Introduction to Marketing

What does MARKETING mean to you?

Marketing – The Real Definition

- Marketing is a social & managerial process
  - For individuals & groups obtain what they need & want
  - By creating & exchanging products & value with others

- Kotler & Armstrong, Principles of Marketing (8th ed.)
Marketing – The Perceived Idea

Marketing is a promotional process
- To inform customers about the benefits of a product or service
- To carefully position that product or service in the customers’ minds

- Kotler & Armstrong, Principles of Marketing (8th ed.)

Marketing – The Perceived Idea

To do this, marketing staff must skillfully employ promotion/publicity tools:
- Personal Selling
- Advertising
- Sales Promotion
- Public Relations

- Kotler & Armstrong, Principles of Marketing (8th ed.)

Successful Marketing!

Marketing – Our Intended Purpose

Marketing is the process of sourcing for sponsors & donors to increase the budget, quality & success of your projects
- Cash
  - To fund your projects
- Services
  - To facilitate the organisation of your projects
- Products & Vouchers
  - To attract participants

Business Etiquette

The first impression is the most lasting, most significant mark you can make
- Dress for Success
- Namecards
- Contactability
- Public Speaking
**Dress for Success**

- For the gentlemen
  - Formal:
    - Long-sleeved business shirt (with tie) & business pants
  - Smart casual:
    - Long-sleeved/Short-sleeved shirt & pants
- For the ladies
  - Formal/smart casual:
    - Business wear (skirt or pants)
- Type of carrier
  - Briefcases are preferred over knapsacks
  - Files/folders are also accepted

**Namecards**

- Very important tool for identification
- Also acts as a promotional tool
- Always carry your namecards
- Bring a few namecards for the meetings with sponsors
- Each namecard is a bullet!

**Contactability**

- Telephone
- Pager
- Handphone
- Fax
- Mail
- Email
- Website

**Public Speaking**

- Speak with confidence & passion
- Be audible on the phone & in person
- Improve your communication skills by observing how your marketing seniors present & model your presentation skills after them

**Role of Publicity in Marketing**

- Personal selling
  - Word of mouth, SMS
- Printed publicity
  - Flyers, postcards, posters, banners
- Media
  - Event listings on newspapers & magazines
- Online
  - Emails, ICQ, your organisation’s website, announcement websites, banner advertisements
- Promotional campaign
  - Free gifts, buy-one-get-one-free, packages

**Event Announcement**
**Sponsor Acknowledgement**

- Logo acknowledgement:
  - On event flyers
  - On event posters
  - On event banners
  - On event website
  - In event mailrun
  - In event programme book
  - On event T-shirt
  - On stage backdrop
- Feature of product banner (with hyperlink) on event website

**Sponsor Acknowledgement**

- Advertisement in event programme book
- Advertisement in your organisation’s annual publication
- Verbal acknowledgement by Master-of-Ceremonies
- Distribution of brochures/pamphlets in door gifts
- Screening of their corporate video during event
- Publicity booth for promotion of their products/services during event
- Conduct of a survey on their products/services

**Marketing for Sponsorship**

**Sponsor Acknowledgement**

- Extent of sponsor acknowledgement is directly proportional to their amount of sponsorship
  - Main Sponsor (At most 2 per event)
  - Large cash/product sponsorship
  - Co-Sponsor (1 to 3 per event)
  - Cash/service/product sponsorship
  - Official Sponsor (1 per category)
  - Cash/service/product/voucher sponsorships
  - Sponsor (Limited by space on publicity materials)
  - Minimal cash/service/product/voucher sponsorships
  - Supporter
    - Cash donations/grants

**Marketing for Sponsorship**

**Preparation – Knowing Your Project**

- Identify the following:
  - Type of sponsorship required (cash, services, products and/or vouchers)
  - Amount of cash sponsorship required (from project budget)
  - Target audience (quantity & age group)
  - Publicity avenues & extent (banners, flyers, website, etc)
  - Special features (anything novel & exciting?)
- Prepare a comprehensive & concise, typewritten sponsorship proposal for the project
- Know your proposal inside out
  - Be convinced before you can convince

**Marketing for Sponsorship**

- Pre-event
  - Preparation
  - Telemarketing
  - Follow-up Call
  - First Meeting
  - Follow-up Meeting(s)
  - Confirmation
- Expectations
  - Do’s
  - Don’ts
- Actual Day of Event
- Post-event

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Preparation – Knowing Your Project

- Identify whether your project is eligible for community funding
  - National Youth Council – Youth Development Fund
    - Group effort initiated & implemented by youths not older than 35 years
    - Beneficial to the community & society at large
    - Organised on a cost-sharing basis
    - Innovative, sustainable & have wide outreach to all youths
    - Apply at least 1 month in advance
  - Singapore Pools – Community Funding Programme
    - Promote sports, charity & community causes
    - For fundraising projects & mass community events
    - Apply at least 3 months in advance

