

Marketing Your Business

or... How to Get More Customers



our clients get more customers.

Agenda

- ✓ Business Leaders Poll – '08 Lessons:
 - What should we have done differently?
 - Where should we have put *more time & effort*?
- ✓ Business Leaders Poll - '09 Focus:
 - Strategic Priorities
 - Specific Marketing Initiatives Planned
- ✓ Q&A's Tips & Tools for Success:



Lessons Learned

Thinking About '08 Planning Efforts & YTD Performance...

Q: Where do you wish you had spent more time & effort in order to compete more effectively in '08?

A: This year we should have spent more time & effort learning:

- What really motivates customers to do business with my company?
- What really influences prospects to do business with my company?

Lessons Learned

Looking at your '08 Marketing Execution & YTD Performance...

Q: What should you have done differently in order to compete more effectively in '08?

A: This year we should have tried more new ideas and moved beyond the "tried & true" marketing & sales tactics that worked in the past:

- Find new ways to reach my target audience.
- Find more creative ways to touch my target audience.

'09 Strategic Priorities

Based on '08 lessons learned about planning & execution...

Q: What are your '09 marketing priorities?

A: Better Customer Insight:

- Looking at things with Fresh-Eyes.
- Understanding my customers better.

More Marketing Innovation:

- Taking more risks.
- Moving beyond the 'tried & true.'

Much More Marketing Accountability:

- Clear marketing specific K.P.I.'S, metrics, benchmarks & performance improvement goals.
- Better marketing campaign tracking/reporting.

'09 Marketing Initiatives

Based on '08 lessons learned and '09 strategic priorities...

Q: What specific marketing initiatives are you planning in order to compete more effectively in '09?

A: New Product & Service Innovations:

- Develop & launch a new product innovation to attract/retain more customers.
- Develop & launch a new service innovation to improve the customer's experience.
- Introduce a new line extension to meet the needs of a new market or market segment.

'09 Marketing Initiatives

Based on '08 lessons learned and '09 strategic priorities...

Q: What specific marketing initiatives are you planning in order to compete more effectively in '09?

A: Promotional Innovation:

- Develop & launch new marketing promotions targeted at acquiring new customers.
- Develop & launch new marketing promotions targeted at increasing current customers' repeat purchase rates.
- Develop & launch new marketing promotions targeted at increasing the size of current customers' orders.

'09 Marketing Initiatives

Based on '08 lessons learned and '09 strategic priorities...

Q: What specific marketing initiatives are you planning in order to compete more effectively in '09?

A: More Effective Marketing Messages:

- Develop & launch new advertising to better differentiate the brand from other competitors in their category.

More Relevant Brand Positioning:

- Reposition/update brand image/personality to address competitive moves.
- Reposition/update brand image/personality to address how people view the brand.

Q&A Tips & Tools

For Better Insight, Innovation & Accountability

Better Customer Insight:

- ✓ Looking at things with fresh-eyes – BTC Travel Personality
- ✓ Understanding my customers better – Q&A Customer Audit

More Marketing Innovation:

- ✓ Better Marketing Messaging:
 - To better differentiate the brand from other competitors.
- ✓ More Relevant Positioning:
 - To address competitive moves.
 - To address how people view the brand.

Much More Marketing Accountability:

