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consulting group

## Surf Expo 2010 – Retail Survivor Series

### Commit to Your Community: Marketing 2.0 For Your Business

January 13th, 2010

Change Is Happening; Are You Ready To Face It?



*“Sometimes In Our Confusion, We See Not The World As It Is, But The World Though Eyes Blurred By The Mind.”*

*~ Unknown ~*

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## CBCG Is Here To Help



**Lynn Switanowski - Barrett**  
**Founder and President**  
**Creative Business Consulting Group**

- 25 Year Retail Industry Veteran
- Small Business Specialist
- Former Senior Executive at Liz Claiborne, Reebok and Aramark
- Areas of Expertise:
  - Sales & Marketing: Strategy, Planning and Implementation
  - Social Media Strategy Development and Implementation
  - Open To Buy and Inventory Planning Program Development

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## Seminar Objectives



### **1. Identify Consumer Complexities:**

Understand What Drives Consumers Today ; Learn How To Connect Using Customized Marketing Events

### **2. Learn Best Practices:**

Key Lessons On How To Develop Improved Promotional Strategies For Long Term Success Through Community Partnerships And Special Events

### **3. Define Actions:**

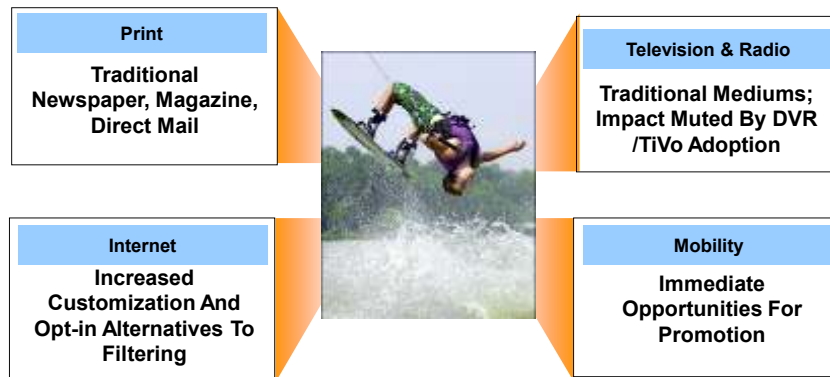
Review Executable Steps To Enable Your Store To Implement Successful Events and Partnerships This Season

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## Today's Consumers Are Forced To Process Marketing Information From A Variety Of Sources



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## Level Setting – Retail Change Is Everywhere



### The Marketplace Is Getting More Complicated

- Consumer Are More Sophisticated And Discerning
- Buying Patterns Are Shifting; Predicting Needs/Behaviors Are Difficult
- Methods Of Building Brand Have Changed; More Fragmented
- Customer Loyalty Is Fleeting
- Distribution Channels Are Blurring; Consumers Are No Longer Store Loyal Without Cause

### Issues Critical To Business Success

- What Will Consumers Buy Today And Tomorrow?
- What Attributes Do Consumers Value in Retailers Today?
- **How Do Retailers Effectively Reach Consumers Today?**

***Building A Community That Supports Your Store Is Crucial***

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## Filters Exist; Consumer Are Opting Out Of Participation in Traditional Marketing Methods



Inbox (3729)

Junk E-mail [6649]



Can Spam Act Signed into:



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## Getting Noticed Requires Creativity; Old School Advertising And Promotion Is Not Enough



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## Does Your Marketing Effectively Connect Your Customers And Your Store?



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## How Do Your Current Marketing Efforts Stack Up?



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## Are You Ready To Go Out On A Limb And Learn New Ways To Connect With Your Customers?



***The Answer Is Clear: Success Requires Retailers To Develop Unique Marketing Approaches***

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## Marketing Today Is About Communicating Value And Building A Community



- Best In Class Companies Lead Through Their Customer Value Proposition
- Value Proposition Answers Consumer Key Question: ***"What's In It For ME If I Buy Your Brand?"***
- For Bike Retailers, It Has To Be As Much About About Engagement And Participation In A Community Of Cycling Enthusiasts As It Is About Products
- Building A Loyal Brand Community Has Many Positive Affects:
  - Establishes Long Term Brand Loyalists
  - Creates Vocal Core Of Brand Evangelists – Spreading The Word
  - Builds Emotional Connections with Customers
  - Establishes Connections with Next Generation of Customers
  - Establishes Marketplace Expertise

***The Goal Of Marketing Is To Create Communities And Maintain Relationships That Will Continually Satisfy Customers***

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## What's In It For My Business If I Run Events?



