

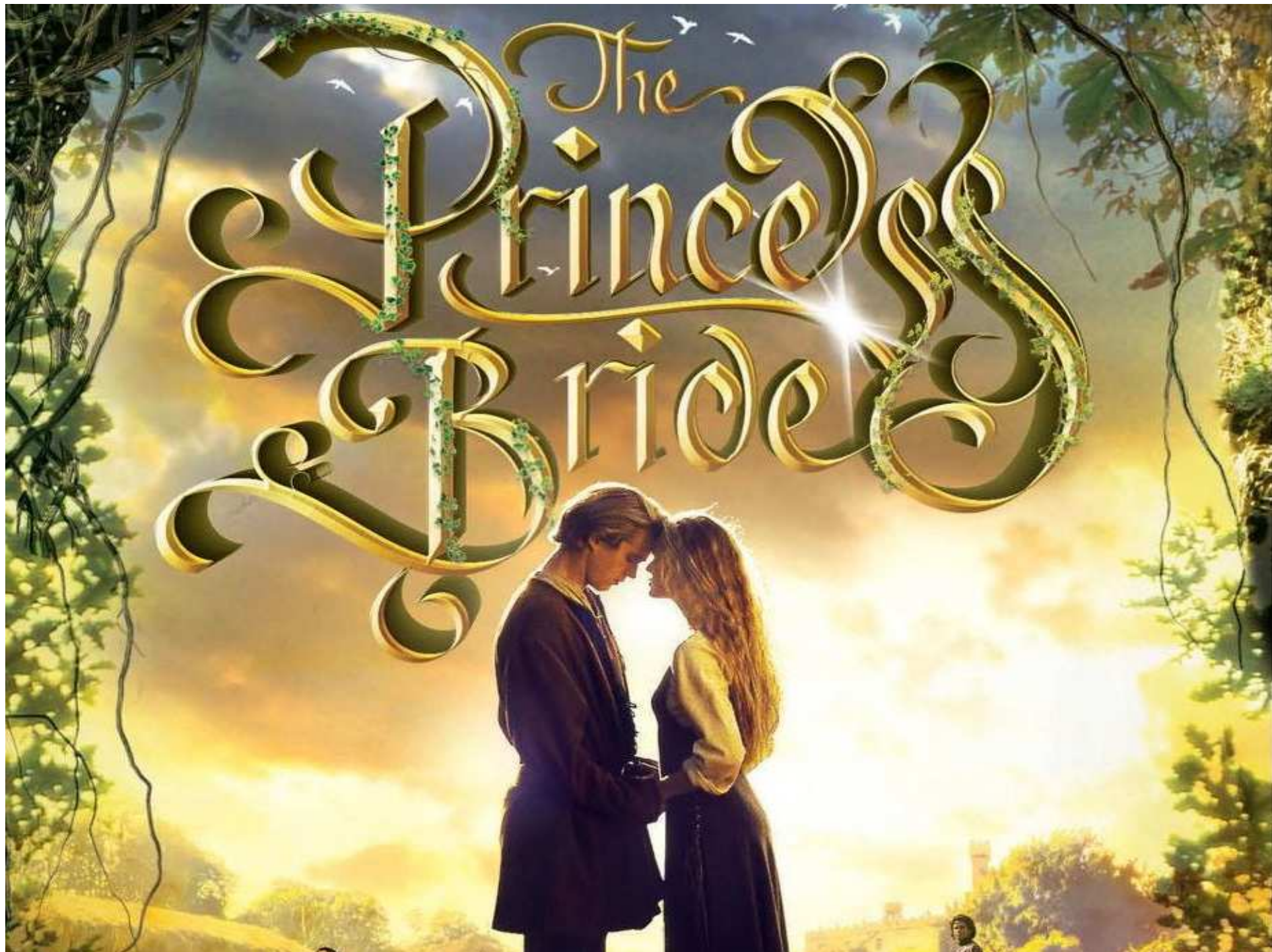


# Blockbuster Marketing on an Indie Budget

Presented by

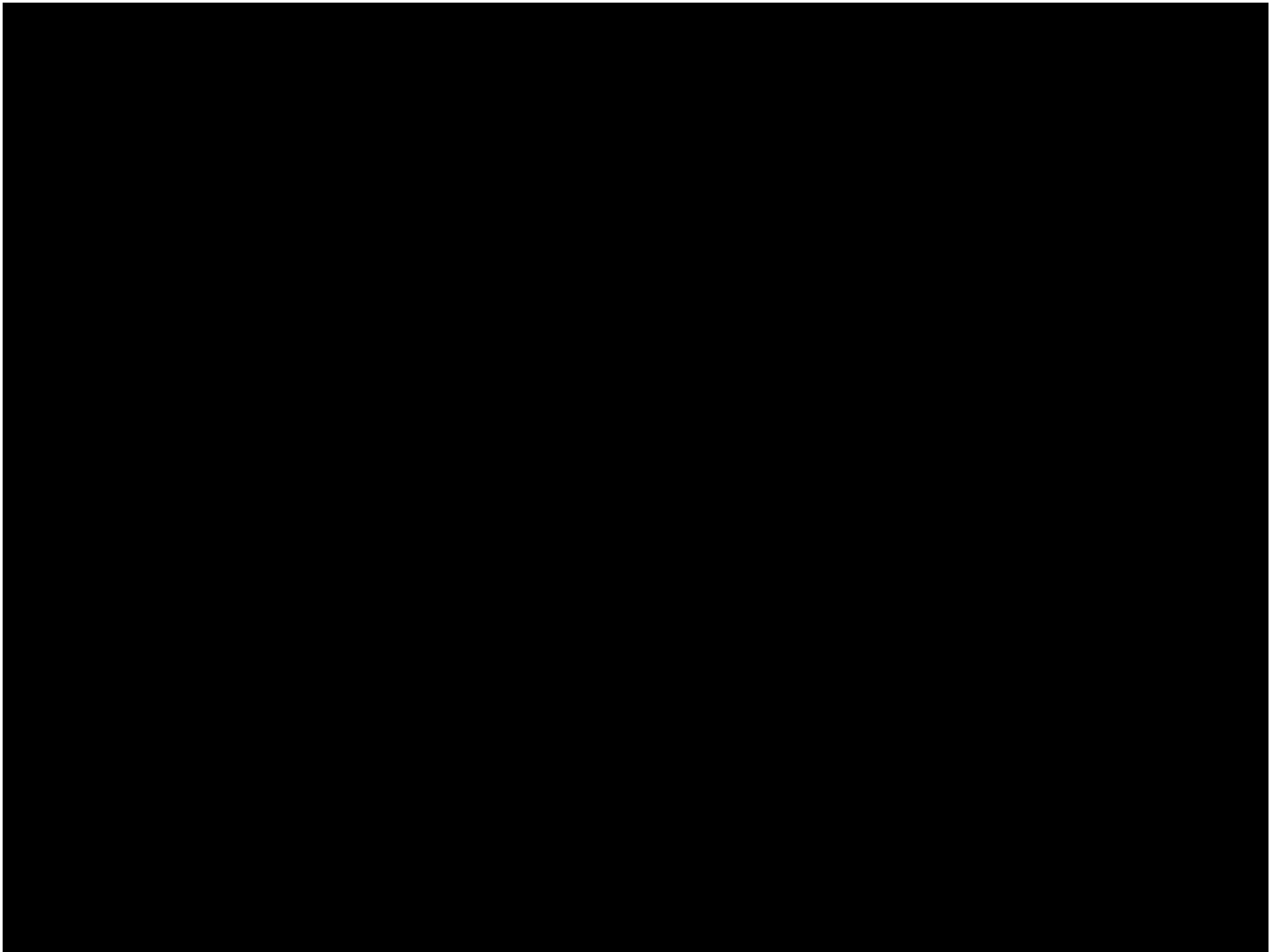
**Don Cooper**

*The Sales Heretic™*









# What is Marketing?

- Marketing is everything you do to generate sales
- Marketing is everyone's responsibility
- Marketing is a process not an event
- Marketing is an investment not an expense