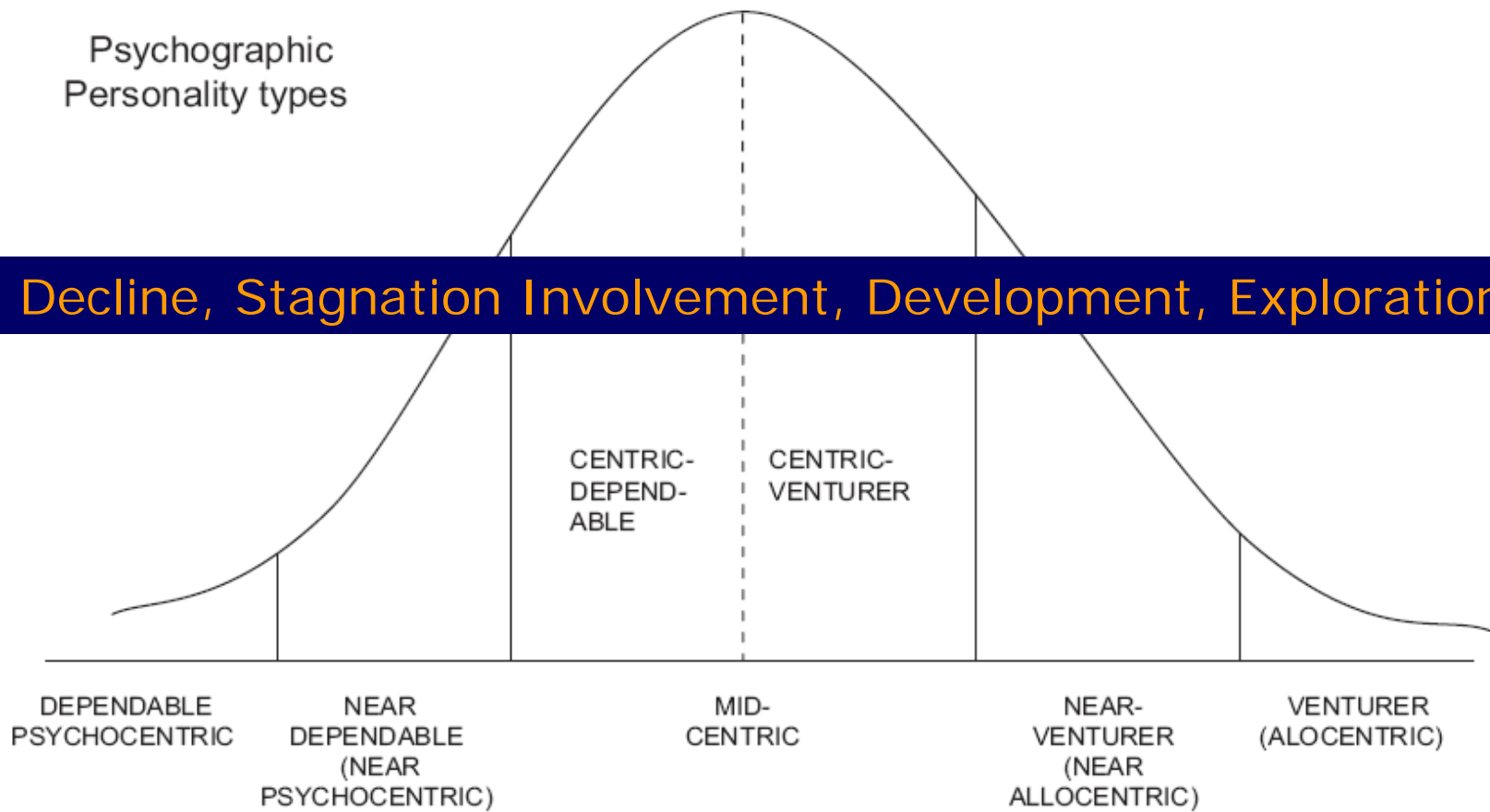
- ✓ Clear marketing metrics.
- ✓ Better marketing campaign tracking/reporting

BTC: Travel Personality-Types

Travel Preference: How Intrepid? Comfort: Desired Level?

Psychographic
Personality types

Decline, Stagnation Involvement, Development, Exploration



Source: Cornell Hospitality Quarterly.
BestTripChoices.com



Better Customer Insight

Dependable: 2.5%

Typically:

- ✓ Inactive
- ✓ Unadventurous
- ✓ Cautious & Conservative
 - Thinking
 - Spending Habits
- ✓ Limit
 - Information Sources
 - Original Choices
- ✓ Emulate Others
 - Choices
 - Behaviors

Prefer:

- ✓ Popular Brands
 - Locations
 - Lodging
 - Food & Beverage
- ✓ Everything Just Like Home
(except the scenery)

Large Presence:

- ✓ Decline Stage.

Better Customer Insight

Near-Dependable: 16%

Typically:

- ✓ Travel Less
- ✓ Stay a Short Time
- ✓ Spend Less Money
- ✓ Conservative
 - Thinking
 - Spending Habits
 - Choices
 - Behaviors
- ✓ Limit
 - Original Choices

Prefer:

- ✓ Developed Infrastructure
 - Destinations
- ✓ Package Tours
 - Transportation
 - Accommodations
 - Food & Beverage
- ✓ Safe/Simple Experiences

Large Presence:

- ✓ Early Decline Stage.

Better Customer Insight

Mid-Centric: 62%

Typically:

- ✓ Like to Travel
- ✓ Travel Independently
- ✓ Conservative
 - Thinking
 - Spending Habits
- ✓ Seek Mid-Ventures Advice
 - Information Sources
- ✓ Emulate Mid-Ventures
 - Choices
 - Behaviors

Prefer:

- ✓ Reasonable Infrastructure
 - Destinations
- ✓ Comfortable
 - Accommodations
 - Food & Beverage
- ✓ New Travel Experiences

Large Presence:

- ✓ Mature Stage

Better Customer Insight

Near-Venturer: 16%

Typically:

- ✓ Travel Independently
- ✓ Travel Frequently
- ✓ Enjoy
 - Exploring (within limits)
- ✓ Seek Ventures Advice
 - Information Sources
- ✓ Emulate Ventures
 - Choices
 - Behaviors

Prefer:

- ✓ Developing
 - Destinations
- ✓ Unique
 - Accommodations
 - Food & Beverage
- ✓ New Travel Experiences

