



beyond the poster
MARKETING THAT MATTERS

Preparation for?



beyond the poster
MARKETING THAT MATTERS



**Most of our student leaders will end up working
in a business environment—not an elected one.**

Expectations



beyond the poster
MARKETING THAT MATTERS



**Implement at least
ONE piece in the
next year. Build from
there until you can
implement the fully
realized marketing
plan.**

Based On...



beyond the poster
MARKETING THAT MATTERS

➔ **All Marketers ~~Are Liars~~ Tell Stories: The Underground Classic That Explains How Marketing Really Works—and Why Authenticity Is The Best Marketing of All** by Seth Godin

Buyology: Truth and Lies About Why We Buy by Martin Lindstrom

Guerrilla Marketing (4th Ed): Easy and Inexpensive Strategies for Making Big Profits from Your Small Business by Jay Conrad Levinson

The Long Tail: Why the Future of Business is Selling Less of More by Chris Anderson

Youtility: Why Smart Marketing is About Help Not Hype by Jay Baer

Advertising vs Marketing

as told by COOKIES



beyond the poster
MARKETING THAT MATTERS

ADVERTISING



Chocolate Chip Cookies!
One for \$1
Three for \$2

Advertising vs Marketing

as told by COOKIES



beyond the poster
MARKETING THAT MATTERS

MARKETING



Who buys cookies? Who hasn't purchased cookies?
How many cookies have we sold in the past? What is the best seller? Which cookies are we hoping to sell this year? Is there a more popular cookie? Can we work with Milk to sell cookies? When do people want to buy cookies? Where did we advertise cookies in the past? Did more people buy cookies from our announcements or from our posters? How much do people pay for cookies at other similar cookie shops? How can we make the cookie buying process better? How can we get cookie eaters to talk about our cookies? Is there a way to get non-cookie eaters involved with our cookie company? ETC?



beyond the poster
MARKETING THAT MATTERS

“Spending an inordinate amount of time and money on your sign or your jingle or you Web site is beside the point. It’s every point of contact that matters.”

Seth Godin

All Marketers Are Liars Tell Stories: The Underground Classic That Explains How Marketing Really Works—and Why Authenticity Is The Best Marketing of All

Consider the Cycle

A cycle that can return to any part at any time



beyond the poster
MARKETING THAT MATTERS

Analysis

Allocate

Ambitions

Approach

Audience

Analysis



beyond the poster
MARKETING THAT MATTERS





Strengths Weaknesses Opportunities Threats



Ticket Sales

Attendance Demographics

Advertisements (Quantitative)

Advertisements (Schedule)

Analysis



beyond the poster
MARKETING THAT MATTERS

“There are four reasons why your new release failed: 1) No one noticed it. 2) People noticed it but they didn’t want to try it. 3) People tried it but decided not to keep using it. 4) People liked it but didn’t tell their friends.”

Seth Godin

All Marketers Are Liars Tell Stories: The Underground Classic That Explains How Marketing Really Works—and Why Authenticity Is The Best Marketing of All

Analysis

External (Survey)



beyond the poster
MARKETING THAT MATTERS

Detailed Feedback



SurveyMonkey



Ticket Price? Ticket Sales Process? Customer Service? Ticket Value? Music Selection?
Event Date? Event Time? Event Location/Venue? Decorations? How did you learn about
event? Have you attended event in the past? What did you like best? What did you like
least? What do you do for fun? What is the most played song on your phone right now? DJ?
Did any of your friends NOT attend? If you could do A or B—which would you do? ETC?

Analysis



beyond the poster
MARKETING THAT MATTERS

“You have to understand what your prospective customers need to make better decisions, and how you can improve their lives by providing it.

Search engines, social chatter, and web analytics data will help you understand customer needs. The best way to understand customer needs is to ask real customers.”

Jay Baer

Youtility: Why Smart Marketing is About Help Not Hype

Ambitions

Goals & Desired Outcomes



beyond the poster
MARKETING THAT MATTERS



Ambitions

Goals & Desired Outcomes



beyond the poster
MARKETING THAT MATTERS

Increased Attendance?
Increased Diversity?
Increased First Time Attendees?
Improved Experience Reviews?
Increased ROI on Advertising Costs?
Increased/Improved Partnerships?
Reduction of Costs?
Increased Revenue?