# 10 Marketing Mistakes

1. Insufficient budget
2. Marketing too broadly
3. Poor headlines
4. Features not benefits
5. Using clichés



# 10 Marketing Mistakes

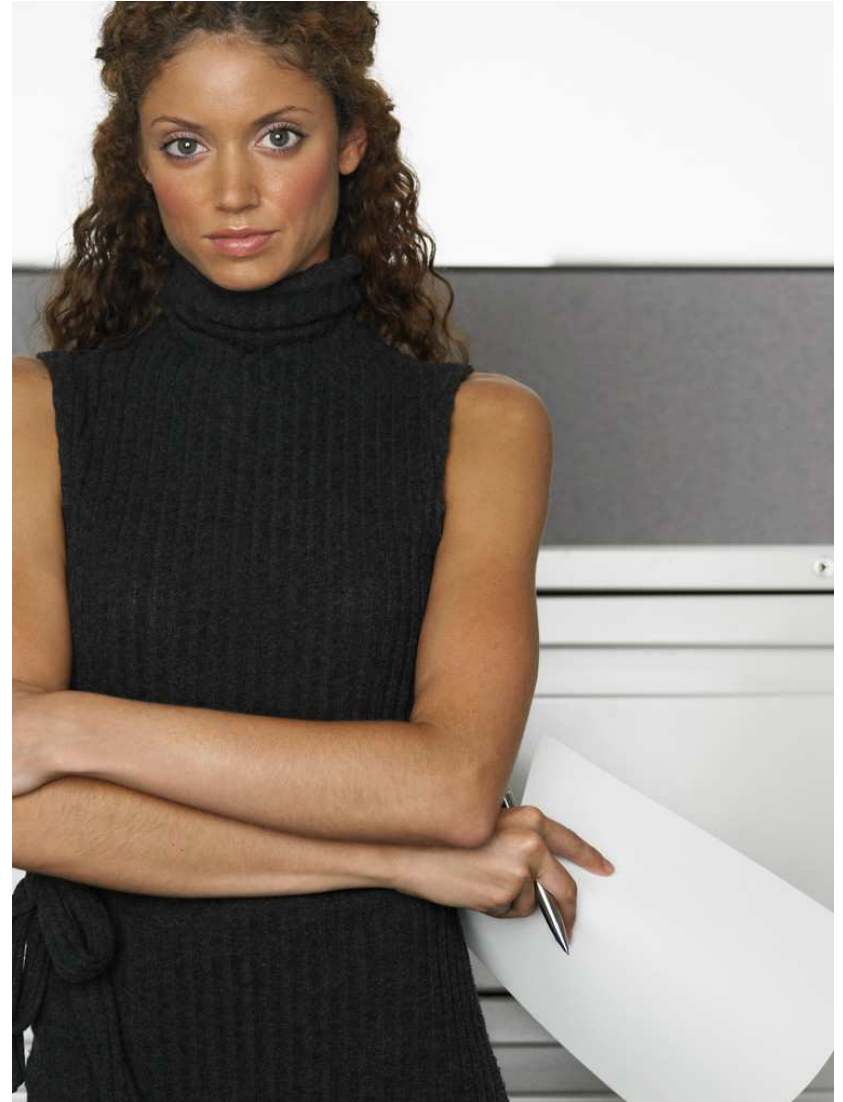
- 6. No clear message**
- 7. No call to action**
- 8. Inconsistent**
- 9. Using the wrong tools**
- 10. Neglecting to track results**





# 6 Things Every Buyer Wants

- 1. Information**
- 2. Guidance**
- 3. To be listened to**
- 4. An advocate**
- 5. Respect**
- 6. Appreciation**



# Effective Marketing

- **Builds awareness**
- **Builds desire**
- **Builds confidence**
- **Communicates both logically and emotionally**



# 5 Emotional Buying Triggers

1. **Pride**
2. **Love**
3. **Greed**
4. **Fear**
5. **Guilt**



# 5 Steps to Creating a Great Marketing Piece

1. Who
2. Why
3. What
4. Where
5. When



# Your Target Market

- Who is your ideal client?
- What do your best clients have in common?



