EDWARD EATON MARKETING • PDF COURSE

Marketing Theory for Small Businesses

The models behind good marketing, explained plainly and tied to real decisions

Beginner • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

Who it is for

Owners, new marketers, students and curious learners.

What you will be able to do

- Understand the classic marketing models and when to use them
- Position your business so it stands apart
- Map the customer journey and find where you lose people
- Choose who to target and who to ignore
- Turn theory into a practical plan

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	What marketing is for
2	Segmentation, targeting and positioning
3	The marketing mix
4	The customer journey and the funnel
5	Turning theory into a plan

CHAPTER 1

What marketing is for

Marketing is the work of understanding what people want, offering it in a way they understand and making it easy to buy. Advertising is only one tool inside that. A business with a clear offer and a good reputation needs less advertising than one with neither.

Four questions every plan answers

1. Who are we trying to reach?
2. What do we offer them, and why us?
3. How will they find us?
4. How will we know it worked?

> **TRY THIS**
> Answer those four questions for your business in one paragraph each.

A worked example (illustrative)

A bathroom fitter asks the four questions. Who: homeowners in the Fylde planning a bathroom. Offer: fixed price fitted bathrooms with a free design visit. How found: Google and local reviews. Success: booked design visits and cost per job. The answers produce a plan on one page. Illustrative.

Common mistakes

- Starting with tactics before answering the four questions.
- Trying to reach everyone.
- Confusing marketing with advertising.
- Measuring what is easy rather than what matters.

Chapter checklist

- [ ] I answered all four questions in writing.
- [ ] My plan fits on one page.

Want the full course?

This is a free sample of **Marketing Theory for Small Businesses**. The full course has 5 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/marketing-theory-for-small-businesses and you will hear first when it launches.