Audience



beyond the poster
MARKETING THAT MATTERS



Audience



beyond the poster
MARKETING THAT MATTERS

Who are they?
What do they like?
When do they use it?
Where do they live? shop? celebrate?
How do they consume it?
What are their NAMES?

Audience



beyond the poster
MARKETING THAT MATTERS

“Every consumer has a worldview that affects the product you want to sell. That worldview alters the way they interpret everything you say and do. Frame your story in terms of that worldview, and it will be heard.”

Seth Godin

All Marketers Are Liars Tell Stories: The Underground Classic That Explains How Marketing Really Works—and Why Authenticity Is The Best Marketing of All

Approach

Strategies & Tactics for Success



beyond the poster
MARKETING THAT MATTERS



Approach

Customer Service Priority



beyond the poster
MARKETING THAT MATTERS

#1 Marketing Tip

IMPROVE CUSTOMER SERVICE

Approach

Customer Service Priority



beyond the poster
MARKETING THAT MATTERS

“In other words, smiling faces can subconsciously get us to buy more stuff, suggesting that store managers who instruct their employees to smile are on the right track.”

Martin Lindstrom

Buyology: Truth and Lies About Why We Buy

Approach

Customer Service Priority



beyond the poster
MARKETING THAT MATTERS

“If you sell something, you make a customer today. If you help someone, you may create a customer for life. There are two ways for companies to succeed in this era: be “amazing” or be useful. The latter is much more reliable and viable. Youtility is marketing so useful, people would gladly pay for it.”

