

CO-SPONSORED BY:



FACILITATOR:

**Mark Bittle**  
 Business Specialist, Leading Edge Facilitator  
 Director of Marketing, Hanson HotSpring Spas

PRESENTED BY:



**719-667-3803**  
[www.pikespeaksbdc.org](http://www.pikespeaksbdc.org)



## ***About the facilitator...***

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**Mark Bittle**  
**Strategic Planning**  
**Marketing**  
**Business Development & Execution**



Mark founded **Connectionmark** after seeing the opportunity to help businesses and key leadership become more productive and profitable. He works with his clients to assist them in growing and optimizing their businesses through strategic development, design, and execution. He is also Director of Sales & Market Development for **Hanson Hot Spring Spas**.

Bittle has been the Director of Marketing and Development for the largest media company in Southern Colorado and prior to that was a local executive for a Fortune 150 company. He was tired of seeing salespeople sell a solution without care for the development, management, and goals of their customers'/clients' businesses. Mark brings his entrepreneurial passion to everything that he does. He is a Connectionmark Certified Resultant & Chief Intrapreneur.

Bittle takes every opportunity to do what he does best while continuing to develop meaningful relationships within the community and driving results for his clients and his entire community. His responsibilities include the following: Public Relations, Community Engagement, Market Development, and Strategic Planning. He is a creative asset to his clients, assisting them with developing exceptional marketing strategies and exceeding customer/client expectations.

Mark is an avid soccer player. When he is not networking, collaborating, or working in and on his business, he enjoys time with his wife, Jennifer DeDominici Bittle, and their three fur babies: Aslan, Lacy, and Grace.

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# TELLING YOUR STORY

THE PIKES PEAK SMALL BUSINESS DEVELOPMENT CENTER HAS BEEN DEDICATED TO HELPING EXISTING AND NEW BUSINESSES GROW AND PROSPER FOR MORE THAN 30 YEARS.

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## Telling Your Story

Presented by:

**Mark E. Bittle**, Connectionmark, LLC  
 Certified Resultant™ & Chief Intreprenuer  
 Pikes Peak SBDC  
 PPSBDC Advisory Board  
 Certified Business Consultant  
 Certified NxLevel Facilitator (Thanks Marcia!)  
 Certified IceHouse Facilitator

## Agenda

- Background – 28 different industries – **Top 10%**
- **Consumers** do not Buy anymore...  
*They **Choose** between options!*
- Develop your marketing plan (*Business Plan?!?*)  
*"Start making Proactive Decisions vs. Reactive Choices"*
- What do people hear when **Communicating**?
- What is **Experiential** Marketing?
- Market Research and Development  
 What makes you **Relevant**?  
 What is the **compelling** reason to choose you?
- Think **Exponentially**
- **Social Media** – Snapshot – Really quick – no, really
- Who **you** are | What **you** do | How can **you** Help?

# Back to the Basics





**Mark E. Bittle**

**1977 - 1999**

- Call Center / Dating Service
- OBIM / 3<sup>rd</sup> party administrator
- Financial Services / Registered Rep.
- OBIM / Mortgage Originator
- Mortgage Originator
- Mortgage Broker
- Co-Founder, Mortgage Bank
- President and Founder, Mortgage Broker
- President and Founder, Commercial Broker
- President / non-profit / State Instructor
- Delegate Council / National Instructor
- Consultant
- National Instructor, SME, Strategic Planning
- Graduate of the CFA

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**1998 - 1999**

- The Right One
- AgriPlan/BizPlan
- Principal Financial Group
- Conseco

**1999 - 2009**

- Heartside Lending
- Access Mortgage
- Premier Home Mortgage
- Mortgage Innovations
- Capital Connection
- Iowa Association of Mortgage Brokers
- National Association of Mortgage Brokers
- Nebraska Association of Mortgage Brokers
- Progressive Impact
- Fire Academy

**2009 - 2011**

- Regis University
- Small Business Development Center
- Marriot
- Progressive Impact
- Garden of the Gods Club – Kissing Camels
- Amnet
- Pikes Peak Therapeutic Riding Center
- Community Activist
- Pikes Peak Community College and UCCS
- Big Brothers Big Sisters – Pikes Peak
- CenturyLink
- Southern Colorado Women's Chamber of Commerce
- Small Business Development Center Colorado Springs
- The Gazette

**2011 - Present**

- Communications, Leadership, Conflict Mgmt., Consultant and Certified NCL level Instructor
- Barquets / Hotel Management
- Speaker, Facilitator, Consultant, Community Activist
- Lead Bartender / Assistant Grille Manager**
- Managed Services, IT, Business Development**
- Board of Directors
- Volunteer
- Adjunct Faculty / Ice House Facilitator
- Board of Directors
- PR, Media Relations, Community Development**
- Board of Directors
- Advisory Board, Certified Business Consultant, SME
- Director Marketing and Development**
- Founder, President, Certified Resultant™**
- Speaker, Author, Strategic Marketing**



Connectionmark, LLC

# What I have learned:



*Remember:*  
 "People don't want to buy a quarter-inch drill.  
 They want a quarter-inch hole!"

