MARKETING 2016

Anya Petersen-Frey
Regional Director
406-599-0790
anya.petersenfrey@montana.edu
http://sbdc.mt.gov/
“Innovation is the ability to convert ideas into invoices”

L. Duncan (Lewis Duncan, Thayer School of Engineering)
Where we are heading...

• Just ‘cuz... Social media revolution

• A few basics:
  • Who is your customer? Customer insight.
  • Unique Selling Position

• Marketing 2016
  • Traditional
  • Internet
  • Social Media

Questions
Who are you selling to?

What does your customer look like?

(age, gender, income level, buying habits, family status, hobbies...)

What problem are you solving for this customer?

What is a **customer insight**?
Here’s an insight:

“Wives and girlfriends are more likely to buy men’s body wash than are men.”

And here it is expressed in an ad:
Hello ladies. Look at your man now back at me...
Here’s an insight:

“Many young adults attend their high school reunion specifically to impress former classmates.”

And here it is expressed in an ad:
who are you? Why should I buy from you?

The Unique Selling Position (USP)

• What makes your products different from everyone else's product?

• Put yourself in your customer’s shoes - how are you satisfying their needs?
do you offer....

- the biggest selection of products on hand
- the lowest prices or mark up in the industry
- the most hands on service available
- best guarantee available
- the most experience, etc.
A few USP Samples

Avis: “We’re number two. We try harder.”


Quick USP brainstorm for your business
questions, thoughts......
marketing mix

• Traditional marketing tactics
• Internet marketing tactics
• Social media marketing tactics
Goals of marketing mix:

- communicate message
- build brand
- draw attention
- provide value
- convert/retain customers
traditional marketing

- Print collateral
- Press person/dept
- Press releases
- Direct mail
- Newsletters
- Gatherings
- Events
- Advertising – radio/TV
Everybody Wants Turkey For The Holidays

Before your holiday feasts, enjoy a toast of "Turkey". The greatest celebrations of the year deserve America's greatest native whiskey. 101 Proof Wild Turkey®. It's all dressed up for the holidays in a gold-trimmed gift carton.
What's New at Pirelli's

Issue 15 - August 2011

Pirelli's in the News

Jessica Rizzo is a sweet 11-year-old who loves to ride her horse and dreams of being a veterinarian when she grows up. She loves to play at school with friends and go shopping with her big sister. Our good friend Jessica has her own unique burden, though. Jessica is diabetic. At a very young age, she learned that she would need to change her diet and regulate her insulin.

Here at Pirelli's Pizza, we heard Jessica's story and wanted to help her raise money for her team in the annual Walk to Stop Diabetes. That's why we've designed the new Jessica Pizza. This vegetarian pie has mushroom, mozzarella, and breaded eggplant on traditional crust. Order a Jessica Pizza, and 25% of the proceeds will go to her team.

"We've been coming to Pirelli's for as long as I can remember, and it's really cool to have my own pizza on the menu," said Jessica. "I'm so excited to surprise all the other families at the walk with the donation in October."

Who Has The Best Pie?

Each year, Pirelli's vies for the title of "Best Pizzeria in Town" in the annual restaurant competition hosted by the Stonington Herald. To vote, just visit the paper's website at www.stoningtonherald.com/restaurantcompetition/pizzareview and click the "vote" button!

Pirelli's Annual Eating Contest

It's that time of year again! On December 12, come in to test your tummy and take on the "Super Sicilian," a hefty hunk of pie that weighs in at three pounds and is loaded with all of our heartiest toppings. Finish in 15 minutes to get your face on Pirelli's Wall of Fame! Register by December 5 to reserve a spot. Many will compete, few will win!

Holiday Donation Drive

From December 18-24, bring in five non-perishable food items, and get a side order of breadsticks and marinara for free! Help Pirelli's provide a holiday feast to those in need this season.

We Want Your Pizza!

Once a year, we add a new customer-submitted pizza to the menu. We'll be accepting submissions from now until January 15. The Pirelli's staff will vote on the top five recipes and then cook each one. The pizzas will have a one-month trial period on the menu where customers will get to pick their favorite. The winning pie will be added to the menu, and naming rights go to the top chef!
TV/Radio...what to know

TV/Cable/Radio
  – Reaches large audiences
  – Can be pricier, may not be watched (TV)

Have a plan

  – Geography
  – Target audience – get data from station
  – Timing and seasonality
  – Taco restaurant commercial

Negotiate a media mix (website, others tools station uses)
(Almost) Free Marketing Ideas...
be a media resource or speaker

- position as expert
- identify media outlets
- provide bio, talking points
- offer to help
- build relationships
- provide value
in-kind sponsorships

- provide goods or services
- specify value
- get credit
- leverage the sponsorship
- build relationships
guerilla tactics (impact)

• “think different”
• be strategic
• generate buzz
• get coverage
• leverage coverage
• build relationships
• Guerilla marketing examples
it’s the relationships

• Get business cards
• Ask permission
• Organize cards
• Stay in touch
• Revisit cards
• Make contact
questions....

Next up – Internet marketing ideas
internet marketing

- Print collateral
- Press dept/person
- Press releases
- Direct mail
- Newsletters
- Events
- Advertising
- Web sites
- Online press room
- E-releases
- E-mail campaigns
- E-newsletters
- Text chats
- Banner ads
E-mail resources

Mailchimp.com

Best email marketing software

Sample email marketing
it’s the relationships

• get business cards
• ask permission
• add to email list
• stay in touch - email
• stay in touch - tell a friend
• build relationships
questions...

On to social media marketing ideas.....
• In this next era, every webpage and experience will be a social media branding – even if a brand does not specifically choose to participate.

• Social media will be considered the norm – it is necessary to aggregate conversations.
social media marketing

- Web sites
- Online press room
- E-releases
- E-mail campaigns
- Discussion forums
- Text chats
- Banner ads

- Blogs
- Social media newsroom
- Social media releases
- Microblogs
- Social networks
- Virtual world events
- Social ads
Most common SM tools...

Facebook Business pages
https://www.facebook.com/visitmontana

Blogs
Small Biz Survival blog
Hubspot

Linked In
https://www.linkedin.com/in/anyapetersenfrey

Twitter
www.twitter.com/united

YouTube
Nike
it’s the relationships

- Exchange vcards
- Ask permission
- Process business cards - CardScan, Evernote, Shoeboxed
- Use a CRM - Salesforce, Batchblue
- Stay in touch - LinkedIn, Facebook, Twitter
questions...

Contact Info:

Anya Petersen-Frey
Regional Director
406-599-0790
anya.petersenfrey@montana.edu
@anyapfrey (twitter)
LinkedIn by name
Facebook by name
http://sbdc.mt.gov/