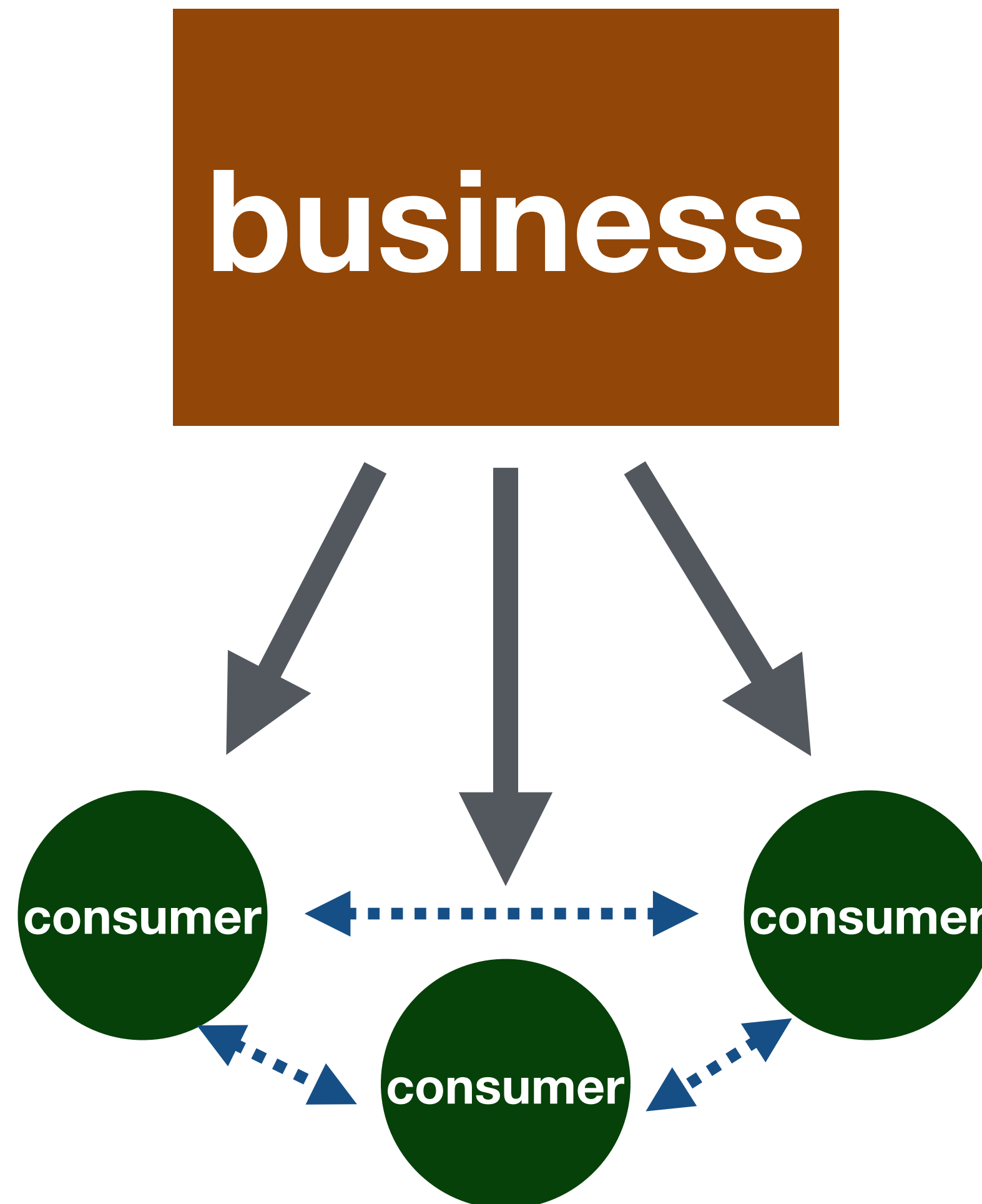
Jay Baer

Youtility: Why Smart Marketing is About Help Not Hype

Approach

Customer Service Priority

traditional one-way advertising:
posters,
announcements,
flyers, video,
instagram, etc.



beyond the poster
MARKETING THAT MATTERS

consumer-to-consumer “word of mouth” advertising:
twitter, instagram,
yelp, snapchat,
facebook, phone,
text



#2 Marketing Tip

INVITE INTERACTION



“But now that’s changing. Instead of the office watercooler, which crosses cultural boundaries as only the random assortment of personalities found in the workplace can, we’re increasingly forming our own tribes, groups bound together more by affinity and shared interests than by default broadcast schedules...”

Chris Anderson

The Long Tail: Why the Future of Business is Selling Less of More



“...These days our watercoolers are increasingly virtual—there are many different ones, and the people who gather around them are self-selected. We are turning from a mass market back into a niche nation, defined now not by our geography but by our interests.”

