

April 24, 2008 – Marketing Extravaganza Notes

1. How would you suggest creating a marketing plan & budget?

- Clearly identify goals and realistic ways to accomplish plan within budget
- Identify target market, speak to them clearly, concisely and consistently
- Make sure the message in the ads, brochure, store, etc. all match
- Focus on what you do well
- PR can help you build credibility & reputation
- Business itself should be clean, show respect to customers, ask them questions, take both solicited and unsolicited comments to heart
- Don't have unrealistic expectations of what any marketing campaign can accomplish
- Develop an annual or seasonal plan
- When you ID a customer, ask what the customer is worth to you, and you'll have a basis to measure success – return on investment
- Try different things, and take the time to understand how well you are succeeding
- “Know thyself” – value of your own brand
- What is your position in the marketplace

2. How do you begin to research and determine key demographics for your business?

- <http://ethnictrends.info/EthnicMinnesota.html> – MN economy site
- Ethnic markets are engine of growth for economy, help “mainstream” firms grow sales
- Key is your best customers. Ask who they are.
- Can get ZIP code or other info through asking at time of purchase, POS system
- Relationship building. Ask why your customers came, what they like, who they're talking to about it

3. How do you use the Web to its full capacity to benefit your business?

- Web presence is important to have as a source of info
- Web drives people to your business
- Design it to keep it updated, interactive, full of fresh information
- Use a special online offer or something to give people reason to come back
- Don't put all your time in site, but do have it and make it valuable to user
- Video or other multimedia can draw attention
- Get info on multiple platforms including website

4. How can events help build traffic and awareness?

- Events give business a brand
- Make sure surrounding community feels it has equity in event, bring neighbors to the planning table
- Identity and visibility are important
- Own your event, don't confuse message by adding in a lot of different things or multiple logos
- One other partner can be valuable, especially if it already has credibility in community
- Make your event newsworthy
- Newscasts want to cover events that are fun and visual
- Assume you will be successful, plan accordingly, make sure to leave a good impression
- Events should reflect awareness of priorities

Audience Question: Lake Street can be both an asset and a challenge. How can we combat negative perceptions?

- Tell your stories through interviews etc.
- Focus on your own backyard first
- You can reach more people longer if you do cooperative ads with neighbor businesses
- Stories that go deep, below surface
- Watch & read news, ask how you could contribute to a particular story, contact news orgs.
- Tend to the front of your building, your signs, no garbage in front of your business
- Don't get complacent – everyday look at your business through the eyes of the customer and make changes to improve what you have
- Give people a reason to come
- Explore cultural diversity

Audience Question: What to do with those who come from other places, whose first reaction is apprehension?

- Problem is also an opportunity
- Rise above challenges that change brings
- Tell story of your community
- Show what's great, celebrate it, create partnerships with local businesses to create positive impression