

# Walk the Line to Success.

Annual Marketing Conference - 2014

Dr. Mark Mulder

Marketing Professor



# [Why Marketing Works]





# [Why Marketing Works]





# [Why Marketing Works]



# [Why Marketing Works]





# [Why Marketing Works]





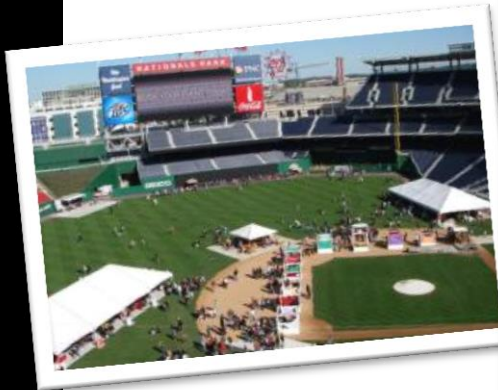
# [Why Marketing Works]



# [Why Marketing Works]







# 3 Ways to Walk the Line.

unique  
venues  
you belong here™

Annual Marketing Conference - 2015

Dr. Mark Mulder  
Marketing Professor



# [Effective Marketing]





# [Effective Marketing]





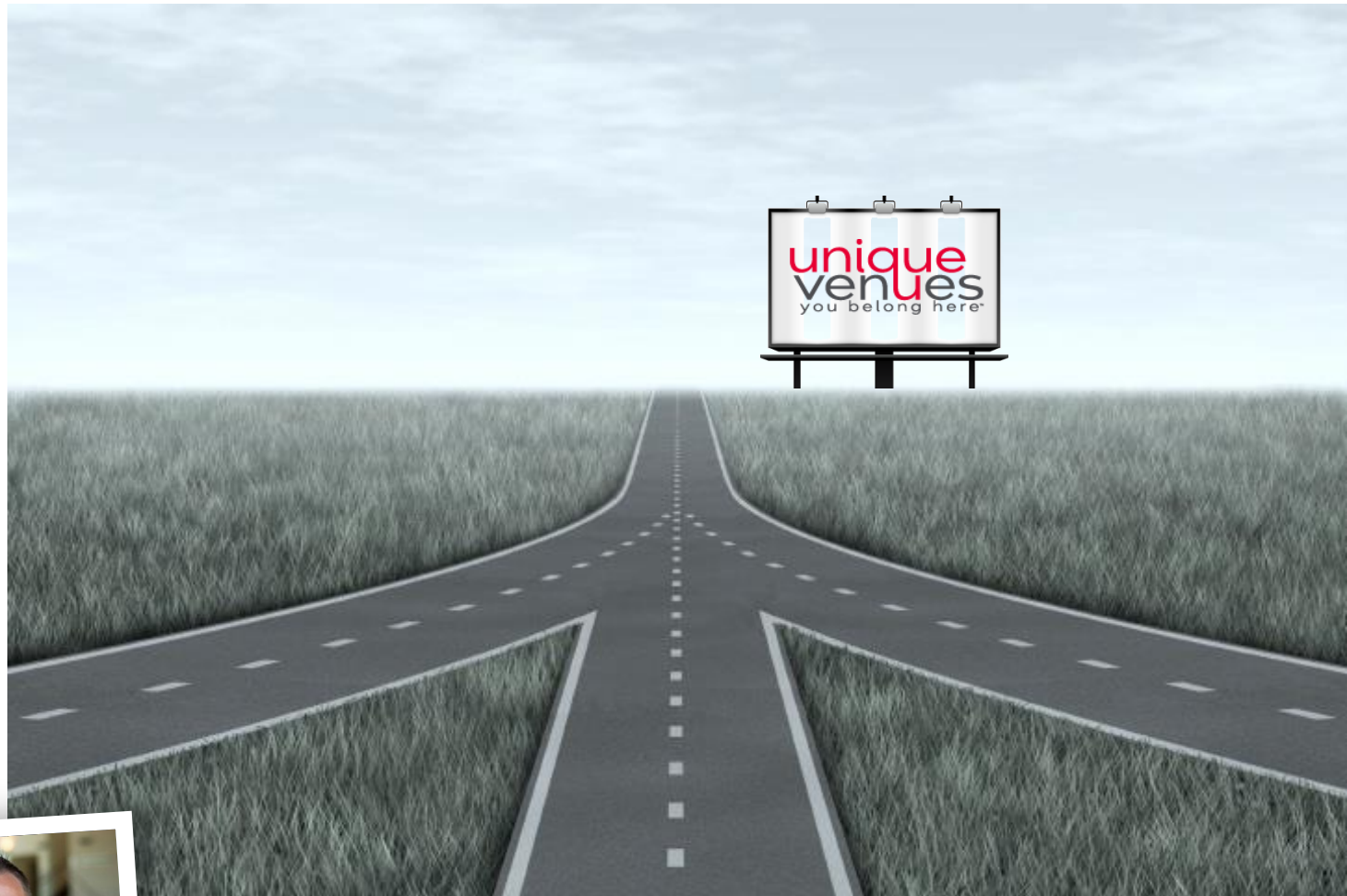
THE VERY BEST OF  
JOHNNY CASH

**WALK THE LINE**

3 CD BOX

CASH





## Annual Marketing Conference - 2014

Dr. Mark Mulder

Marketing Professor



# [Walk the Line to Effective Marketing]

## What is Marketing?



**Advertising**  
**Sales**



# [Walk the Line to Effective Marketing]

- 1) Understanding Planners:  
Preferences & Tips
- 2) Building Blocks of Revenue:  
Response, Feel, Profit →  
Experiences
- 1) Building Brandtastic Messaging

# [Walk the Line: **Part 1**]



## Understanding Planners: **Preferences & Tips**



# [Walk the Line to Effective Marketing]



# [Walk the Line to Effective Marketing]





# [Walk the Line to Effective Marketing]



# [Walk the Line: Part 1]



## Understanding Planners: Preferences & Tips



# [Walk the Line to Effective Marketing]



# [ Unique Venues, Unique Insights ]

## We asked...

Some venues have multiple offices that meeting planners must meet with, and in some cases, contract with (i.e., facilities, housing, catering, etc.). In other cases, venues have a one-stop-shop approach (i.e., one contract, one point of contact which handles multiple services such as catering, accommodations, audio/video/media, parking, etc.). If facilities were similar between two venues, but one had a one-stop-shop and the other had the multiple offices/multiple contract approach, which venue would you prefer?

## They Said...

Prefer to Strongly Prefer  
One-Stop-Shop

**86%**

Said it didn't matter

**Just 12%**

# [ Unique Venues, Unique Insights ]

We asked...