Chris Anderson

The Long Tail: Why the Future of Business is Selling Less of More

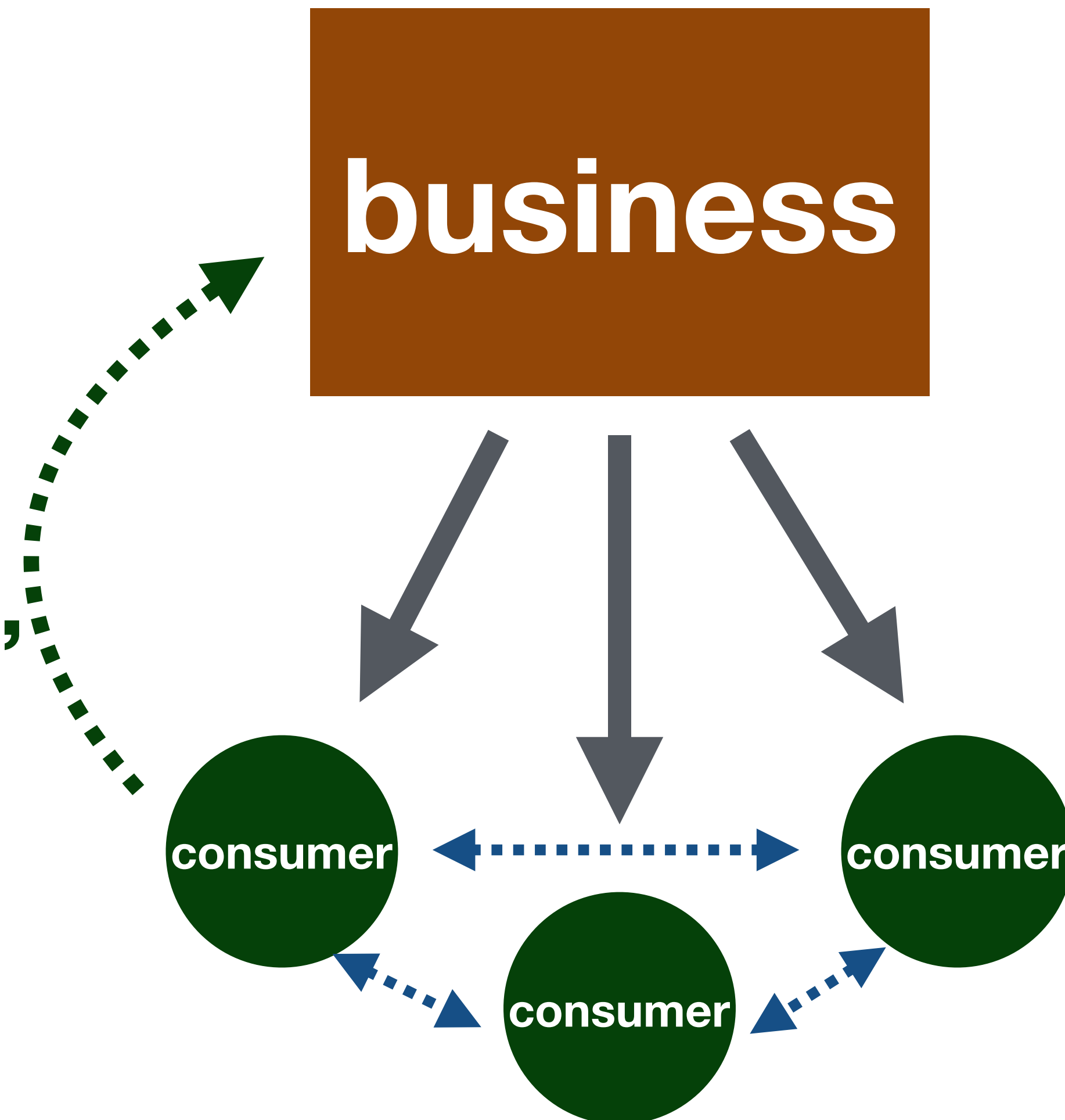
Approach

Collaboration & Partnership



beyond the poster
MARKETING THAT MATTERS

consumer
generated
advertising
(i.e. youtube,
poster design,
theme, logo,
launch, etc)





“Taking a cue from YouTube, more and more advertisers are beginning to recognize that consumer enjoy watching—and empathizing with—people like themselves. That may help explain why one of the hottest trends in commercials today is consumer-generated advertising—advertising that allows everyday people to participate in the campaign.”

