

# Marketing Made Easy Day One

## Notes from Presentation

### Use the sweet spot strategy

- Know who you are, use what you have, do what you can do (or hire it out)

### Marketing methods (the ones that make sense)

- Social media
- Word of mouth/referrals
- Print ads
- Website
- Free media (also known as influencer marketing or earned media) – bloggers, newspaper articles, people posting on social media – folks with an audience who discover you.
- Workshops, trainings – establish yourself as an expert
- Loyalty programs
- Community events
- Cause marketing
- Direct mail
- Festival and tradeshow
- Sponsorships

### Jargon – breaking down terms

*Customer Persona/Target Market* – the stuff you need to know about your customer (there's more to it than age and gender)

*Storytelling/content marketing* – the stuff your customers want to know about you, your products & services, your values, history, community connections, expertise

*Sales Funnel, Inbound Customer Journey* – how customers get to you

*Conversion marketing* – how you get customers/clients to spend money with you

*Value position* – what makes your business different?

*Position statement* – what need are you filling for your customers?

### Deep dive into your customer

Know your audience: Create your customer profile(s) first and then figure out how to craft your message to them

Try out the “bulls-eye process” (see handout for the questions you can ask yourself about your customers to truly understand them. Understanding your customer & their lifestyle can help you drill down what messages/stories/content to share and how to send those messages.)

*Group Exercise* – try to drill down into the customer of a fictitious specialty culinary boutique. This place sells things that a Walmart or Target won't have...the things customers don't realize they “need” until they see it, expensive cookware, utensils, gadgets).

- **Outer Ring:**
  - Mostly woman, but men as well
  - 20-90

- lives everywhere
- mid- to upper-income
- married or single
- kids and no kids
- (This is really general! It could be anybody!)

Who is most likely the typical customer? The person who is likely able to come back for repeat business?

- **Second ring**
  - Women
  - Average age 45-55 – she has more money and maybe more time to do something, maybe an empty nester
  - Upper income
  - Married
  - Kids
  - Destination-type shopper (she will drive a distance to get to you)
  
- **Bullseye**
  - Professional
  - Entertains to socialize
  - Quality products is an interest
  - Want to experience/touch high-dollar items & envision how she might use it & how she needs it
  - They like to share – that is what cooking and entertaining is about
  - What do they value – sustainability, conscious choices, local connections
  - How do they get their information? Facebook, friends, consume some media
  - Motivated by healthy food, prestige, thoughtful gift givers (this demographic gives gifts more regularly)

#### **CREATE A CUSTOMER BULLSEYE FOR YOUR BUSINESS:**

Grab the hangout, get some colleagues/family/friends to create it with you for your business. Doing this in a small group will help you avoid not missing things you should think about your bullseye customer. You can create more than one bullseye customer. And, if your customer base changes, do another one a few years from now.

One retailer in the room said that twice a year, she does a survey of customers so she doesn't have to guess at the typical customer. She puts that in her newsletter & social media and offers a discount on a purchase.

**Why do this?** It will help you make decisions. You have limited resources and a lot of tasks to take care of. When you create a profile(s) of your key customer(s), it will help you narrow down what you do and how you do it. You won't need to try to reach *everyone all the time* anymore.

What if you aren't a shop? Someone in the class started up a nonprofit higher education organization – and she wanted to know how does she identify who is their typical customer since they don't have a storefront. So, we asked, who is your most common client? Break them down as much as you can. Online is going to be their best way to connect with those clients. Figure out

where they are online and how you can get exposure to them. What other organizations or groups are they a part of or following? What or who do you have in common? Where are they going for information?

### **Where can you get more information about customers?**

#### **City/County**

The city and county did a joint market analysis and built customer profiles for our local and regional population

<http://harrisonburgdevelopment.com/wp-content/uploads/2018/01/Harrisonburg-Rockingham-Co-Market-Study-FINAL-1-7-2018.pdf>

#### **Virginia Tourism Corporation**

It has tourism tax dollars for municipalities, grants, and ways you can market your business (often for free) on their website and directory listing.

<https://www.vatc.org/> - check out their research and grants link

<https://www.virginia.org/> - look for ways you can get included in listings and blog features

#### **SBDC**

They can pull IBIS industry reports on specialty shops, retail, wholesale autoparts, food trucks, coffee shops – they give an industry profile like trends, where your revenues should be – these reports are needed for business plans and getting loans. Contact the SBDC for a report for your industry.

### **Destination Marketing Concepts**

Last year, we brought a destination marketing speaker to Harrisonburg to share some concepts that he finds works well with businesses nationally. We are sharing the highlights below.

- Make your message crystal clear – focus on it and get it out there, change it if you need to if it isn't working, but repetition and clarity is the way people will hear you. Every ad, social post, anything you do is either going to reinforce or erode your message.
- Focus on your top 10% - who are your best typical customers who are most likely to spend money with you and probably come back or have networks that could become typical customers of yours through word-of-mouth

### **Unique positioning statement**

Niche offering, special service or products that no one has, creating a “monument” to attract attention.

Last year SoLace's owner was inspired to use her building as a “billboard” for her business and to create something people would drive to see. She wanted to create a “monument” so she created giant butterflies and installed them on the outside of her building. It aligns with her brand and the quality of what she offers on the inside. She held a PR-event and invited the community to celebrate it and to kickstart the word of mouth.