# Your Marketing Message

- Why should a buyer choose you?
- What are your advantages over traditional venues?
- What is unique about your venue?



# Features vs. Benefits

- A feature is a characteristic of a product or service
- A benefit is what it means to the buyer
- Ask “So what?”

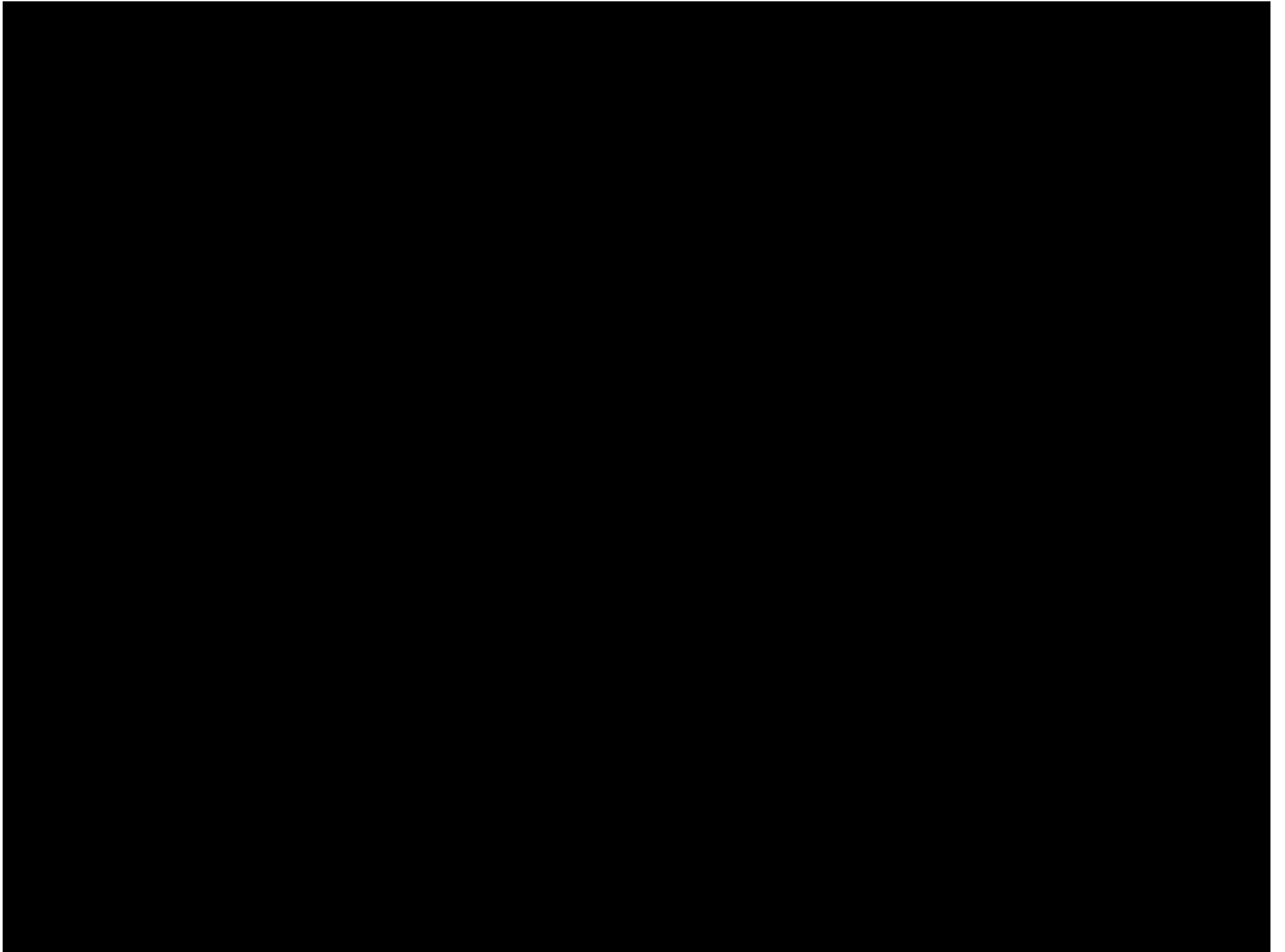


# Supercharging Your Marketing

- Focus on what matters to your buyer
- Use “you” and “your” frequently
- Avoid clichés
- Use testimonials
- Always include an action step









# 25 Marketing Tools

# 1. Networking

- Ask questions
- Bring plenty of cards
- Don't sell
- Follow up afterward
- Go to the right events



# 1. Networking

1. American Society of Association Executives (ASAE)
2. Christian Meetings & Conventions Association (CMCA)
3. Convention & Visitors Bureau (CVB)
4. International Association of Exhibitions & Events (IAEE)



# 1. Networking

5. International Live Events Association (ILEA)
6. Meeting Professionals International (MPI)
7. Professional Convention Management Association (PCMA)
8. Society of Government Meeting Professionals (SGMP)



# 2. Brochure

- Copy more important than design
- Stress benefits, not features
- Turn it into a reference piece



# 3. Buyer's Guide

- How to find the right venue for your event
- How to calculate your event costs
- Finding the right A/V