Martin Lindstrom

Buyology: Truth and Lies About Why We Buy



#3 Marketing Tip

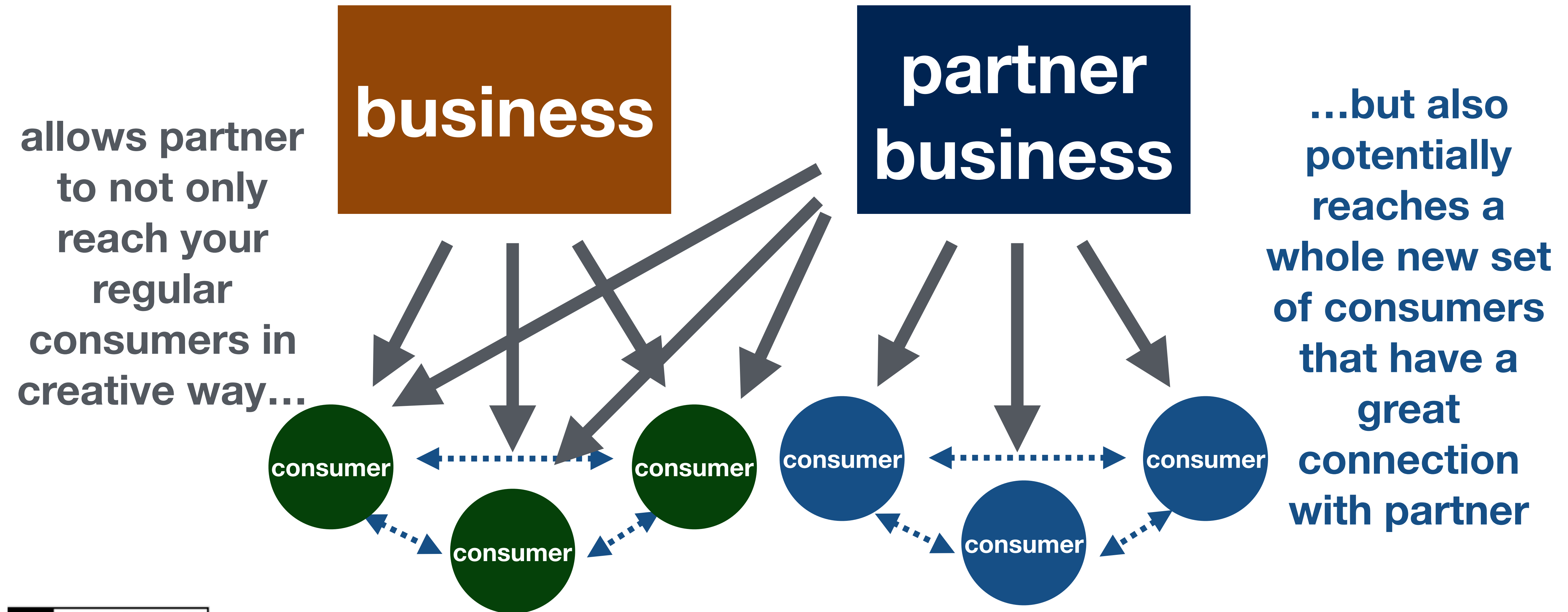
PARTNER TO ACHIEVE MUTUAL GOALS

Approach

Collaboration & Partnership



beyond the poster
MARKETING THAT MATTERS





“Guerrilla marketing advises you to scan the same horizon to determine which businesses have the same kind of prospects and standards and you do—so *that you can cooperate with them in joint marketing efforts...*”

Jay Conrad Levinson

Guerrilla Marketing (4th Ed): Easy and Inexpensive Strategies for Making Big Profits from Your Small Business



“By doing so, you’re expanding your marketing reach, but you’re reducing the cost of your marketing because you’re sharing it with others.”

