

Marketing that Works;

Without taking over your Life and Budget!



A Simple, Practical Guide for Entrepreneurs

Marketing doesn't have to be complicated or time-consuming to be effective. This session is designed for entrepreneurs and small business owners who want simple, practical ways to grow visibility and attract the right customers. Participants will learn what marketing really is, the questions every business must answer clearly, and a straightforward framework for focusing efforts where they matter most. The session highlights easy, low-effort actions owners can implement immediately, and addresses when it makes sense to shift from doing everything yourself to seeking professional support, so marketing supports your business, not the other way around.

“I once worked with a business owner who was posting every day, boosting posts, trying everything — and still frustrated. When we sat down, we realized no one could clearly explain what they actually did. Once we clarified their message, everything else became easier.”

Then:

“Marketing wasn't the problem. Clarity was.”

Dr. Shari Carpenter

30+ years in marketing

Professor of Marketing at Eastern Oregon University

Founder of DDRC Marketing

Passionate about helping rural businesses grow

Good morning — I'm Dr. Shari Carpenter.

I've spent over 30 years working in marketing, and I currently teach marketing at Eastern Oregon University. I'm also the founder of DDRC Marketing, where we work with rural businesses, nonprofits, healthcare organizations, and entrepreneurs across our region.

I've worked with brand-new startups and organizations managing multi-million-dollar campaigns — and here's what I've learned:

Marketing only works when it's clear and consistent.

And most business owners are trying to do way too much.

You didn't start your business to become a full-time marketer. You started it because you're good at something real — building, creating, serving, solving.

So today isn't about doing more.

It's about simplifying marketing so it supports your business — instead of stressing you out.

Quick Questions

How many of you feel like marketing takes more time than you want it to?

How many of you post and hope something happens?

How many of you are sure what you are doing is working?

What is Marketing?

- **Marketing Is Not Magic**
- **Marketing Is Not just Social Media**



What is Marketing?

Marketing =

- **Helping the right people**
- **Understand what you do**
- **And why it matters**

Your Target audience: The Right People!

Who is that person that has the greatest need for your products or services?

Who is the individual that has the highest probability of purchasing your products or services?

Picture them in your mind!

Hold that thought.

Product Persona

What is that person's name?

Where do they live?

Age range?

How do they get their news/media?

What do they do for a living?

The above are your demographics for your target audience.

This helps you determine how, what to say to them, and when.

Draw person

What is Marketing?

Marketing requires =

- **Clarity**
- **Consistency**
- **Confidence**

“Marketing isn’t about doing *more*.

**It’s about doing a few things
consistently and on purpose.”**

Self Audit - Rate yourself 1-5

1. My Google listing is updated.
2. I consistently ask for reviews.
3. I post at least once per week.
4. I know where my customers actually spend time.
5. I track what's working.

You don't need to fix everything.

Just move one of those up by one point this month.

If your customers can't answer these, your marketing not be doing all it can do for you.

What do you do?

Who is it for?

Why should they care?

Can you answer these? Turn to your neighbor and answer each of these in one sentence.

Activity chatting with each other

Dr. Shari Carpenter

What do you do?

I help business owners clarify their message, attract the right customers, and build marketing systems that actually support growth.

Who is it for?

It's for business owners who are serious about growth especially those who are great at what they do but don't want marketing to become a full-time job.

Why should they care?

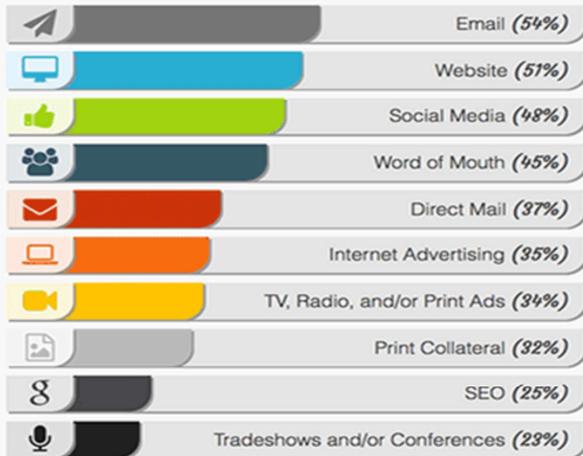
Because talent alone doesn't build growth clarity and strategy do. And partnering with someone who understands marketing saves time, reduces stress, and accelerates results.

Simple Marketing: Where to Show Up!

Word of Mouth: Ask people to tell others to you!

- Referrals
- Reviews
- Reputation

The Top 10 Marketing Tools Used by Small Businesses



Small businesses use a mix of *online (56%)* and *traditional marketing tools (44%)*.



Word of Mouth is the top marketing tool (59%) used by businesses with *5-10 employees*.



Internet advertising increases once businesses reach *51 or more employees*. 25% of larger small businesses *use these ads*.

Simple Marketing: Where to Show Up!

Your Online Presence

- **Website OR Facebook OR Google listing**
- **Somewhere people can check you out**

Simple Marketing: Where to Show Up!

Social Channels

- **The Right Ones**
- **The ones your customers actually use**

**“You don’t need to be everywhere.
You just need to be in the right places!”**

Easy “Do Nows”

- ✓ Update your Google Business profile
- ✓ Ask one happy customer for a review
- ✓ Post once a week; photos, testimonials
- ✓ Use real photos; not stock images
- ✓ Talk like a human, not AI!

Your Customers

Once they are in the door, your customer service will keep them coming back.

Try loyalty programs.

Open houses.

Customer application activities.

Don't Fall into the Trap!

**As an Entrepreneur don't let Marketing
takeaway from your job!**

**At some point, marketing starts pulling you
away from the thing you're actually great at.**

Warning Signs

You dread posting

Your website hasn't been touched in years

Your social media has not been touched for weeks.

You're guessing instead of knowing what to post

Marketing feels like guilt, not growth

You don't know what is working and not working

Marketing should support You, Not stress You!

Marketing doesn't have to be perfect.

It just has to be honest, clear, and intentional.

Marketing should support You not stress You!

You don't have to become a marketer to grow your business.

You just have to stop trying to do everything alone.

Know when to ask for help!

The most successful business owners don't do everything themselves.

They focus on their craft, and bring in help when growth matters.

Know when to ask for help!

Marketing professionals help with:

- **Strategy**
- **Consistency**
- **Messaging**
- **Time (your most expensive resource)**

One Thing!

What is **ONE** thing you will do this week
because of this session?

Thank you!!!!