Preparation – Knowing Your Sponsor

- Identify other avenues to seek for funding (in order of significance)
  - Community Funding
    - Charitable foundations (e.g. Lee Foundation, Shaw Foundation)
    - Relevant ministries & statutory boards (e.g. MCDS, IDA)
    - Relevant Community Development Councils (e.g. South West CDC)
  - Corporate Sponsorship
    - Private companies & businesses
    - Individual Donations
      - Members of Parliament
      - NUS Faculty Members
      - Supporters of your organisation’s cause
      - Alumni members of your organisation

Preparation – Knowing NUS Policy

- Publicity
  - Never display posters without NUSSU’s approval
  - Obtain official stamp from NUSSU
  - Display your posters only on designated notice boards
  - Seek assistance from NUSSU Welfare Secretary to display your posters on notice boards at all bus stops
  - Seek approval from the Hall Masters to display your posters on notice boards in the halls
  - Remove all posters within 3 days after your project
  - Never display banners without OED’s approval
  - Submit your banners to OED Security Officer (68742368)

  - Refer to Student Handbook on OSA's website
    - http://www.nus.edu.sg/osa/forms.htm
  - Apply at least 2 weeks in advance

- NUS Premises & Facilities
  - Never use NUS premises & facilities without OSA’s approval
    - http://www.nus.edu.sg/osa/forms.htm
  - Apply at least 2 weeks in advance

  - Never promote commercial advertisements by private organisations on NUS website
    - http://www.online.nus.edu.sg/webmaster/adspolicy.htm
    - Provide hyperlinks (without logos/trademarks) to such organisations’ websites if it is pragmatically advantageous & convenient for users
Preparation – Knowing NUS Policy

### Bazaars
- Never organise an indoor bazaar with sale of food without OSA's approval
  - Seek NEA clearance at least 2 weeks in advance
- Never organise an outdoor bazaar with tentages without OSA's approval
- Apply for NEA licence at least 4 weeks in advance

### Bazaars
- Never buy goods from external vendors prior to your bazaar
- Obtain all goods on consignment basis
- Never allow vendors to be present at your bazaar
- Only NUS students are to manage the stalls
- Never charge rental fees for your bazaar stalls
- Request for a fixed sales commission from vendors
- Never play music at your bazaar except during lunch time (1-2pm)
- Never sell pirated goods at your bazaar

### Entertainment Licences
- No need for a Public Entertainment Licence for organising talks, lectures, discussions or debates
- Never organise an arts activity without an Arts Entertainment Licence
  - [http://www.mda.gov.sg/licenses/art_entertainment.html](http://www.mda.gov.sg/licenses/art_entertainment.html)

### Community Funding
- Never apply for funding without OSA's approval
- Prior approval in writing from OSA is required for such applications
- Submit your proposal & budget to OSA for approval

### Corporate Sponsorship
- Never canvass for sponsorship without OSA's approval
- Apply for letter of identification from OSA
- Never appoint professional canvassers or fundraisers to canvass for sponsorship/advertising for your project
- Never approach alcohol & cigarette companies
- Never accept personal benefits from commercial companies
- Use any such benefits offered as prizes for your project
- Never enter into any verbal or written agreement/contract with any external organisation without OSA's approval
- Terms & conditions of the sponsorship must be clearly spelt out
- Should not affect the image or dignity of NUS under any circumstances
Preparation – Knowing NUS Policy

- Student Correspondence
  - Never send letters to the President of Singapore, Prime Minister & Cabinet Ministers without OSA’s approval.
  - Such letters are to be forwarded through OSA.
  - Submit copies of letters to Members of Parliament & top public/private officials to OSA.

Preparation – Organising Your Work

- Identify & categorise the following:
  - Previous sponsors (from marketing database)
  - Existing potential sponsors (from Yellow Pages)
  - New potential sponsors (from advertisements on new services/products)
- Update your marketing database with the following:
  - Company name
  - Telephone & fax numbers
  - Website (if available)
  - Liaison person’s name, contact & email (if available)
- Allocate categories amongst marketing team
- Aim to secure a sponsor from each category

Telemarketing

- Call up the potential sponsors
- Ask to speak to one of the following:
  - Marketing Executive
  - Advertising & Promotions Executive
  - Business Development Executive
- Introduce yourself & your organisation
  - Hi, my name is (your name), & I am calling from the National University of Singapore. I represent (your organisation).
- Introduce your project & invite them to participate in it
  - We are organising a (event) on (date), & we would like to invite your company to participate in our event.
  - May I send my proposal to you for your consideration?
  - Whether they prefer to receive your proposal via fax or email
  - Who to address the fax/email to, & that person’s designation
  - Their fax number/email address
- Thank them & hang up
  - Fax/Email your proposal to them within 1 day

