

## Day 3: Right Channels at the Right Time

### *What are marketing channels?*

Any possible venue that you can connect with the public

Physical print  
Online digital  
Unseen channels

### *Picking the right channels for you*

What are your marketing assets?

Physical assets

Location

Everything we talked about on day one and day two

Story background etc

You can use it to position yourself in a positive way

Customer stories, testimonials, branding, copy, your personality

### *How well do you know your demographics ... really?*

The bullseye exercise

Who is your client? Who do you think your client is? Who are they actually purchasing from?

How are they going to ID you as an industry leader, how are they going to find you, how are they going to buy from you

### *Is there a communication style that makes you stand out?*

Don't JUST do that

Always be expanding and growing into different demographics and angles of demographics

### *Who is your ideal client?*

### *Who is your ACTUAL client?*

### *Print opportunities*

Is print dead? No!

Is depends on your business model and who your target market is (especially age demographic – older audiences may be more in tune with print channels)

Channel options - Newspaper, articles, catalogs, press releases, newsletters, donor documents, direct mailers, brochures, posters, and more - Anything that exists physically.

Newspaper and magazine circulation numbers are down these days - younger people generally aren't buying print materials (they opt for online) but being part of the digital versions of papers and magazines can be very expensive.

Opting for print vs. digital (or both) is all dependent on your demographic.

Getting featured in/collaborating on articles – this is a very valuable opportunity. Can cross between print and digital. Always say yes to articles!

Marketing is about creating your own opportunities, don't wait for them to come to your door.

Participate with community members, proactively reach out to each other, support yourself by supporting your community - people spend money with those who positively impact community. People don't forget your contributions!

Print catalogs count as a marketing channel - not just for showcasing retail goods, can be any catalog-based communication (JMU parent communication example) - catalogs show value and security for your potential customers' investment.

Press releases are free! Reach out to more than just the DNR and WHSV - lots of opportunities - each community has its own newspaper and publications and some of them are free - get your press releases out to the surrounding communities - example, Charlottesville travels to Harrisonburg a lot and has more disposable income, so it may be worth your time to reach out to Charlottesville area publications. Could even send press releases outside of the state of Virginia - what is within reasonable driving radius? – example: Brookhaven markets to West VA as they don't allow home births, so a lot of women come across the state line to give birth in their center. Lots of people come down 81 from New York and Florida - and even Canada!

Virginia Tourism - share their marketing to help draw tourism to you.

Physical newsletters - don't make them overwhelming, your audience is busy and doesn't have the time or inclination to read a novel-sized newsletter twice a year - make it accessible - be highly sensitive if you're asking for donations/money - people want security.

Brochures/posters - may seem like they're not a big deal but they are - take care that publicly posted collateral is free of typos and is something you're proud to put your name on and align yourself with.

In-class examples: Joyce - physical newsletter - Bridgewater retirement community - they've learned that the residents didn't want to read the physical newsletter even though it's short and information that they want (daily activities list, etc) - gave them all a little tablet and that's where the daily newsletter is delivered now, and engagement is much higher.

Andrea - Charlee rose- partnered with local apartment complex to get ad in direct mailer for new students who are moving in - all they asked was for her to get lunch for their staff one day - reached 900 people with that small investment - these opportunities are everywhere if you're in tune with how to find them and collaborate with them.

But how do you track things like that? How do you measure return on opportunities like

that?

1-2% return is huge for print.

Barbara - Oasis - rack cards are huge for them and they work well - Harrisonburg is a good rack card town (Massanutten especially) - make sure you purchase appropriate amount so you don't have outdated leftovers.

Walkabout is doing direct mail - send 3-5000 out at a time, sometimes send to just customer list, sometimes target communities - has luck sending to customers inviting them to special events. Uses USPS bulk mail. Asked how it's possible to send bulk mail that has peoples names on it if they're not your customer list. You can buy them from third party address companies, but it tends to be more detached and less personal. Christine recommends avoiding those sort of 3rd party lists if possible.

### *Digital opportunities*

Social, website, SEO, email, enewsletters, ecommerce, podcasts, etc

Social media - there are hundreds of networks and channels - each channel is its own unique venue - use your channels organic reach to reach your customers for free - can also run targeted facebook ads

How do you target a consumer of coffee based on interests and demographics? Moms, college students, poetry/spoken word (if the coffee shop offers events like that)

Depends on the vibe and culture of your coffee shop, not every shop will be the same. You need to know yourself and know your audience.

