

Small Business Seminars

MARKETING FOR SMALL BUSINESS

JANUARY 17, 2024

Our history. Your story.

SOUTHBURY

CONNECTICUT





Welcome

Doug Alley

Business Relationship Banker

Newtown Savings Bank



Welcome

Kevin Bielmeier

Economic Development Director

Town of Southbury

Panel

Kathy Gugliotti, SVP Marketing Director, Newtown Savings Bank

Robyn Greenspan, Owner, StoryCraft.coach

Danielle Hawthorne, Publisher, Southbury Neighbors Magazine

Charlie Berger, Owner, Chatfield True Value

David Buck, Owner, Guardians Farm

Marketing Strategy

Kathy Gugliotti

**SVP, Marketing Director
Newtown Savings Bank**

Marketing Strategy

**Presented by: Kathy Gugliotti, SVP Marketing Director,
Newtown Savings Bank**

“Marketing Strategy is a long-term plan for achieving your company’s goals by understanding the needs of customers and creating a distinct and competitive advantage.”



Source: Optimizely

Strategy vs. Tactics

Strategy

Action plan that takes you where you want to go.

- Plan
- Timing
- Vision
- Expected Outcomes
- Focus



Tactics

Individual steps and actions that will get you there.

- Execution
- Details
- Specific Timing
- Project Management



Which is more important?



Strategy = Thinking & Planning



Tactics = Doing

Both are important!

Strategic Considerations

- Marketing – Branding, Positioning, Promotion, Targeting etc.
- Maximizing Revenue & Reducing Cost
- Enhancing Customer Experience
- Increasing Sales
- Product Offerings/Changes
- Operational Improvement
- Staffing



Strategic Challenges



Deciding what to do



Deciding what not to do

Forming Your Strategy

- Management Input
- Research - Qualitative & Quantitative
- Competitive Comparison
- Employee Input
- Financial Considerations
- Relevant Data



Summary

- A good strategy helps you focus on the right things
- Use data, research, and input from your team to form your strategy
- Decide what to do and what not to do

...then implement your strategy!



On Storytelling

Robyn Greenspan

Owner

StoryCraft.coach

ROBYN GREENSPAN, MS, ACC

COACH, SPEAKER, FACILITATOR, AUTHOR

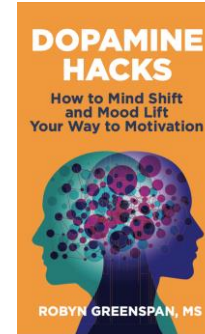
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 Facebook.com/Storycraft.Coach

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 @Storycraft.Coach



Robyn Greenspan is a skilled wordsmith with the soul of a journalist, the mind of a marketer, and the heart of a storyteller. She currently serves as Chief Coach at Storycraft.Coach, where she helps others discover the impact of their external and internal voices, and feel empowered to advance their careers, lives, relationships and businesses.

Robyn is the author of the experiential workbook, *Dopamine Hacks: How to Mind Shift and Mood Lift Your Way to Motivation*. Robyn's mission is to bring the *Dopamine Hacks* combination of neuroscience and coaching to individuals, organizations and groups so they can unlock and harness the power of their own imaginations and capabilities. Learn more at DopamineHacks.com; contact Robyn at Storycraft.Coach

STORIES FOR: BRANDS
THOUGHT LEADERS
YOUR INNER VOICE

BRANDS: Robyn is a master of corporate storytelling, adept at weaving trust and authenticity into brand narratives that truly resonate with audiences, expertly crafting stories that embody a brand's essence.

THOUGHT LEADERS: Robyn excels in elevating thought leaders by honing their influential communication skills and helping them to powerfully articulate their singular insights and experiences, ensuring their messages create lasting impressions.

YOUR INNER VOICE: Robyn dedicates her deep knowledge of psychology, counseling and coaching to fostering personal transformation. Her commitment to learning, development, human behavior and motivation helps individuals reframe their inner narratives and reset their confidence, leading to profound growth.



On Print

Danielle Noel Hawthorne

Publisher

Southbury Neighbors Magazine



On Digital

Charlie Berger

Owner

Chatfield True Value

On Social Media

David Buck

Owner

Guardians Farm





Q & A

Thanks

Kathy Gugliotti, SVP Marketing Director, Newtown Savings Bank

Robyn Greenspan, Owner, StoryCraft.coach

Danielle Hawthorne, Publisher, Southbury Neighbors Magazine

Charlie Berger, Owner, Chatfield True Value

David Buck, Owner, Guardians Farm



Thanks

The Local Gourmet



Next

February 15 - Cybersecurity & Fraud Prevention

March 13 – Business Planning & Financing



Door Prize

Compliments of

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