© Thomas Loeb

# In Reality



Home



Office



Communication



Lifestyle



**They want  
it ALL**

**They Want  
Results.  
while  
Minimizing Risk!**

## Definition of Business & Formula to Improve Business Strategy

Definition of Business by Mark Bittle:

*"All Businesses are the same. We all have a product or service, that we need to sell for a profit (or within budget); in the most productive and efficient way possible."*

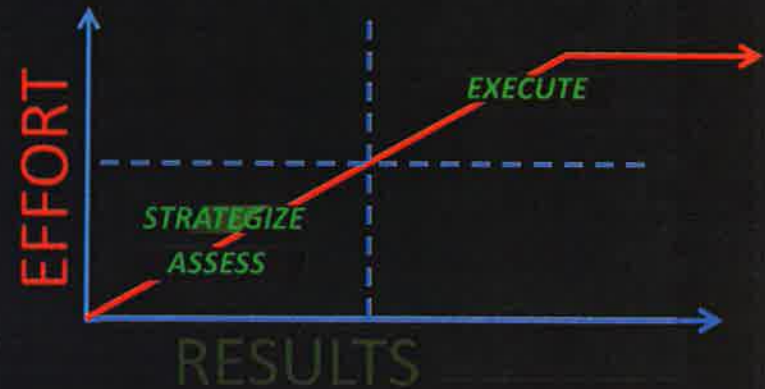
**Profitability = Productivity**

$$p(p + p + p)^7$$

People(Plan + Purpose + Promotion)<sup>7</sup>

Procrastination | Paper | Phones | Peddling | Personal Time | Problems | Prospects | Professional Technology | Potty Breaks | Planning | Pitfalls | Pontification

## How Are You Currently Operating Your Business?



## How Can You Optimize Your Business



## How Can You Optimize Your Business





### Consumers don't Buy... They Choose

Marketing serves more than one purpose;

Initially, it is a form of communication by which we are able to inform others of our product or service in hopes that they will gain interest in what we're offering.

Marketing is a multi-dimensional process resulting from various strategies. Each strategy is vital to the functionality and success of the campaign as a whole. Of course, some of the main and most important goals of any marketing campaign or strategy are to build awareness, create leads, and increase sales.

Progressive Impact

## Your Brand versus Marketing

### Marketing Your Brand

"Your Brand IS Your Business. It is who you are, your why, how you show up, how you deliver, the impression you leave on others...that lingering 'take-away' feeling, the overall value imprint stored in the minds of your 'audiences.' When your internal brand is fully aligned, you increase the perceived value which builds trust, can charge what you're worth, increase referrals and customer advocacy."

– Suzanne Tulien, Brand Ascension Group  
Brand Consultant  
Co-author of Brand DNA



Develop your Marketing Plan  
Start making Proactive Decisions vs.  
Reactive Choices

## What Comes First?

- |                                  |                                    |
|----------------------------------|------------------------------------|
| • Location                       | • Cooperative                      |
| • Phone Listing / Business Cards | • Native Advertising               |
| • Email / Website / Domain       | • Earned Media                     |
| • Signage                        | • Video Commercial                 |
| • Brochures                      | • Target Market                    |
| • Promotional Products           | • Digital Marketing / Social Media |
| • Customer Service               | • Site Retargeting                 |
| • Drip Marketing                 | • Search Retargeting               |
| • Word of Mouth                  | • SEM/SEO                          |
| • Education                      | • Geo Fencing                      |
| • Networking                     | • Events                           |
| • Community Service              | • Sponsorships                     |
| • Doorhanging 1X                 | • Radio                            |
| • Direct mail 1X                 | • Television                       |
| • Shared mail                    | • Experiential Marketing           |
| • Print Ads / Inserts            | • Out of Home/Billboards           |

## Where Do You Start?



**What do People Hear when Communicating?**

NETWORKING  
INNOVATION  
PROJECTIONS  
SUSTAINABILITY  
GROWTH  
CONSULTING  
MENTORING  
BUSINESS  
FINANCING  
SUCCESS