Follow-up Call

- Call back 2-3 days later
- Ask if they received your proposal
- If they never received your proposal:
  - Check the fax number/email address & send it to them again
- If they reject your proposal:
  - Thank them & hang up
  - Ask them if there is any particular reason for rejection
- If they are interested in your proposal:
  - Arrange a meeting with them at an earliest date
  - Confirm their office address

First Meeting – Preparation

- Do some research on the potential sponsor:
  - Their services/products
  - Their current offers/promotions
  - The student organisations & type of events that they have sponsored
  - Their possible interest in your organisation & event
  - Their possible questions for you
- Check for the route to their office
- Check for the availability of a marketing senior to accompany you to the meeting
First Meeting – Actual Day

- Confirm the meeting time with the potential sponsor before you leave for their office
- Dress for success
- Bring the following:
  - At least 2 copies of your proposal
  - Photographs of previous years’ events
- Be punctual
- Exchange namecards immediately after shaking hands
  - Take note of their name(s) & designation(s)
- Present your proposal

Follow-up Meeting(s)

- Confirm the meeting time with the potential sponsor before you leave for their office
- Dress for success
- Bring at least 2 copies of your revised proposal
- Be punctual
- Present your revised proposal
- Iron out any extra details with them
- Orientate them around the venue (if relevant)
- Confirm when & where you can collect their cash/product/vouchers sponsorship
  - Make arrangements with your organisation to get a vehicle to collect all bulky sponsored items on one or two days

Confirmation

- Confirm the meeting time with the potential sponsor before you leave for their office
- Dress for success
- Bring 2 copies of the contract
- Be punctual
- Ask them to sign & endorse (with the company stamp) both copies of the contract
- Sign & endorse similarly
- Present one copy of the contract to them for reference
- Keep the other copy for your organisation’s reference

Expectations – Do’s

- Always be polite & professional
  - You are not just representing your organisation; you are also representing NUS
- Always check if your sponsors are bringing in other partners for their promotions
  - To prevent any clashes in interests with your other sponsors
- Always update your sponsors of the latest happenings & any major changes to your project
  - They may have more to sponsor based on the changes
- Always invite your sponsors to their sponsored events
  - They are now co-partners with your organisation

Expectations – Don’ts

- Never break any rules & regulations for student organisations
  - If you are uncertain of anything, do not hesitate to ask OSA for advice & assistance
  - Better to be wrong than sorry
- Never promise anything you are unsure of
- Never allow 2 companies in the same category to sponsor the same event
  - May present proposal to both companies at the beginning
  - Must select the company that offers more attractive sponsorship
  - Unless both are agreeable to other each others’ sponsorship
**Actual Day of Event**

- Remind your sponsors that your event is on that day
  - Confirm whether they are attending your event
  - Confirm the time to expect them
- Dress for success (if relevant)
- Introduce them to your VIPs
  - Project Director, Chairperson/President, Honorary Advisor(s), University Administration
- Give them a door gift
- Accompany them throughout your event
- Take lots of photos of your event & publicity materials
  - A picture tells a thousand words

**Post-event**

- Prepare an Evaluation Report (with photos) for your sponsors
- Submit it to them within a month of your project
- Keep in touch with them
  - Keeping a current sponsor satisfied has higher returns than finding new sponsors
- Inform them when your successor takes over
  - Try to personally introduce your successor to them

**Publicity Documents**

- **Media Invitation & Event Posting**
  - Name of event
  - Organiser
  - Date
  - Venue
  - Time
  - Target audience
  - Guest-of-Honour
  - Event website
  - Media liaison
  - Programme schedule

- **Media Release**
  - Name of event
  - Organiser
  - Date
  - Time
  - Venue
  - Target audience
  - Guest-of-Honour
  - Event website
  - Media liaison
  - Introduction of organiser
  - Theme description
  - Programme schedule
  - Event sponsorship

**Marketing Documents**

- **Executive Summary**
  - Overview
  - How it benefits you
  - What we need

- **Sponsorship Proposal**
  - Introduction
  - History
  - Objectives
  - Description
  - Event details
  - Publicity
  - Target participants
  - Registration fees
  - Evaluation
  - Budget
  - Sponsorship

- **Contract**
  - Date
  - Names & addresses of both parties
  - Terms & conditions
  - Signatures & stamps

- **Evaluation Report**
  - History
  - Objectives
  - Description
  - Evaluation
  - No. of participants
  - Statement of accounts
  - Photographs
  - Media reports (if any)
Question & Answer Session

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Business Etiquette
Role of Publicity in Marketing
Marketing for Sponsorship
Publicity & Marketing Documents
Question & Answer Session

Thank you!
All the best in your marketing efforts!

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