Large Presence:

- ✓ Exploratory Stage

Better Customer Insight

Venturer: 4%

Typically:

- ✓ Travel Independently
- ✓ Travel Frequently
- ✓ Take Relatively Long Trips
- ✓ Spend More Per Day
- ✓ Enjoy
 - Activity When Traveling
 - Authentic Local Arts/Crafts
 - Participate: Local Customs
- ✓ Avoid
 - Touristy Places
 - Crowded Places
 - Staged Tourist Events

Prefer:

- ✓ Unusual & Undeveloped
 - Destinations
- ✓ Unconventional
 - Accommodations
 - Food & Beverage
- ✓ New Travel Experiences

Large Presence:

- ✓ Introductory Stage.

Source: Cornell Hospitality Quarterly.
BestTripChoices.com

Q&A Marketing Audit™

Because the *Answer* is in the *Questions*.

Q: Who's making the buying decision? Who influences?

Q: What benefits do they seek? What's desired?

Q: When do they need your services?

Q: Where are they?

Q: Why do they choose one provider over another?

Q: How do they purchase?
How do we reach them?

Q: Who are we competing with? Directly? Indirectly?

Q: What other brands offer the same or similar benefits?

Q: What tactics will create advantage for us?

Q: When do they typically go to market? Patterns?

Q: Where are they headed?

Q: Why people choose them?

Q: How can we beat them?

Q&A Strategic Marketing™

Strategy is About Creating a Competitive Advantage.

Strategic Marketing Plans Should:

- ✓ Address the key barriers to achieving your brand's objectives:
- ✓ Defines how we *intend to compete* & how we will *win*.
- ✓ Sets specific, measurable objectives for the team to achieve.
- ✓ Specifies the required commitments, priorities & budget allocations to quickly build competitive advantage.
- ✓ Details the marketing implementation plans, specific actions & accountable teams for turning *potential* sources of competitive advantage into immediate, positive business returns.
- ✓ Identifies the tools & resources to measure the key metrics.
- ✓ Established milestones ensure we stay focused.
- ✓ Actual, measurable results determine the course to success.

Q&A Messaging Architecture™

A Powerful Source of Competitive Advantage

Developing a Brand Messaging Architecture is the 1st step in delivering a more effective message:

- ✓ Good writing is a result of clear thinking.
- ✓ Good messaging is a result of a clarity & focus:
 - Core Target Customer
 - Competitive Position
 - Strategic Business Intent
- ✓ Messaging Architecture defines the words/phrase that easily communicate your Competitive Advantage:
 - What's Important to Consumers.
 - Unique to the 'brand.'

Q&A Branding™

Buying & Selling are Emotional Transactions.

Messaging Architecture & Graphic Design can influence a person's perceptions about a firm's overall image & quality:

- ✓ **Brand Essence:** The heart and soul of an organization. A short, crisp statement, vivid in meaning, that ensures clarity.
- ✓ **Brand Position:** Key differentiation that informs & drives choice. How the brand uniquely delivers value to the customer.
- ✓ **Brand Promise:** How value is uniquely delivered. The single most important thing the organization promises to consistently deliver to customers - products, services & communication - EVERY time.
- ✓ **Brand Personality:** The 'Traits' that describe the brand. How the organization wants the brand to be known.
- ✓ **Brand Story:** The organization's history. How the history adds value and credibility to the brand.
- ✓ **Brand Identity:** Proprietary visual, auditory and sensory elements. Uniquely identifiable brand recognition and differentiation

Q&A Marketing Metrics™

You Get What You Measure.

Q&A's Integrated Marketing Metrics™: provides visibility and insight into what's working and what's not:

Advertising & Marketing Effort	Costs Week 1	Impressions Week 1	Costs Week 2	Impressions Week 2	Costs Week 3	Impressions Week 3	Costs Week 4
TV Radio Magazine Newspaper							
Advertising & Marketing Results	Results - Week 1	Results - Week 2	Results - Week 3	Results - Week 4	Results - Week 5	Results - Week 6	Results - Week 7
Web Visits Phone Calls Ups/Walk-ins/Leads Total							
Media Performance	Date	Cost	Impressions	# of Opens	Open (%)	\$.00 CPO	
TV Radio Magazine Newspaper							
Creative Performance	Size	Offer	Creative	Impressions	Opened	Clicks	CTR % (On Opens)
TV Radio Magazine Newspaper							
Business Results/Metrics	Week 1	Week 2	Week 3	Week 4	Summary		
Total Sales Revenue # of Sales \$\$ per Sale Average Spend							
Integrated Marketing & Business Metrics	08 Results	07 Results	% Change 08 vs. 07				
Web Visits Ups/Walk-ins Phone Calls Total # Sales Total \$ Sales							

Thank You



our clients get more customers.