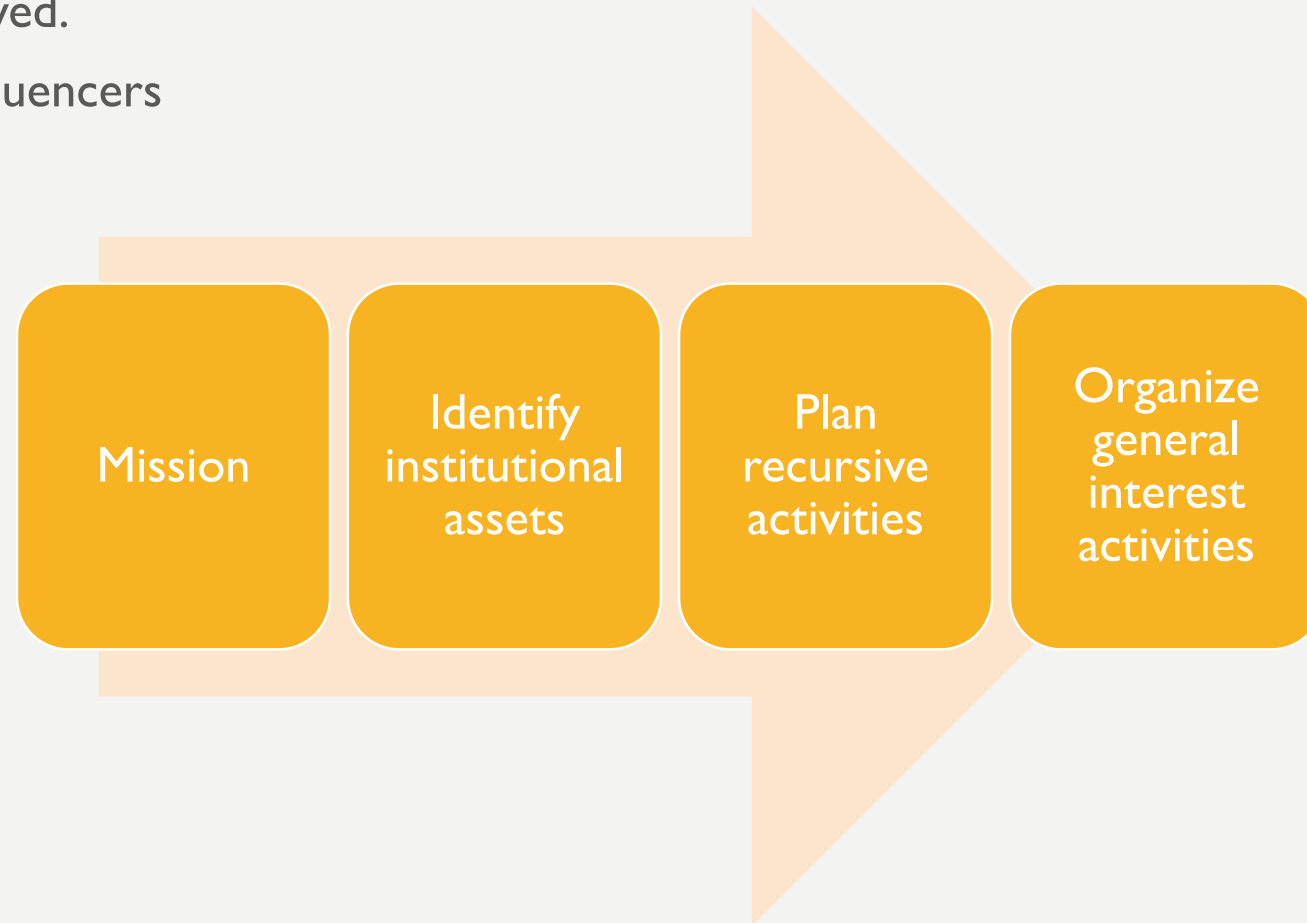
YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
A1.1.	A2.1.	A3.1.	A4.1.	A5.1.
A1.2.	A2.2.	A3.2.		A5.2.
A1.3.	A2.3.			A5.3.
	A2.4.			

# INSTITUTIONAL MARKETING (PR)

Activities designed to raise awareness, energy and enthusiasm towards an organizations.

No selling involved.

## Social Media Influencers



# INSTITUTIONAL MARKETING (PR)

Propose institutional marketing initiatives for an art gallery for the missing months!!!