- Questions to ask yourself
- Questions to ask venues



# 3. Buyer's Guide

- How to select food options
- What's the best value?
- Checklist
- Worksheet
- Reference information





## 4. Web Site

- Fast loading
- Easy to navigate
- Mobile
- Invest in continual SEO
- Respond to leads immediately



# 5. Blog

- Improves your SEO
- Informational, not promotional
- Text, infographics, audio, video
- Use other people's content
- Blog post ideas:



# 6. Publicity & PR

- Media needs you
- What's your story?



## 6. Publicity & PR

- Leverage holidays and annual events
- Chase's Calendar of Events
- NationalDayCalendar.com
- Brownielocks.com



## 6. Publicity & PR

- **National Movie Theater Day: April 23**
- **National Historically Black Colleges & Universities Week: 3rd week of Sept.**
- **Global Meetings Industry Day: April 6**
- **National Meeting Planners Appreciation Day: Monday of the 1st full week of May**



## 6. Publicity & PR

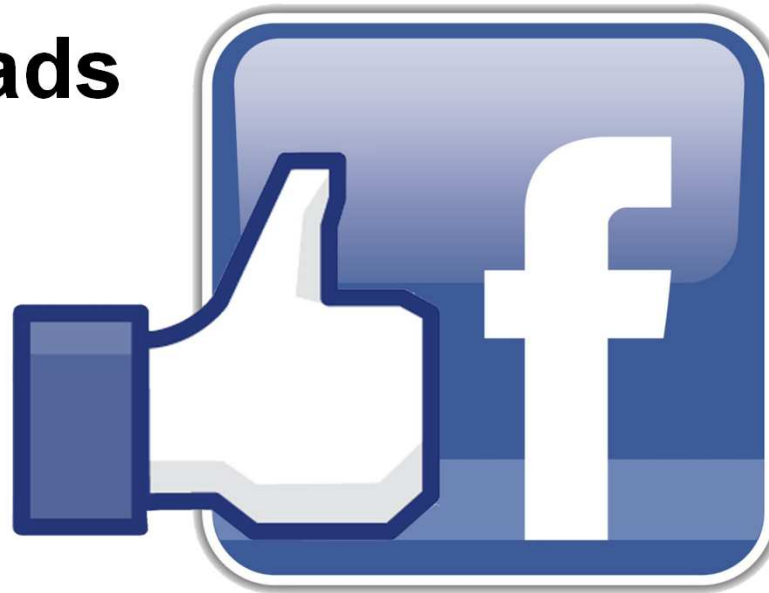
- Use your blog posts
- Use your articles and press releases in your social media marketing





# 7. Facebook

- 1.7 billion active monthly users
- 1.1 billion active daily users
- 8 billion daily video views
- Facebook ads





## 8. YouTube

- 1 billion active monthly users
- 4 billion daily views
- What kinds of videos could you create?