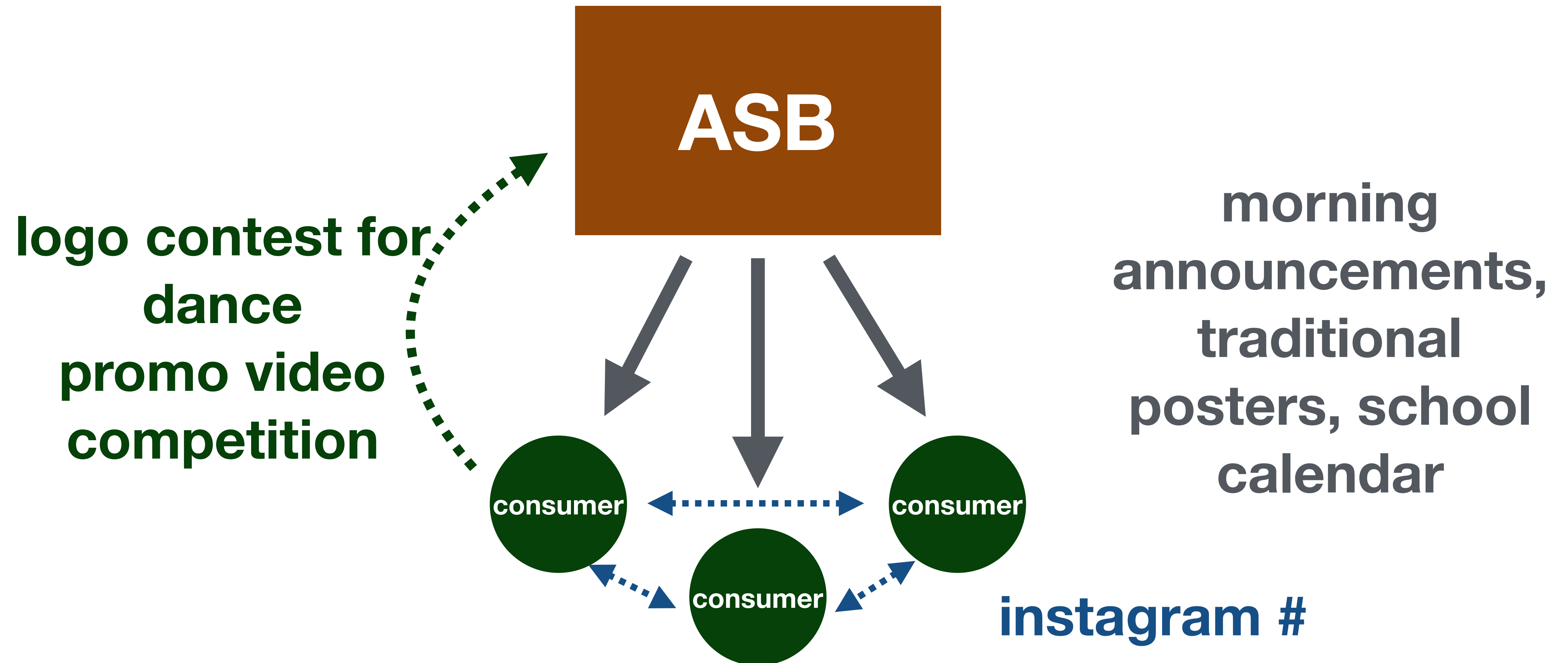
Jay Conrad Levinson
Guerrilla Marketing (4th Ed): Easy and Inexpensive Strategies for Making Big Profits from Your Small Business