**Face to Face Interaction,  
What People Hear**

**55% Body Language  
or Non-Verbal**  
**38% Tone of Voice**  
**7% Words that are  
used**




**Phone Interaction,  
What People Hear**

**0% Body Language  
or Non-Verbal**  
**82% Tone of Voice**  
**18% Words that are  
used**



**Text, Email, Snail Mail  
What People Hear**

**0% Body Language  
or Non-Verbal**  
**0% Tone of Voice**  
**87% Their Interpretation**  
**13% Your Message**  
**\*Okay I just made this slide up  
87.176% of all statistics are  
made up on the spot**





NETWORKING  
INNOVATION  
PROJECTIONS  
SUSTAINABILITY  
GROWTH  
CONSULTING  
MENTORING  
BUSINESS  
FINANCING  
SUCCESS

## What is Experiential marketing?

## What is Experiential Marketing?

## How Do You Bridge the Gap?

### Our 7-D sensory branding

**Intuition:**  
The ability of putting ideas together in a structure, and is the highest level of left/right brain synergy. The left brain is great at knowing the facts and coming to deductions about them. But, it is an additional skill to be able to combine the facts in a meaningful way to support or create larger concepts that need the right brain architecture.

**See:**  
Most seductive sense.  
Overrule other senses.  
Enhances messaging receptiveness by 89%.

**Touch:**  
Skin is the largest organ in the body. Signals well-being to pain.  
Hands-on experiences a crucial moment for a positive experience.

**Taste:**  
Sweet, salty, sour, bitter. Hard to introduce but highly effective in increasing share of mind.

**Hear:**  
Only 4% of Fortune 500 brands use sound, even online! Sense is highly connected to mood and can ensure target is listening to messaging.

**Smell:**  
Strongly influences taste.  
10,000 times more sensitive than taste.

**Speak:**  
Word-of-mouth most powerful advertising. Street buzz and PR opportunities extend impact and maximize ROI.

## Purchase Decisions

**Intuition**

**Emotional** ← **Bridge** → **Logical**

**Progressive Impact !!**

Look at the chart below and say the color of the word and not the word itself

YELLOW	BLUE	ORANGE
BLACK	RED	GREEN
PURPLE	YELLOW	RED
ORANGE	GREEN	BLACK
BLUE	RED	PURPLE
GREEN	BLUE	ORANGE

NETWORKING  
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SUCCESS

**Marketing Research and Execution**

**What makes you Relevant?**

**What is the compelling reason that people would choose you?**

## Elements of a Marketing Plan

### Market Research

- Industry
- Customer
- Competition
- Location

### Market Analysis

- Analyze your research about the industry, customer, competition, and location
- Define your competitive advantage

### Marketing Strategies and Tactics

- Determine the best method of getting your goods to market, based on your analysis

### The Five P's

- Product, Price, Promotion, Placement, **Purple Cow**

## Basic Marketing Tasks

Marketing is comprised of these four basic steps:

1. Determine what people want
2. Find or create products that satisfy their wants
3. Select the most effective means of communicating with people about the product and its benefits
4. Develop strategies that will create a desire for the product in prospective customers who have not actively expressed their wants

## Market Research Questions

### Essential Questions...

- Who are your customers?
- What do they want and need?
- Where do they live, work, and shop?
- How do they buy (e.g., online or offline, cash or credit)?
- When do they buy (seasonality)?
- Why do they buy in general? Why will they buy from you?
- How often do they buy (daily, weekly, monthly, annually, sporadically)?
- How much do they buy? How much will they pay?

**Think Exponentially**

Think Exponentially

**Consumers commonly cite recommendations from friends, family and colleagues as a leading driver of consideration and purchase.**

- 88% of consumers said they bought a product because of a personal recommendation.

**Engaging a consumer in a unique face-to-face experience leads to word of mouth:**

- 85% said that participating in a live experience would cause them to talk to others about their experience.
- 88% said they would sign up for special offers or try new products if recommended by their friends or family.

Think Exponentially

**The link that consumers draw between word of mouth and experiential marketing is consistent with actual experiences:**

- 97% of consumers surveyed on site at an event said they would recommend the brand to others.
- 82% of consumers contacted days after an event reported that they had talked with friends or family about their experience.
- 80% of consumers say participating in a live event would increase purchase consideration.





How many of you have seen this logo?



Slow Down, You move to fast...

Communication is the key to unlocking extraordinary results. Slow down and take the time to craft your story, in order to more effectively raise awareness of Why you do what you do, **Who you are, What you do, and How you can help** those in your communities.



If you liked this presentation, my name is Mark Bittle and I am from West Des Moines, Iowa.

If not... my name is Joe Blow, and I am from Idaho.



"Let's Get Started.  
We want you as a client.  
How do you spell your name?"

Presented by:

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Certified Resultant™

Chief Entrepreneur / Intrepeneur

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