## 9. LinkedIn

- 430 million active monthly users
- Make sure your profile is complete
- Publish your articles with LinkedIn Publisher
- Join groups



**Linked**



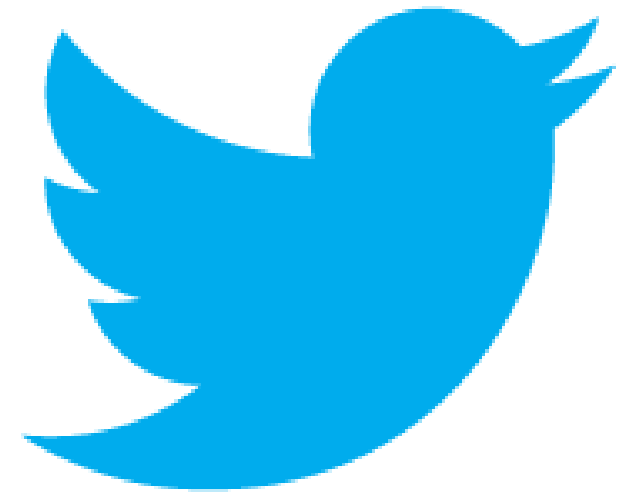
# 10. Instagram

- 400 million active monthly users
- Create your own hashtag



# 11. Twitter

- 310 million active monthly users
- Follow meeting planners
- Create lists
- RT & #FF
- Use relevant hashtags
- Host Tweetchats



# 12. Snapchat

- 150 million daily users



# 13. Pinterest

- 100 million active monthly users
- Home to 1.4 billion wedding idea Pins





# 14. Directories

- **Be sure your listing is complete and up to date**
- **Buy the biggest ad you can afford**





# 15. Trade Shows

- Select the right shows
- Invest in an inviting exhibit
- Recruit your booth staff and train them ahead of time



# 15. Trade Shows

- Pre-show promotion
- Gather names for your mailing list
- Post-show follow up



# 16. Direct Mail

- **Most important element: the list**
  - **Association members**
  - **Previous clients**
  - **Visitors to your web site**
  - **Alumni**



# 16. Direct Mail

- **Make sure the envelope gets opened**
- **Postcards**
- **Use benefit copy**
- **Create a compelling offer**
- **Make the call to action easy**



# 17. E-mail

- **Compelling subject line**
- **Vary informational and promotional**



# 18. Magazine Ads

- Compelling headline
- Action step



# 19. Events

- **Examples:**



# 20. Sponsorships

- Look for high visibility
- Put something in everyone's hand
- Door prizes





# 21. Symbiotic Marketing

- Possible partners:



# 21. Symbiotic Marketing

- How could you market with someone else?



## 22. Google Ads

- Know your key words
- Set your budget
- Write a compelling headline



## 23. On-Hold Message

- **85% will listen for two minutes**
- **Answer common questions**
- **Highlight new features or services**
- **Mention current or upcoming promotions**
- **Change it frequently**



## 24. Referrals



- **Best source of new clients is your previous clients**
- **Five times as likely to buy**
- **Your clients WANT to give you referrals**

# 24. Referrals



- Ask “Who else do you know. . .”
- Acknowledge and reward referrals

# 25. Sales Training

- Best return on investment
- Frequent and ongoing
- Attend seminars
- Hire a trainer
- Build a library







# Our Marketing Plan

- 1. What are our marketing goals?**
- 2. Who are our target markets?**
- 3. What is our marketing message?**
- 4. Which marketing tools will we use?**



# Our Marketing Plan

- 5. What is our marketing budget?**
- 6. What steps are we going to take and in what time frame?**
- 7. How often will we review this plan?**





# Thank You!

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