Regarding the previous question with the one-stop-shop, how likely are you to focus your venue search on unique venues which offer a one-stop-shop approach to event coordination?

They Said...

Likely to Very Likely

68%



# [ Unique Venues, Unique Insights ]

## We asked...

Imagine you were planning a one day seminar, and needed a facility, sound system, lunch, am and pm break package, and video projector. Some venues have gone to a package price, whereby the most common items are put into a per person rate (e.g., \$60 flat fee per person for the room, catering, audio/video, service, etc.). How important is having a package price to you when selecting a venue?

## They Said...

Somewhat to Very Important

36%

Via comments – what is important? **Transparency**

# [ Unique Venues, Unique Insights ]

We asked...

Compared to commercial hotel properties and meeting venues, what is it that unique venues most often struggle with?

# [ Unique Venues, Unique Insights ]

They Said...

"Asking my attendees to bring sheets, pillows and towels. And why that changes the mindset of the quality of service they receive."



# [ Unique Venues, Unique Insights ]

They Said...

“Showing that  
their services are  
just as superior”

# [ Unique Venues, Unique Insights ]

They Said...

"Pricing, Pricing, Pricing.  
It is very frustrating going  
to websites to not have  
even general pricing  
available."

# [Walk the Line: **Hiring**]



**Consider this when hiring  
outreach/design services**



# [Unique Venues, Unique Insights]

We asked...

When you are planning an event using a unique venue, how important is it for the venue to have an **easy to find website with venue information, images, and helpful planning information?**

**They Said...**

Somewhat to Extremely Important



unique  
venues  
you belong here™

# [Unique Venues, Unique Insights]

We asked...

If you were planning an event and it was very **difficult to find information on a website** about the venue, how likely would you be to consider the venue for your event?

