

Bringing Energy to Ideas



# **Energize Your Business**



## **The DNA of Smart Marketing**

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Presented by Debbie Nelson**

Cutting marketing is one of the biggest mistakes businesses make during difficult economic times.

## **Marketing efforts must continue!**

You should refine your marketing efforts to work smarter with less.

This strategy will allow you to achieve sales now and position your business for the future.



# Evaluate Your Audience

- Do you know and **understand** your customers?
- **What** do they want?
- **Why** do your current customers do business with you, and not your competitors?
- Do you have **programs** for your customers that offer a loyalty/referral benefit?

# Conduct Market Research

- Get input from your vendors to see what **trends** they are seeing in your market.
- Host “**focus groups**” or receptions for small groups of current customers to learn about their needs, opinions and recommendations.
- Visit **competitors** and evaluate how they are doing things.

# Develop a Marketing Plan

- Set achievable **goals**.
- Establish focused **objectives** that target your audience.
- Remember to “**touch**” your customers at least 6 times to motivate them to purchase.
- Develop a realistic **budget**.

# Create a “Customer Experience”

- **Greet** every customer who enters your business.
- Give every customer **personal attention**.
- **Woo** your customers – give them a reason to buy from you.
- Develop strategies to **personalize** products or services for customers. Be an expert.

# Create a “Customer Experience”

- Give **discounts** to customers for referrals.
- **Reward** loyal customers: Customer of the Month (include press coverage).
- **Drawings** for gift certificates or specific items.  
Build a database of customers.

# Advertising

- **Access** all appropriate media outlets.
- Use what you know about your audience and finds ways to specifically **target** these individuals.
- **Don't waste** money on high-priced advertising opportunities, especially those that are not targeted.



## Advertising (contd.)

- Contact media outlets close to their deadlines to find out if they have **residual space**. Typically the media will sell this space much cheaper than regular rates.
- **Be prepared.** You need to be ready to respond quickly when opportunities arise.

# Events

- **Trade Shows**

- Be strategic - target your market.
- Send pre- and post-show mailings.
- Get a smaller booth to save money.

- **Sponsorships**

- May be good public relations for the cost of a donated item or service.

## Events (contd.)

- **Special Events** Focused on Your Business
  - Grand opening/ribbon-cutting
  - Special promotions/themes
  - Customer appreciation
- **Partner** with Other Businesses to Host Events
  - Offer your business as a site for other businesses to hold an event.

# Networking

- Chamber of Commerce
- Clubs and associations
- Other community groups
- Media
- Government officials
- Other businesses

# Direct Mail Campaigns

- Compile a customer **mail list**. Include e-mail addresses whenever possible. Maintain list and keep it current!
- Acquire new lists of prospects.
  - Create a **sign-up** for an e-newsletter and/or coupons on website.
- **Communicate** with customers via letters, thank you notes, postcards and/or newsletters.

## Direct Mail Campaigns (contd.)

- Use email and/or snail mail to send offers to **valued** customers.
- Send regularly to **targeted** audience, rather than once to broad group.
- Always include a **call to action**.

# Newsletters

- Build **brand** awareness and keep customers **informed**.
- Distribute print and e-newsletters (include **link** website).
- Require a short **survey** for subscription to acquire customer information.
- Set up a **sign-up** for newsletter and coupons.



# Websites

## Content

Company profile

Products/services offered

Location

Promotions

Contact information

Shopping cart

## Considerations

Short download time

Easy navigation

Current information

Visual appeal

Unique “personality”

Brand Identity

## Websites (contd.)

- Other considerations:
  - Accept emails through site, **respond** promptly to customers.
  - **Search engine optimization** - choose keywords.
  - Include **special offers** and tips.
  - Include a **blog** - behind the scenes look at your business.

# Social Media

- Use social networking to **build** customer base.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

Facebook ([www.facebook.com](http://www.facebook.com))

The Twitter logo, featuring the word "twitter" in a stylized, lowercase, blue font with a white outline.

Twitter ([www.twitter.com](http://www.twitter.com))

The Ning logo, with the word "Ning" in a green, serif font.

Ning ([www.ning.com](http://www.ning.com))

- Can **target** specific location and audience.
- Create **groups**, publicize specials or contests.
- Include **links** to your networks on your business' website.

## Social Media (contd.)

- **Cost-effective.**
- Increasingly popular—good way to expand your customer base.
- Transparency/Authenticity
  - **Listen** to your audience and be transparent so they can know you.
  - Give customers a **behind-the-scenes** look.

## Social Media (contd.)

- Direct communication and interaction with customers—offers **accessibility**.
  - Connecting to and **interacting** with your target allows you to market more specifically and effectively.
  - Stay **informed** about latest trends and public opinions pertaining to your industry.

## Social Media (contd.)

- Can **connect** to other businesses in your market—share ideas, network.
- Increase **visibility** within community.
- **Publicize** events & share photos, other important information.
- Can publicize more traditional forms of media that you use—an article, newsletter, etc.

# Public Relations

- Consider press releases as **free** advertising.
- Develop **relationships** with media contacts.
- Press release **ideas**:
  - New Hires
  - Promotions
  - New Location
  - Open Houses
  - Fundraisers
  - Special Events
  - Grand Openings
  - Awards & Recognition

# Collateral Materials

- Brochures
  - Provide all important **details** about products and services.
  - Project the business' **brand** and personality.
  - Look **professional**.
  - Choose graphics and **photos** wisely,

# Collateral Materials

- Consider **audience** in design
- Include all important elements – logos, phone numbers, web site, etc.
- Provide **online** versions on company website.
- Consider **distribution** method in design.
- Consider **cost effective** design elements (i.e. color, size, shape, printing, quantities).

# Find Marketing Partners

- Partner with a **non-competitor** with the same target audience whose products or services complement yours.
- **Pool** your marketing **resources** to get more mileage from your marketing investment.
- Gain access to **additional** prospects.
- Consider working with an advertising agency.

# Smart Marketing Tips

- Marketing efforts must continue!
- Evaluate your audience.
- Hold a focus group.
- Conduct market research.
- Develop a comprehensive marketing plan and budget.
- Consider your business' customer experience.
- Always brand your business consistently.

# Smart Marketing Tips

- Access advertising opportunities that target your customers.
- Investigate residual space opportunities.
- Plan and execute targeted special events.
- Always network on behalf of your business.
- Maintain a database with targeted customers.
- Utilize targeted direct mail campaigns.



# Smart Marketing Tips

- Keep in touch with customers regularly with newsletters.
- Develop a strong web presence.
- Implement a social media marketing program.
- Develop media relationships and conduct an active public relations program.
- Develop cost-effective, functional collaterals.
- Find and work with marketing partners.
- Follow your marketing plan!



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