Approach

Example



beyond the poster
MARKETING THAT MATTERS

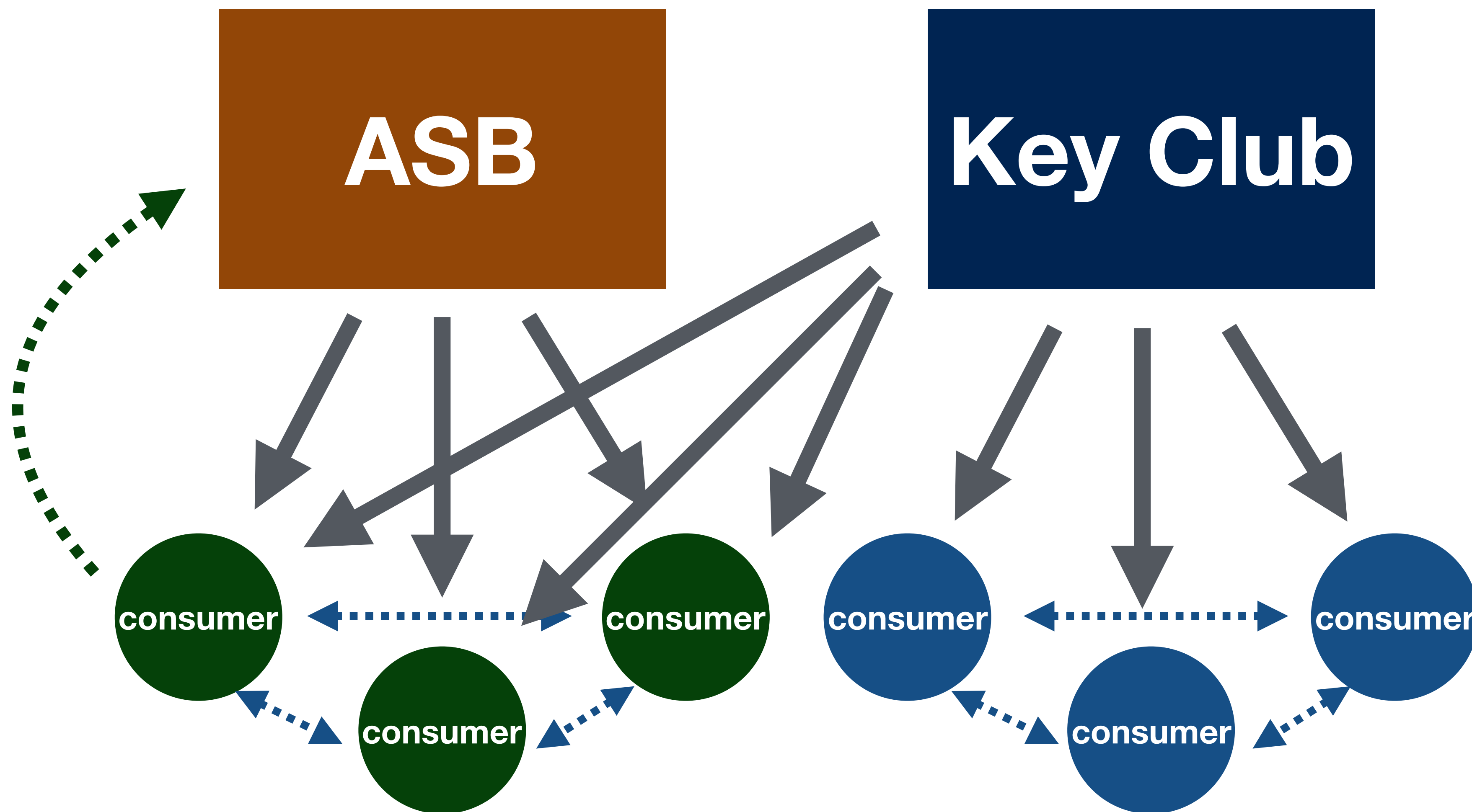


Approach

Example



beyond the poster
MARKETING THAT MATTERS



**Partnership with
Key Club for a can
food/clothing
drive for dance
which they also
promote.**

**Portion of ticket
sales go back to
individual clubs**

Allocate



Allocate



beyond the poster
MARKETING THAT MATTERS

“In order to save money in marketing, you must be aware of three variables—quality, economy, and speed. You get to select any two of them.”

Jay Conrad Levinson

Guerrilla Marketing (4th Ed): Easy and Inexpensive Strategies for Making Big Profits from Your Small Business

Allocate

Cost and Potential Benefit



SurveyMonkey

CLUB SALE PARTNERSHIPS

PRIZES FOR PROMOTIONS



beyond the poster
MARKETING THAT MATTERS

\$300 for a year of unlimited surveys and responses, logos, randomized answers, statistical significance

30+ attendees x \$10= \$300

\$1-\$5+ per ticket sold goes BACK to club.

Reduced income, but potential for improved engagement and perspective on relationship