**They Said...**

Somewhat to Very **Unlikely**



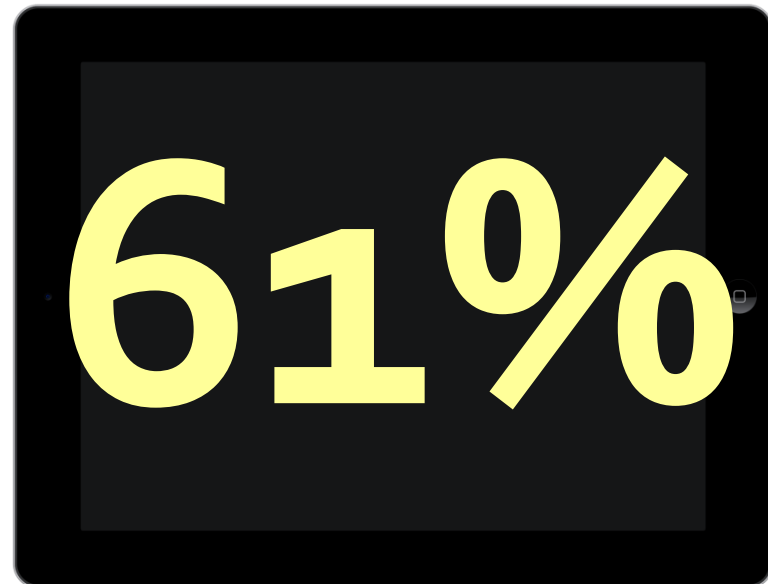
# [ Unique Venues, Unique Insights ]

## We asked...

How often do you view information about a venue on a **tablet device** (i.e., iPad, Surface, Kindle, etc.)?

## They Said...

Sometimes to  
All of the Time





# [Unique Venues, Unique Insights]

## We asked...

How often do you view information about a venue on a **mobile device** (i.e., iPhone, Android phone, etc.)?

## They Said...

Sometimes to  
All of the Time



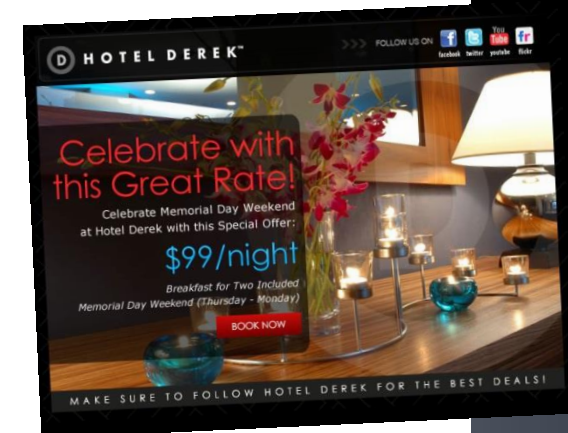
# [ Unique Venues, Unique Insights ]

We asked...

How could a **venue best capture your attention** in advertising/outreach?

**They Said...**

- Customized ad on a website **7%**
- Email blast with venue information **14%**
- Email blast with helpful planning tip **13%**
- Customized direct mail piece **18%**
- Email blast with venue information + a special offer



**43%**

# [ Unique Venues, Unique Insights ]

They Said...

“Reach out once a quarter - not too often but often enough to keep your venue in the back of our mind so when we need a venue, it's there.”

# [ Unique Venues, Unique Insights ]

They Said...

"Make your website easy to navigate and make sure contact information is prominently displayed, preferably on every page."



# [ Unique Venues, Unique Insights ]

## They Said...

“Note your location in your email messages. I can't tell you how many times I've received info about a facility and cannot figure out from the message where it is located!”

# [Walk the Line: **Part 2**]



**Building Blocks of Revenue:**  
**Response, Feel, Profit &**  
**Experiences**

# [ Unique Venues, Unique Insights ]

We asked...

Imagine you sent out an RFP via the Unique Venues website. What would be an **impressive amount of time by which a venue would reply to an RFP** (realistically)?

