

### ***Example: Sales and Distribution***

The main objective of Macrolink's marketing strategy is to get distribution. During the first three years of business, the owner will self-distribute the books and digital products, and will also promote and sell through the shopping cart at the publisher's website. The publisher will do some marketing of the book via the Internet and will also publish the books on demand. This will eliminate the need to publish or stock large inventories of books until customers place orders.

Once the Macrolink website is established, the owner will approach bookstores, economic development agencies, associations and organizations in the economic development field. Boudreau will actively promote himself as a speaker and facilitator at strategic conferences. For example, Western Canadian Community Futures Development Corporations will schedule a training sessions each year.

Macrolink will sell its products and services through the following methods:

- Books sold by the publisher through its website bookstore.
- Facilitator manuals and business planning products sold directly to trainers.
- Facilitators' receiving a discount on hard-copy and digital learner materials.
- Selling products directly to book stores, retailers, and distributors.
- Co-marketing agreements established with software and business development organizations.
- Offering affordable three-hour seminars to generate book and CD sales.
- Selling books and CDs at trade shows.

Boudreau will be the salesperson for the first three years of the business.