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**Excerpt and Summary:  
Teleseminar Transcript**

**Creating a Small Budget Online  
Marketing Plan"**

**Bobette Kyle as interviewed by Sharron Senter**

To learn more about marketing planning and Web promotion read the book "How Much for Just the Spider? Strategic Web Site Marketing for Small Budget Businesses" by Bobette Kyle, <http://websitemarketingplan.com/TargetMarketingPlanBook/bookinfo.htm>

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Thanks,

Bobette Kyle  
The WebSiteMarketingPlan.com Network  
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**Sharron Senter:** Hello, this is Sharron Senter, small business marketing expert and founder of Senter & Associates located online at <http://www.sharronsenter.com>. I'd like to welcome you to our teleseminar called, "Secrets to Creating a Small Budget Online Marketing Plan."

I'm here with my very special guest, Bobette Kyle, the author of the popular book, "How Much for Just the Spider? Strategic Web Site Marketing for Small-Budget Businesses." Her book illustrates how to better find, target and attract Web customers.

Bobette welcome.

**Bobette Kyle:** Thank you, Sharron, for having me. I am very pleased to be here.

**Sharron Senter:** Why don't you tell us a little bit about yourself?

**Bobette Kyle:** Okay.

Like you, I originally came from the corporate world. I have a little over 10 years of marketing and management experience. After earning my MBA in marketing from Olin School of Business in St. Louis, I went to work first in the pharmaceutical industry as a field marketing and sales representative.

Later, I moved on to Sunmark, which was at the time a small Division of Nestlé. We manufactured, sold, and marketed the non-chocolate candy for Nestlé. There, I started as a Marketing Analyst and "moved up the ladder." I was promoted first to Assistant Product Manager, then Product Manager, and then Marketing Manager.

In 1998, I got a call from a former division president who had taken over as CEO of a small cookie company. He offered me the position as V.P. of Marketing, which I eventually accepted. That was where I became interested in Web marketing.

I was given the challenge of coordinating the creation of our new Web site and developing a marketing plan that fit in with the rest of the business. In other words, integrating the online and offline marketing activities. We had a tiny marketing budget, and it was up to my Brand Manager and me to develop and implement the whole marketing plan. We were also in charge of building the Web site, graphics development, market research, and any other activity remotely marketing-related. I went looking for a good, comprehensive guide to help us with the plan, but there really wasn't anything out there for small budgets. The books at the time were either written for large companies

with a lot of resources and a lot of people to develop and implement a marketing plan, or they covered only a single tactic. There was nothing that really could guide us through an online plan. So, we kind of muddled through.

To make a long story short, the company was losing money and we went into emergency mode, preparing to either sell out or file for bankruptcy. The board eliminated all of the VP positions, so I moved onto a much larger company as Director of North America Marketing Services. I found very quickly that I was uncomfortable in such a large company environment. The politics and slower pace of a large company are not conducive to my style, so I decided to quit the corporate career. We come back to our hometown of St. Louis, Missouri and I am giving it a go on my own.

My other half returned to his family business and I set up a home office. I then went looking again for a small budget online marketing plan book and still couldn't find one. So, I decided to write the book I could not find.

I took a little more than a year to research the online industry, I wrote the book, and at the same time develop the companion site <http://www.WebSiteMarketingPlan.com>. Today, I draw upon that research, my experience in small budget marketing environments, and my formal education in my writing. My goal is to help small businesses through projects such as this CD.

**Sharron Senter:** How do you recommend to people as to how to decide what marketing activities to pursue?

**Bobette Kyle:** In terms of marketing online with a small budget...what you do is important of course, but also how you do it is at least as important. How you choose a program and how you implement it. Sometimes – especially with small budgets and small businesses - there's a temptation to, rather than think and plan out what logically would be most effective, to just "throw everything against the wall and see what sticks."

Well, when you have a small budget and have too much going on, implementation suffers. When that happens, *nothing* sticks. You get into a situation where you are frustrated and you think nothing works, but you've spent your budget.

I prefer, as you probably guessed, to set goals through a marketing plan. With a marketing plan, I can choose programs that are most likely to meet my online goals, unlike "throwing it against the wall and see what sticks." Once I have a "laundry list" of possible programs that I develop through the five steps in the marketing program, I narrow it down to those that are - first of all - the most economical. I also choose those I think will work best for the company.

### **Regarding marketing plans and business in general:**

A lot of times small companies will feel like they are just muddling through. I want to say a lot of **business in general** involves just muddling through. If this were easy, every

business would succeed and everybody would be doing it. But it isn't easy. Humans are not perfect. When you go out to implement, mistakes will happen. It's human nature.

Also, things change from day to day in your business environment and in your industry. So when you develop a plan, what made sense today may not make sense tomorrow. Going back to the Arthur Anderson example: In one day, I would guess, auditors had to throw out whole marketing plans and start over. Just because something's on your marketing plan doesn't mean it will definitely be implemented. You have to be flexible and keep an ear out for change.

Actually, I've got a way to do that in my process with a one-page table/summary sheet. In a glance you can look at your marketing programs, your strategies, your objective, and your main challenge. You can also include budgets and timelines. It's an easy way to monitor your goals against what you're doing. Or, the programs you are implementing versus what you had planned.

Also, we all know in day-to-day business, new opportunities come up. You may get into a habit of short-term thinking. "Here's a new thing. Oh, let's do that!" Then you go do that. Then you go do something else and something else. It is because these opportunities pop up and you think, "Oh, what a good idea!"

Sometimes that makes sense and sometimes it doesn't. If you have that one page summary sheet in front of you, then you can look at your strategies and think, "Is this really the right thing to do for my business?"

**Sharron Senter:** OK. You've mentioned quite a few things. Why don't you tell us some ways to just do this and make it easier for small businesses?

**Bobette Kyle:** OK. I will do that.

For one thing, before you spend a bunch of money on an unproven program (this is where keeping the budget down comes in) you want to test it. Then you analyze the results to see if you are getting the results you would like.

If not, tweak it and try again. Once you're getting the results – a sufficient profit or whatever goals you had for the program - that's when to roll it out full force and start spending more money against the program.

**Sharron Senter:** In your book, you focus on Web marketing and setting goals. What are some potential Web site goals that small businesses could set for themselves?

**Bobette Kyle:** The first thing that always comes to mind is direct sales – eCommerce – on the site. Obviously that's an opportunity, but there are other business models and goals you could have for the site as well.