	Institutional marketing initiative for an art gallery
September	Hold a 3 days exhibition for a new local artist
October	?
November	?
December	?
January	?
February	?
March	?
April	?
May	?
June	Organize a workshop for modern art drawing for kids
July	Take a break
August	Take a break



# PROGRAMMATING MARKETING

**What are we selling?**

Product

**How are we selling?**

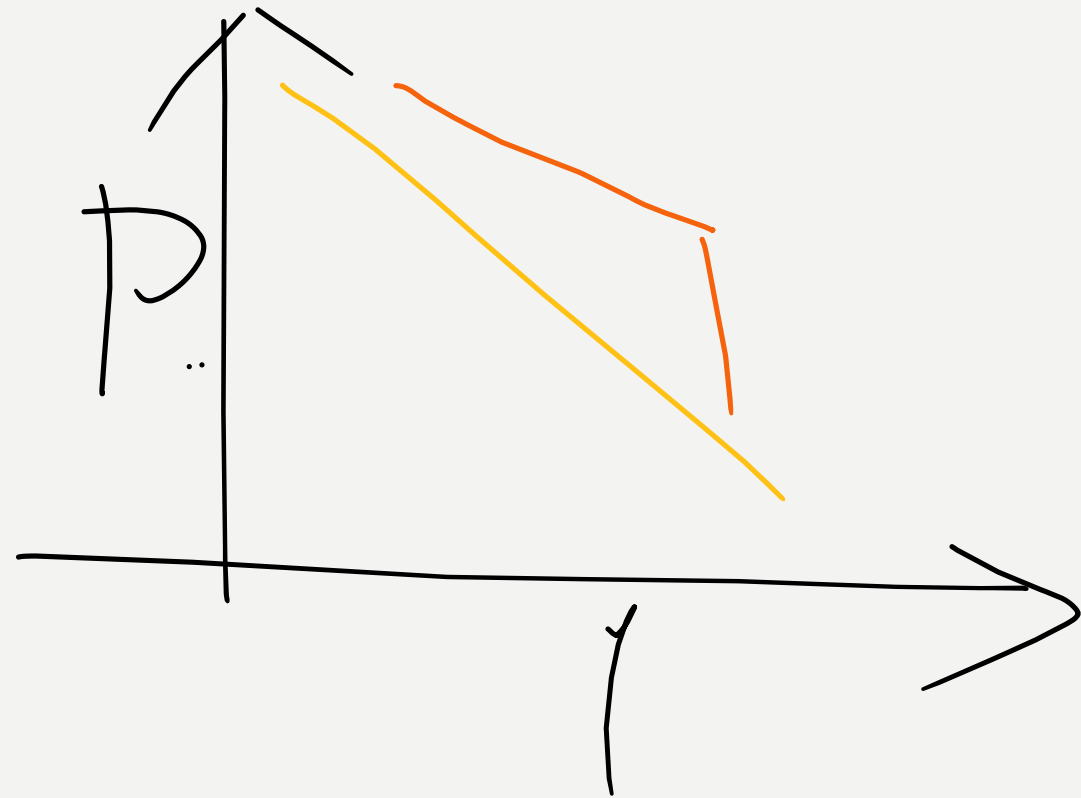
People, Physical Evidence, Place

**To whom are we selling?**

Promotions, Process

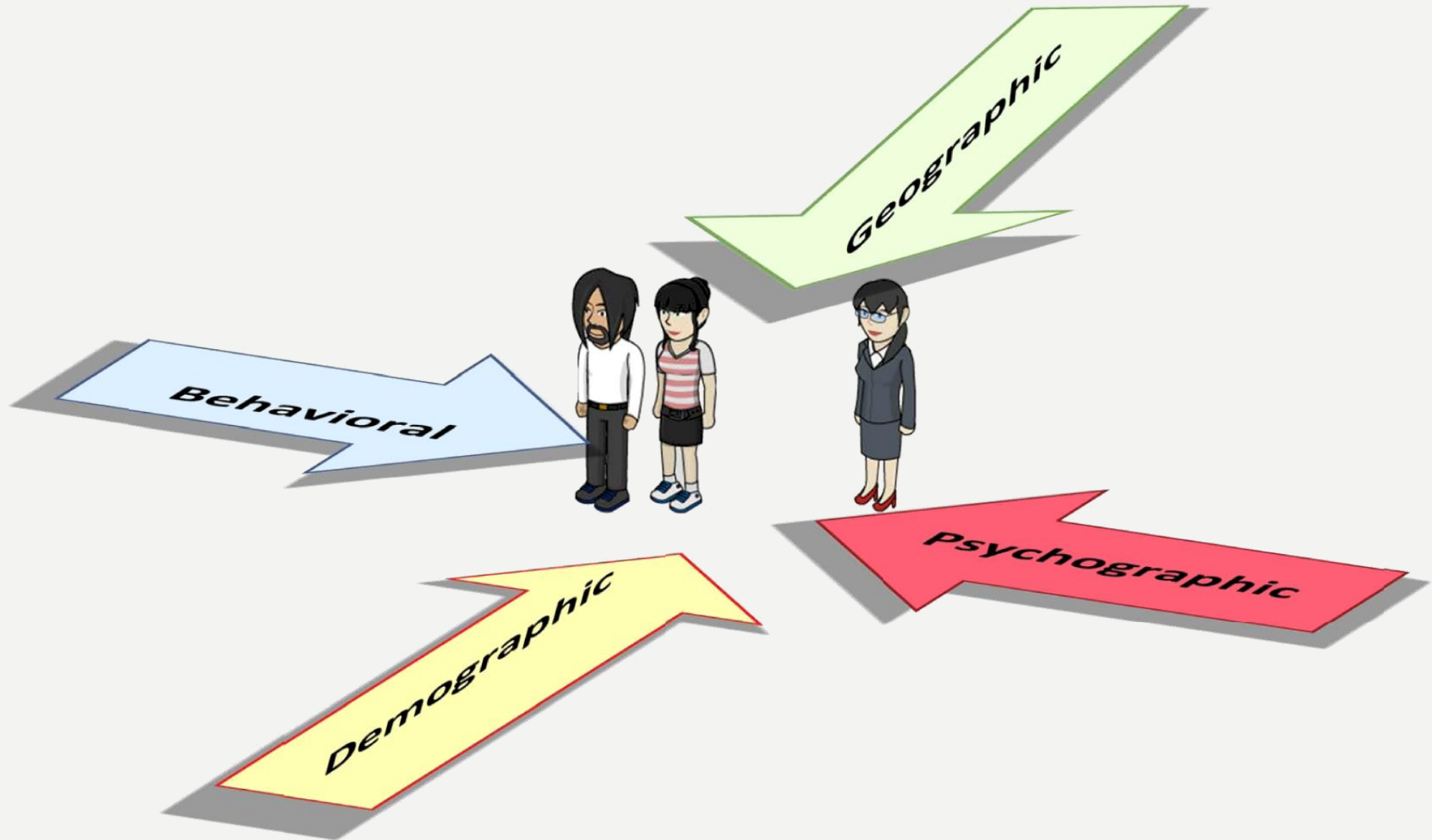
**At what price?**

Price

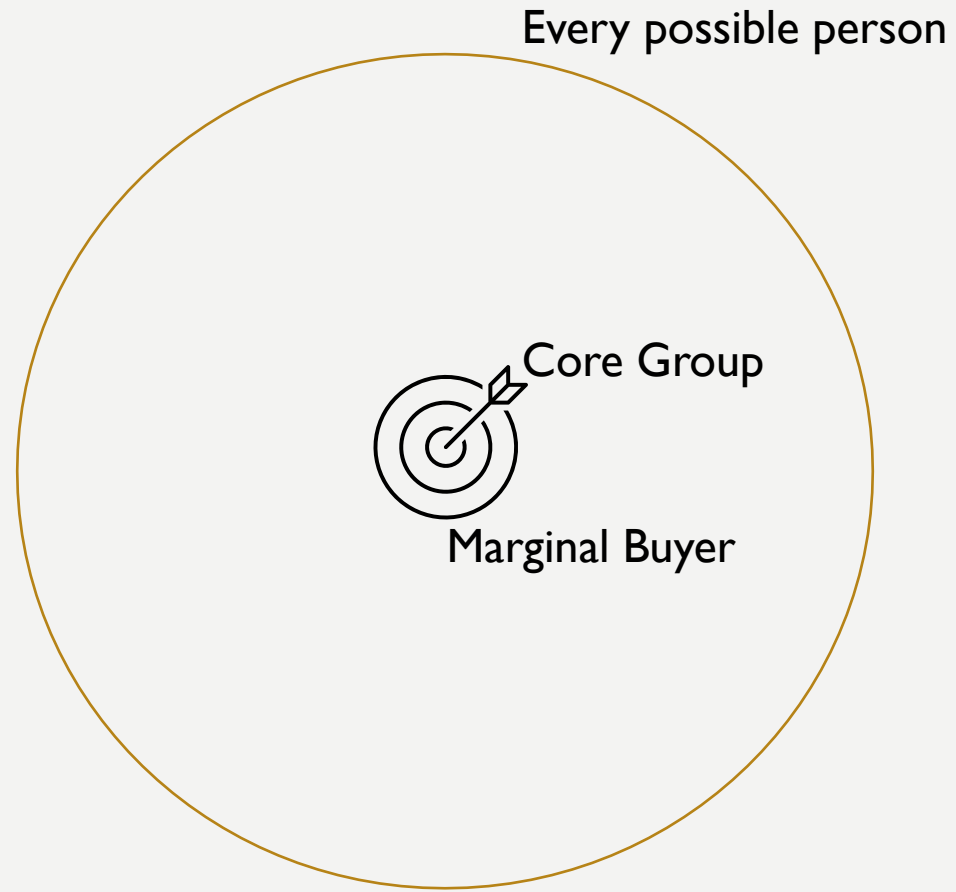


Propose a marketing campaign for an art gallery exhibition!!!

# MARKET SEGMENTATION



# MARKET SEGMENTATION



# FURTHER READING

- McCarthy, E. J. (1960). Basic Marketing: A Managerial Approach. Homewood (Illinois): R. D. Irwin.
- Booms, B. H., & Bitner, M. J. (1982). Marketing services by managing the environment. Cornell Hotel and Restaurant Administration Quarterly, 23(1), 35-40.
- Kaiser, M. M., & Egan, B. E. (2013). The cycle: a practical approach to managing arts organizations. Brandeis University Press.
- [https://www.huffpost.com/entry/sustainability-a-conversa\\_b\\_3859346](https://www.huffpost.com/entry/sustainability-a-conversa_b_3859346)
- <https://www.culturehive.co.uk/resources/a-comprehensive-step-by-step-guide-to-developing-a-marketing-strategy-for-arts-organisations/>