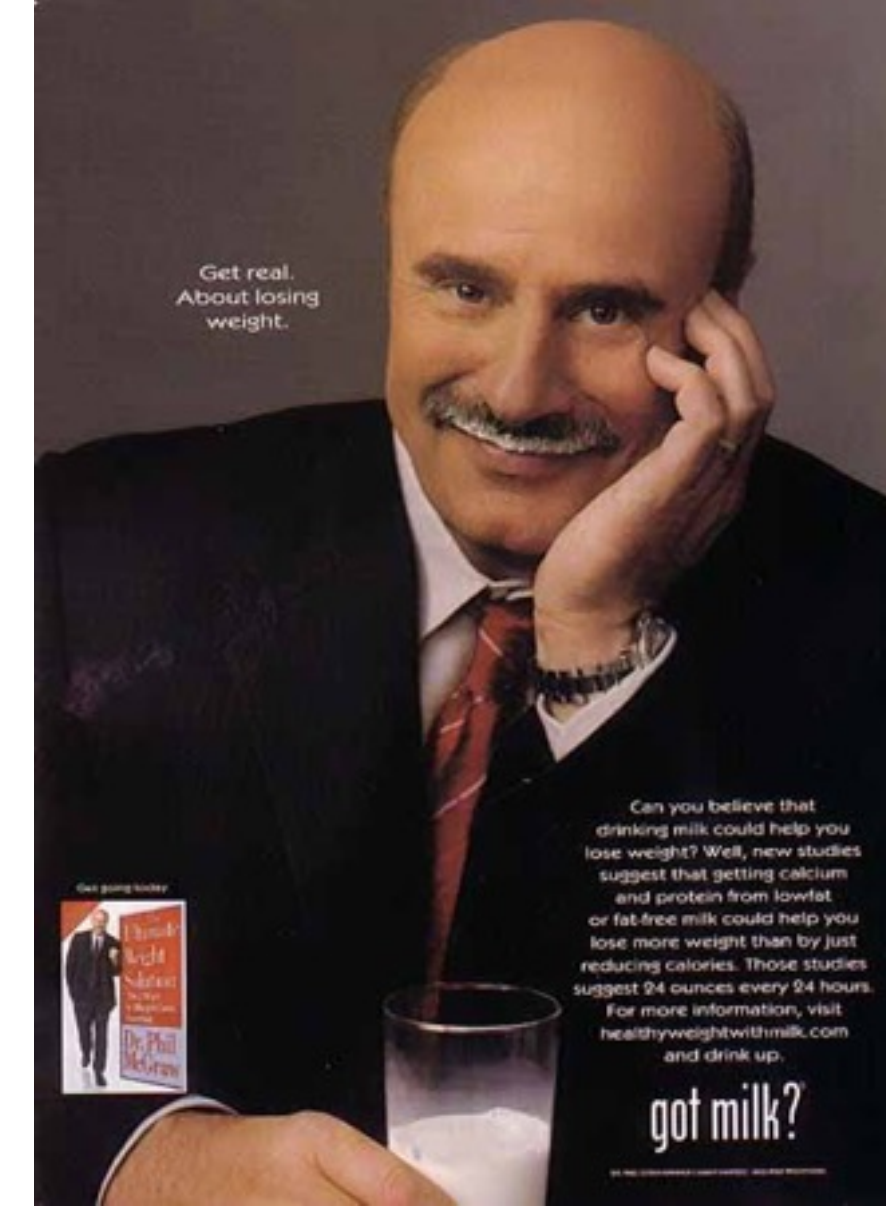
Various costs. Gift cards, free admission, special discounts for winners of logos, videos, clever tweets etc. Keep in mind that contest itself is advertisement for event

Successful Campaigns

Example: GOT MILK?



beyond the poster
MARKETING THAT MATTERS



Diversified Spokespeople/Representatives
Connecting to Various Demographics/Interests

Successful Campaigns

Example: Doritos Crash the Super Bowl



beyond the poster
MARKETING THAT MATTERS



Consumer Generated Marketing. Partnership with other leading Company. Consumer role in Voting.

Successful Campaigns

Example: Deadpool



beyond the poster
MARKETING THAT MATTERS



Irreverent (like character) Ad Campaign. Customized Videos (Christmas, Halloween, SNL, Australia Day) lead to RAPID sharing between consumers.

Closing Thought



beyond the poster
MARKETING THAT MATTERS

“The good news is clear: authentic marketing, from one human to another, is extremely powerful. Telling a story authentically, creating a product or service that actually does what you say it will leads to a different sort of endgame. The marketer wins and so do her customers. A story that works combined with authenticity and minimized side effects builds a brand (and a business) for the ages.”

Seth Godin

All Marketers Are Liars Tell Stories: The Underground Classic That Explains How Marketing Really Works—and Why Authenticity Is The Best Marketing of All



Patrick Maurer, CSP

keynotes workshops assemblies retreats

1041 Market Street #408

San Diego, CA 92101

619.289.7850

pm@pmaurer.com