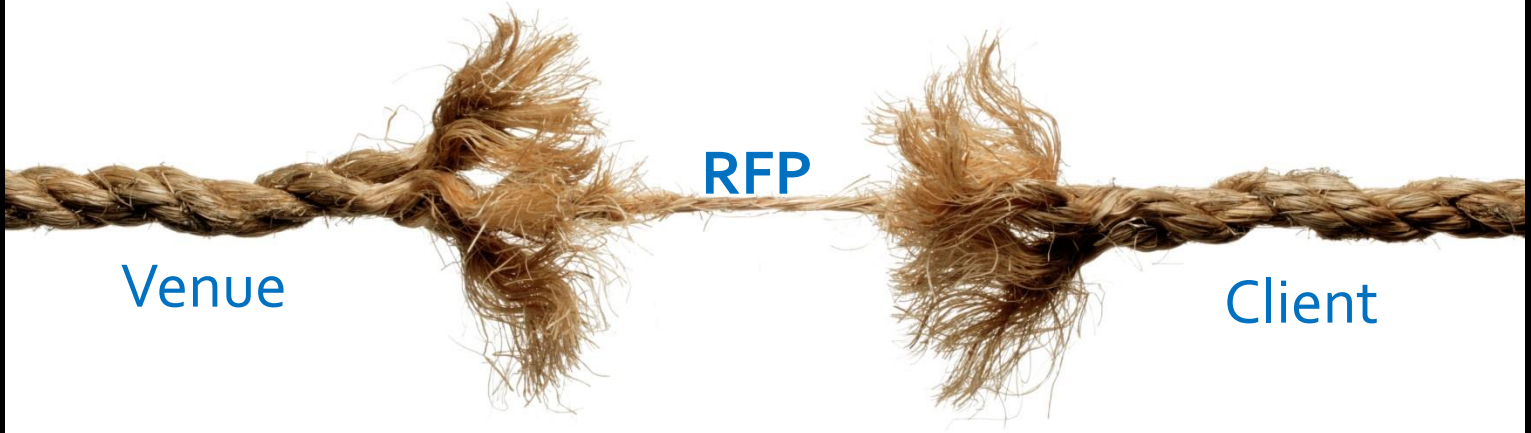
They Said...

Within 4 hours

46%

Within 8 hours

84%



Venue

RFP

Client



# [ Unique Venues, Unique Insights ]

We asked...

In general, if a venue doesn't respond to an RFP by \_\_\_\_\_ day(s), at what point would you likely not do business with the venue?

They Said...

Within 3 days

55%

Within 5 days

81%

# [Unique Venues, Unique Insights]

What this means...

How much time you have to get good information to a planner before 50% of your requests leave...

**72**  
**hours**

# [Unique Venues, Unique Insights]

They Said...

"Quick response to RFPs  
that actually fit the  
criteria of my meeting  
needs."

# [ Unique Venues, Unique Insights ]

They Said...

“Tell the venue to let the customer know whether they can accommodate them or not. Don't just not answer the inquiry if they can't.”



# [Unique Venues, Unique Insights]

They Said...

"A lot of venues have a general mail box for sending inquiries to. I have noticed that those are not checked very often."

# [Unique Venues, Unique Insights]

What this means...

RFP =

**RAPID**

**FAST**

**PRONTO**

# [ Unique Venues, Unique Insights ]

Constraints... can you overcome?

Ideas:

**Triage... go for repeat & total income.**

**Delegate: have students ready to research. You reply, but students help with the inquiries and packaging of needs, initial estimates. Particularly helpful for more routine RFP's.**

**Build a nice template (i.e., PPT) that looks great, can include estimates, and then be sent as a print quality .pdf. Pre-made, pull in pages, quick turn.**

# [ Unique Venues, Unique Insights ]

## We asked...

Imagine a facility put together a really nice package of event ideas which were unique and celebrated the culture in which the unique venue was located. For example, imagine a university campus in Washington State (located near the Puget Sound) put together a unique water tour which included a short talk with a campus biologist about the amazing Orca Whales; or offered a progressive dinner option featuring 3 of the top restaurants in the Pacific Northwest; or offered a special "taste of the Northwest" dinner complete with cooking classes that featured a local chef to showcase special menu items or wine tasting featuring local organic wines. Imagine these were unique and custom created by the unique venue, were a very reasonable price, had top quality reviews and generally could not be replicated with other tour providers. How likely would this unique venue attract your attention?



