

## Day 4: Nontraditional Marketing and Open Discussion

### *Karen- guerilla marketing*

Flash mobs, sidewalk chalk, live entertainment, laser light shows  
Activating spaces and drawing attention

Example 1 - downtown business, service agency not retail. Having trouble getting interest and getting people to understand what they did  
Did “before I die” activation, big chalkboard with “before I die” written on it and room to add bucket list items

Expanded into full window display, post-it notes and markers available

Didn't talk about business specifically but got people to stop and read, which lead to organic foot traffic and interest

Had to remove windows 4 times because they filled up

Got people to stop and talk about what they were doing

Example 2- escape room - got employees out on the streets with sandwich boards, engaged people on the street in person

Barbara - LOVE mosaic - got Harrisonburg High School kids to write “love” in their native languages and built into mosaic. OASIS also has black window that's painted from the inside, there was nothing much to do with it - for JMU block party they invite freshman to put handprints and sign name on window - Destination marketing - they want to come back and see them and show their friends.

Engage other businesses and the community - do something that people remember and come back to you for.

Christine - HDR events like Block Party are there for you already - Quilt museum participated, partnered with lavender farm and made little fabric lavender microwave pouches for Block Party - got lots of attention from JMU community and art department

What about professional services? Partner with other companies, focus on networking events, only focus on events and opportunities that make sense (ie, Christine and Social Bug wouldn't set up at Block Party)

Nonprofit - marketing is part of the program as a whole - educate people as to why marketing is a vital expense – can switch to “communications” or “outreach” language instead of “marketing” to be more palatable to donors

Ambassador programs - get other people to market for you - get other people to talk honestly and genuinely about you so you're not just talking about yourself - reviews, testimonials - actively use them as part of your marketing - make sure and interact with

all reviews, positive and negative - can use review management software to manage and respond (Christine posted some resources in Facebook group)

How to start ambassador program? Can do call out to the public - can start with super fans/customers you already know and are familiar with - Charlee Rose started by reaching out to her top three biggest customers - it's ok to take some risks and figure it out - Can give unique discount code for them to offer to their fans and followers which is easily trackable - make sure you can track ambassador/influencer efforts.

Influencer can be a bit different - can pay people with big followings to write or post about you even if they're not an actual customer or fan

WithSimplicity did influencer program - took a risk on fan who only had 57 followers and she was #1 seller for months - people can and will surprise you - low followers can have high engagement

Interns for career services at Bridgewater College - they have an information overload problem - their guerilla/alternative marketing is not working because everyone is doing it - people start to tune it out

*What can you expect a successful marketing campaign to look like?*

Hard to answer, depends on marketing plan and channels - make sure you commit and are consistent for the long term and your plan is sustainable – can't be consistent for a few months then drop off and still expect success - make sure all your channels are active and up to date - make sure you have your marketing infrastructure very defined - don't overreach or overextend yourself in the beginning, start with things you know are manageable and sustainable - make sure you're getting found, keep your directory listings up to date and accurate, make sure that associations you belong to are listing you - your website is the hub of your communications, everything should link back to your website and your website should link back out to everything else

Getting out and talking to people is very powerful marketing, meet people face to face and get to know the community.

Give all strategies and channels 3-6 months before deciding to scrap it, but also don't let unsuccessful marketing go on too long and put you in the hole.

It takes the average person 21 days to develop a habit change, it will take a while to create a habit to be consistent with your marketing.

Never say that you don't need marketing budget (especially nonprofits), always reallocate it if it doesn't get used.

Trying new things will always be a gamble. You're not losing \$100, you're gaining information. What did you learn from your "failed" ad? That information is worth at least the money you put into it.

Take learnings and expand - were you successful with Harrisonburg residents? Create

lookalike audiences and find similar demographics outside of Harrisonburg.

### *Diversify your marketing profile*

What happens if you have a lot of competition and you're all doing the same thing? Don't want to steal what's successful for other businesses outright. How can you make yourself stand out on a day like Block Party, 4<sup>th</sup> of July, Skeleton Fest? Hand out coupons, offer something for free.

Think in campaigns - roll these individual events into larger campaigns. Want to get Block Party traffic? Make a 6-12 month long JMU student campaign. Focus on what matters to them (budget, transportation, support student groups). Push them into online environment, collect email addresses and start serving them digital marketing after the event.

People throw away coupon bags but will remember experiences. Community mural painting, photo booths, etc. Get them to stop for more than a few seconds and collect email addresses or drive to social wherever possible. Lean into frustrations - feel like you're only a bathroom stop during an event? Own it. Make a funny hashtag. Give out free stuff to people who use the hashtag.

Giving out free samples - make sure you're making it an experience, you want people to experience your product, not just grab a free thing and forget about it. Don't let lines build up or people will avoid it. Give out flyers/cards/coupons along with sample so people remember your name and how to get back to you.

Coupons get ignored - things like menus and collateral that tells people more about you might get saved more often than just straight up coupons

### *Analytics*

Campaign strategy - start with what you know (yoga, Pilates). Branch out with lookalike audiences and experimental audiences (personal training)

Making ads in FB ads manager is same price as boosting posts but has much more powerful options, just a matter of knowing what your options are and how to use it.

Instagram - make sure you're doing story and feed placements.

Know different ad formats - video requirements are all different lengths, different ad placements have different image dimensions, text limitations, etc.

Can use same pictures with different copy for different audiences.

Make forms simple - just ask for name and email, you can follow up later to get more if needed (this also makes it easier to fill out on phone)

If you're going to do A/B testing, keep it simple. Just change one or two things, don't make entirely new ads or you can't measure why one worked better than the other.

Use content and storytelling (like what we talked about in day 2) in your ads, don't just make it a hard sale all the time!