1. Short and Long Term Sales Builder
2. Create Brand Loyalists For Your Business
3. Reduced Customer Acquisition And Customer Retention Costs
4. Marketing Cost Reductions Over Traditional Media
5. Enhanced Brand Building In Local/Larger Community
6. Excellent Tool for Building Customer Database
7. Potential Partnership Development Opportunities



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## Event Marketing Allows You To Be Where Your Customers Are And Forge Connections



### ***Why Market Your Business Thru Events?***

- Educate Consumers About Your Brand In A Fun Interactive Manner
- Create A "Personality" For Your Store; Reach Customers Hearts And Minds
- Events Create *One-on-one Contact* With Consumers And A Myriad Of Branding, Sampling & Couponing Opportunities
- Word Of Mouth And Direct Experiences Created By Events Will Help Build Your Brand – ***Fast!***
- Low Cost Option



Event Marketing Allows You To Be Where Your Customers Are And Forge Connections

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## Example: National Kidney Foundation Surf Festival, Cocoa Beach, FL



- Surfing Contests, Live Music, Bikini Contests, Surf Parties, Silent Auctions
- Event now spans 4 days and includes Pro – Am Contests
- Updates on Twitter, Facebook, My Space and Linked in help keep marketing costs low
- Over \$150, 000 raised at this years event



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## Example: Bass Pro Shops A Women In The Outdoors Event



### Partnership: Bass Pro Shops and the National Wild Turkey Federation

#### Event Goals:

1. Learn New Outdoor Skills
2. Meeting People With Similar Interests
3. Spend Time With Family And Friends
4. Bass Pro Shops: Customer Acquisition
5. Turkey Federation: Increase Organization Awareness

#### Event Execution:

- Daylong Events Held Throughout The United States And Canada
- Women Receive Expert Instruction And A Chance To Try A Variety Of Outdoor Activities

#### Class Offerings

- Basics Of Saltwater Fishing
- Advanced Fishing
- Outdoor Survival & First Aid
- Archery
- Kayaking
- Gun Selection, Care & Maintenance
- Turkey Hunting 101

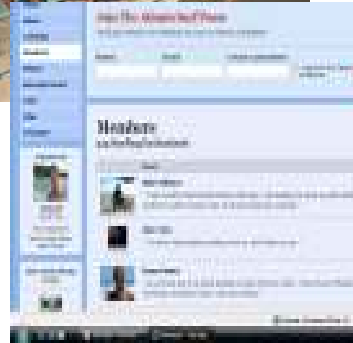
**Result: Attracting And Developing A New Segment Of Consumers**

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## Example: Atlanta Surf Posse, Atlanta, GA



- Meets Up Scheduled Regularly For Surf Excursions Near and Far-
- Low Cost Way to Connect People Who Are Like Minded and Enthusiasts of your sport
- Builds Loyal Community Over Social Setting - Share Ideas/Information
- Sponsors/Store Can Gain Exposure And Connect With Surf Community in Fun Event

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## Example: Interbike Tweet Up , Las Vegas, NV



- Tweet Up Scheduled During Interbike Show - Manufacturers, Retailers and Media
- Only Used Social Media to Promote Event - Twitter, Blogs, Facebook, You Tube
- Participants Connected with Like Minded Bike Enthusiasts Over Social Setting - Share Ideas/Information
- Sponsors Gain Exposure For Their Brands And Connect With Bike Community in Fun Event
- Collected Prizes from Bike Industry Manufacturers for Charity Raffle - Raised \$1,543

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## Organize To Optimize; 6 Keys To Successful Event Planning