# [ Unique Venues, Unique Insights ]

We asked...

How likely would this unique venue attract your attention?

**They Said...**

Somewhat to Very Likely

**82%**

# [Walk the Line to Effective Marketing]



# [ Unique Venues, Unique Insights ]

## We asked...

Regarding the above question about unique events for your participants, consider events that offered creative, participatory and experiential learning that celebrated the attractions of the geographic area. How likely could it be that creative and unique events such as these **might help you attract more participants to your event?**

## They Said...

Likely to Very Likely

**36%**

Somewhat to Very Likely **91%**

# [ Walk the Line to Effective Marketing ]



Risk Mgr...



# [Walk the Line to Effective Marketing]



Northwest **life**



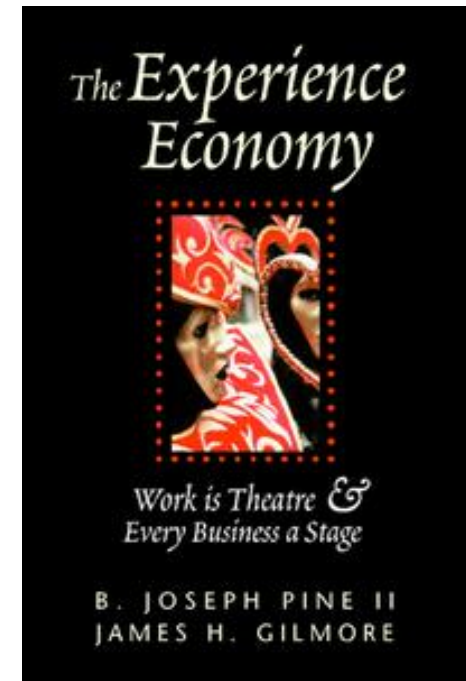


# [Experiences]

## How Can You Position Them?

Welcome to the Experience  
Economy

by B. Joseph Pine II and James H. Gilmore



 Harvard Business Review

Reprint 98407



# [Experiences]

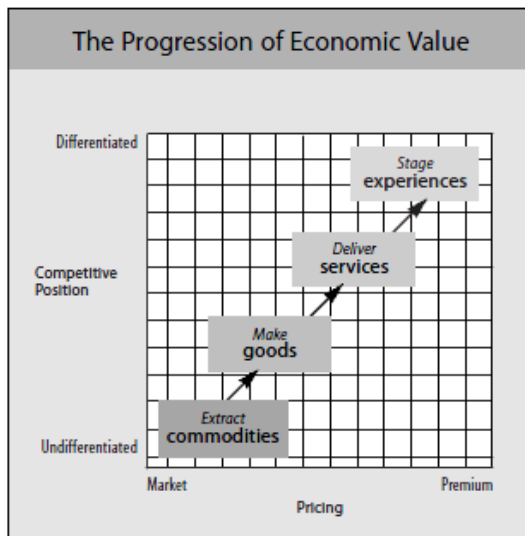
## How Can You Stage Them?

“An experience occurs when a company intentionally uses services as the stage, and **goods as props**, to engage individual customers in a way that *creates a memorable event.*”