Website - You need a website, even if it's a simple landing page - you need search engines to be able to find you.

SEO: how optimized is your website for Google to find you? Do SEO about every six months. Pick a list of keywords (5-10) that you feel identify your business and investigate them and optimize your content every six months. Put those words in the headers if possible. Google wants you to be doing frequent updates.

"Hide the words" for SEO - make text white on white and you can hide them so they're not visible to users but Google still picks up on them.

More general/popular words (like "fitness") will be very expensive to run ads for - use those words within your content to rank in Google instead of running ads for them.

Email marketing - 4-5 emails per month is too much - 2-3 per month is the goal (transactional/followups don't count, only purposeful marketing communications to your whole customer group) - make sure you send emails out with enough notice for sales and events.

Text message automation - you can send text message followups/transactional messages instead of email - it can be expensive though - text messages are read more and are more well received. Email is a psychological game, people give "second" email addresses just for spam/marketing so they never read them - texts will always go to their phone and they'll see the notifications - but be sure not to overwhelm them.

GREAT option for appointment based businesses or other timely reminders.

Ecommerce - does your website and your SEO support your ecommerce? It's where you sell things online. This is another category within your website for SEO optimization.

Minimize digital journey - three clicks or less to get where you need to go is the goal.

Podcasts - another great collaboration opportunity. Be open to these!

Blogs - how often to publish new blogs? If you don't like writing, don't do it. If you want to prioritize blog, plan ahead and decide who is producing the content. Find budget to outsource it. If you can't afford it, either don't do it or find a way to produce it on a smaller scale that you can afford. Be cautious of cheap solutions, don't sacrifice quality when it comes to things that your name will be attached to. Repurpose content where you can - one piece of content can be turned into a blog, email, social posts, infographic, ebook, podcast, etc if you just slice it and dice it!

If you share other people's content, be sure to cite them and not claim credit or ownership of content. It's okay to share, social media is built for it. But don't accidentally steal content.

Andrea - collaborated with Burn Boot Camp (she works out there as a member) - they came to store to do a video, they shared it and tagged her, she shared it and tagged them, HDR shared it, got lots of traction. Was totally free. Always be on the lookout for collab opportunities!

### *Creating your own marketing opportunities*

Event sponsorships are huge - even if you can't give money, can you give time? Can you volunteer? Can you be a location to pickup race packets, etc? Brothers does a great job, they do collab with all kinds of businesses like Gamer Oasis for their weekly game night - these kinds of things are free to consumers but good visibility for both businesses.

Physical location - use your location. What is special about your location? How can you use it to your best advantage?

### *SMART*

Specify, measure, analyze, receipt & return, think

How do you know if an opportunity is valuable?

What is the return? How can you measure it?

Spend some time thinking about it, don't just jump in to expensive commitments. Ask the community and your friends and peers. We can all help educate each other.

If we were looking into an opportunity with a newspaper, what would we ask them?

What's circulation, what size is ad, color or b&w, what section is ad in, how is paper laid out? Magazine - where does magazine go? Where is it sold? At newsstands or more selective establishments? Are people buying them for prestige or because they're actually reading them?

Andrea - ran commercial on WHSV - how do you track it? Run survey, ask for feedback.

Personally ask people how they found you. Print - you can offer trackable offers (10% coupon code, etc). Digital - assign tracking codes.

Always get quotes before mass print jobs. Ask how, ask why. See types of paper. What is their policy if you don't like it?

Digital opportunities - what would you do if someone calls you and asks to build your Google business pages for \$200? Don't do it, they are completely self serve and you can do it yourself. If you're not sure, ask around. Don't let people take advantage of you. Make sure people are open for phone calls and Skype meetings if they aren't local. Ask

them the hard questions. People get milked on SEO left and right. ALWAYS maintain control of your accounts - don't give a developer full access without you being the super admin (able to remove/delete people) or else you may lose access to them permanently.

If you pay someone to make content, who owns it? Some content creators will want to retain IP rights, but if you're paying someone to make content for YOUR business then you need to make sure you actually own the rights to use the content forever.

Trademarking - trademark your business name, search the trademark database to make sure someone isn't already using it.

USPTO.gov- patent trademark office

### *A few points on social ads*

Bring people to your website and link them out to all of your other marketing/media channels (and vice versa) - always get in as many fishhooks as you can.

If you're going to be reusing content or running multiple ads for same event/product, mix it up and change the copy/content to keep it fresh.

Boosted posts exists both as ad *and* on your page's organic social media timeline.