1. **Set Clear Goals For The Event.** Establish Specific, Quantifiable Goals To Review Success After The Event Has Concluded. I.e. Sales, Attendees, Addresses Gathered
2. **Build Event Around Defined Target Audience.** Determine Niche Segments As You Plan Your Event. Clear Definition Improves Rate Of Success. (MTB, Fixed Gear, Men, Women, Kids)
3. **Select An In-house Coordinator For The Event.** Make Sure You Have One Person With Final Responsibility And Authority Of The Event's Success.
4. **Don't Be Afraid To Ask Business Partners For Support.** Look to Share The Cost. Recognize Sponsors On Event Signage And Ads.
5. **Create A Comprehensive Marketing Strategy.** Promote event with an integrated communications strategy that incorporates both *traditional* and *social media* methodologies.
6. **Keep A Detailed Record Of Preparations, And Monitor The Results.** Keep A Log Of The Event's Costs And Media Hits. Track Each Form Of Exposure.
7. **Have A Customer Follow-up Plan In Place.** Plan to Convert New Customer Leads Into Repeat Sales. Track How Effectively You Convert Those Leads Into Sales

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## Charity Partnerships Are An Opportunity To Enhance Local Awareness And Reputation



- Connects Customers Heart And Minds With A Cause (Via Your Store)
- Gain Customer Loyalty Via Their Preferred Desires
- Generate Necessary Visibility (And Potentially Revenue) For Partner Organizations
- Goodwill Generated Is Emotionally Connected To Your Store
- Creates An Environment Where Retailer and Partners Objectives Are Integrated To Create A Mutually Beneficial Outcome



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## What's In It For My Business If I Partner with Like Minded Organizations?



1. Create Emotional Connections With Customers
2. Individual Responsibilities And Contributions Blend To Produce Extraordinary Creative Results
3. Partnerships Pool Resources, Share Risks And Increase Efficiency
4. Partnerships Bring Together Larger And More Diverse Constituencies Than Single Organizations.
5. Database Development Thru Sharing Of Partner Contacts
6. ***Get You Closer And More Intimate With Your Customer Base - Connect With Their Hearts And Minds***



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## Example: Corporate Surf Challenge, Queensland, Australia



- Since 2003, Volunteers organize a Corporate Surf Event to raise much-needed funds for local disabled children and their families. (Over \$85,000 raised to date)
- Event includes Surf Competition, Surf Memorabilia Silent Auction and Pre-Event Party
- Ties Local Surfing Community to Local Charities.
- Many Winners in This Model!



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## Be Strategic; 6 Keys To Successful Partner Selection And Relationships



1. **Partner Selection Is Critical.** Select Partners Focused On That Both Your Customers Care About And So Do You
2. **Defines Roles/Responsibilities Clearly With Partners.** Determine Timelines And Set Plans In Place For Regular Status Updates
3. **Create A Compelling Reason To Attend.** Communicate Your Marketing Message Clearly And Position To Your Targeted Attendees.
4. **Brag A Little.** Make Sure Your Company And Product Name Are Prominently Displayed In All Marketing Materials.
5. **Develop Marketing Strategy Using Multiple Media Outlets.** Promote Using Traditional And Social Media outlets. Before Event AND After with Results (Newspaper, Web, Blog, Video, FB, Twitter)
6. **Plan For Long Term Follow Up With Connections.** Continue To Introduce Your Brand To New Leads. Keep Touching Their Heart/Minds With Your Business.

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## Success Tomorrow Requires Dramatic Change Today



- Retailers Must Deliver An “Experience” To Their Customers – Start Using/Improving Your Event And Partnership Marketing Activities Today
- The Best Retailers Are Moving From A Transaction Mindset With Their Customers To Forging An Ongoing Relationship With Their Customers
- Retailers Must Garner A Larger “Share Of Wallet” From Every Customer
- **Retailers Must Shift From What Moves PRODUCTS..... To What Moves PEOPLE**



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## It's Your Turn To Stand Out From The Crowd Start Out-Foxing Your Competition Today



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## Sign Up To Receive A FREE 30 Minute Marketing Consultation



### Creative Business Consulting Group

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Courtesy Of Creative Business Consulting Group.

**You Will Also Receive Our Free Monthly Newsletter Full Of Marketing Tips  
To Help Your Business Prosper.**

Name: \_\_\_\_\_

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