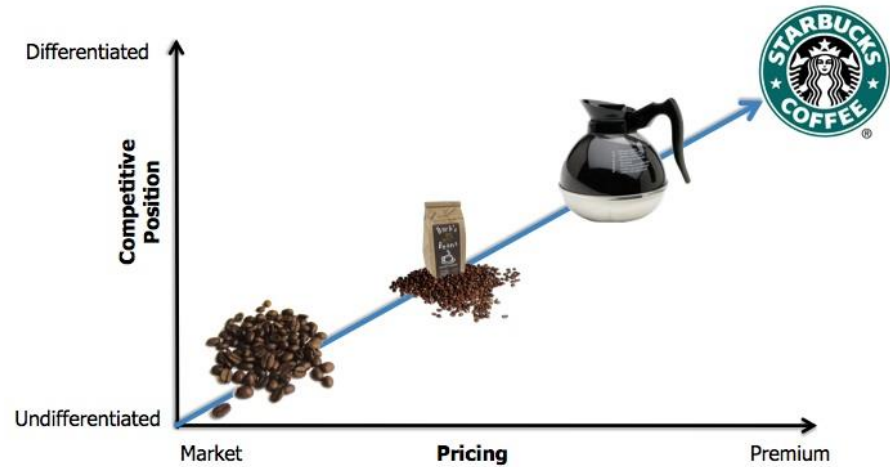
Pine & Gilmore

# [Experiences]

## Can They Add Value?



## The Progression of Value



# [Experiences]

## Dimensions of Experiences:

1<sup>st</sup> Dimension: **Customer Participation**

Passive (observers): symphony

Active (participants): sporting event (create noise during play, part of your experience and those watching as well)

passive ←————→ active

2<sup>nd</sup> Dimension: **Connection**

(environmental relationship)

Absorption: watch video at home on an old 19" TV

Immersion: watch movie at theatre (audience, sound, popcorn, candy)

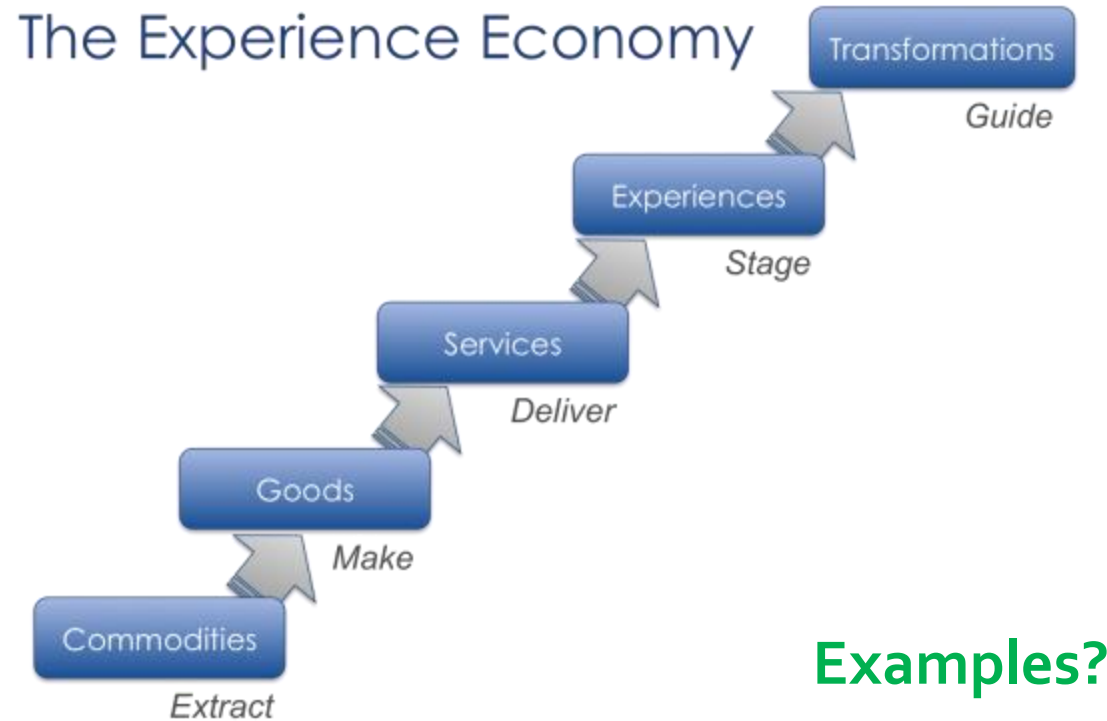
absorption



immersion

# [Experiences]

## Can They Add Value?



Examples?

Source: B. Joseph Pine II & James Gilmore  
"The Experience Economy" (1997, 2011)

# [ Walk the Line to Effective Marketing ]



# [Walk the Line: **Part 3**]



Building **Brandtastic** Messaging



# [Walk the Line to Effective Marketing]

WE HAVE  
A STRONG  
CLIENT  
SERVICE  
ETHIC

**NOT BRANDING**



# [Branding]

## Where to start?

Identify **key differences** between your brand and other brands. Branding is really all about creating differences between products.

What are some meaningful differences with your venues/services?

# [Branding]

## Next?

Teach consumers about the brand and its positioning. Marketers need to teach consumers “**who**” the product is, “**what**” the product does, and “**why**” consumers should care.

For your venues and services, which will likely be most difficult?

# [ Unique Venues, Unique Insights ]

They Said...

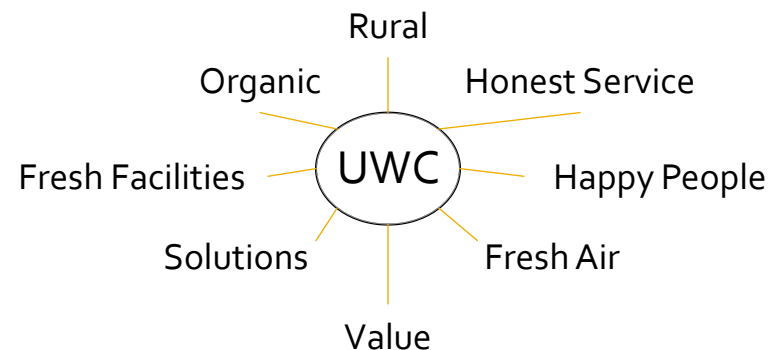
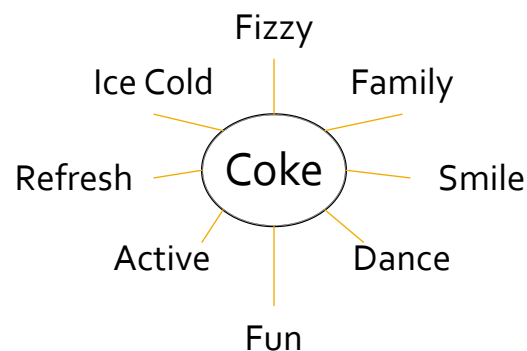
"Keep in front of us your best features for groups. What you do best. Why are you "unique"???"

# [Branding]

## Make it Mental

Consider, **create and communicate mental structures** to help consumers **organize their knowledge** about your venue in a way that clarifies their decision-making.

What could a mental structure be about your venue? Start with things likely important to your target...



# [Branding]

## Finally...

Convince consumers the **differences are meaningful** versus your competitors in the product or service category.

For branding strategies to be successful and brand value to be created, this is critical.

***You have differences, but how do you make them meaningful?***

Hint: It's not about you, it's about the customer and what they value. **This is why research for insights into your customers and your competitors is critical.**



# [Branding]

## **What did you just do?**

You just completed Kotler & Keller's (2013) 4 steps to building your brand.

# [Branding]

## How to “brand” your venue... in 4 steps

Step

1

Identify **key differences** between your brand and other brands. Branding is really all about creating differences between products.

Step

2

Teach consumers about the brand and its positioning. Marketers need to teach consumers “**who**” the product is, “**what**” the product does, and “**why**” consumers should care.

# [Branding]

Step

3

Consider, **create and communicate mental structures** to help consumers **organize their knowledge** about your venue in a way that clarifies their decision-making.

Step

4

Convince consumers the **differences are meaningful** versus your competitors in the product or service category.

# [Branding]

## Positioning the Brand

**This is the fun part.**

You get to reinforce your brand in your marketing materials.

Consider this example regarding a local humane shelter who needed a video for a donor dinner event.

# [Branding]

<http://vimeo.com/76736125>

**Rusty George Creative, Tacoma WA**

# [Branding]

## Positioning the Brand

This was a different approach to branding.

The perspective changed.

How could you use a change of perspective in the positioning of your venue? What story could you tell (or how could you tell it) in images and/or video?



# [Branding]



<https://www.youtube.com/watch?v=Q5mHPo2yDG8>

# [Branding]

<https://www.youtube.com/watch?v=zIEIvzMuEk>

# [Branding]

[https://www.youtube.com/watch?v=DBbttEfd\\_zE](https://www.youtube.com/watch?v=DBbttEfd_zE)

[Walk the Line]

**Is Walking the  
Line Easy?**

...walking that thin line  
between genius and  
insanity.





Understanding Planners:  
Preferences & Tips



Building Blocks of Revenue:  
Response, Feel, Profit →  
Experiences



Building Brandtastic Messaging





**KEEP  
CALM  
AND  
WALK  
THE LINE**