



Marketing Begins at Home

Salem Area Chamber of Commerce
Business Connection Series
Oct. 10, 2012



Marketing Begins at Home

26 Simple Things You Can Do Now
To Boost Your Marketing Performance
Without Hiring a Marketing Consultant
(Though It Would Be Fine With Us
If You Hire the Right One)



Research



Strategy



Content



Tools



Free Stuff



TOTAL



Content





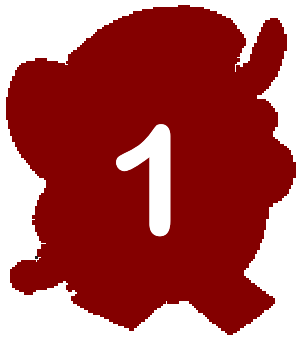
Make all of the marketing stuff consistent

**SMITH
WIDGETS**

★ **SMITH** ★
WIDGETS

♥ *J.C. SMITH*
WIDGETS

- Inconsistency = competing messages
- Opportunity for recognition is lost



Make all of the marketing stuff consistent, *cont'd*

- What should be consistent?
 - Logo
 - Colors, fonts, sizes
 - Tagline
 - Decor of stores/locations
 - Processes & procedures
 - Kinds of customers we pursue
 - Types of people we hire



2

Proofread content that others will see



- Do typos matter?
 - Only one chance for first impression
 - “Will they be that careless with my order?”



Get rid of jargon and gobbledegook

“*[Company]* in partnership with *[Consulting Firm]* is conducting a 90-Day *[Department]* study, championed by *[Executive’s Name]*, *[Executive’s Title]*, that supports understanding our business and Go-To Market strategies while leveraging existing functional strategies in Manufacturing, Logistics, Procurement, IT, as well as broader global blueprints from Europe and Latin America to define a transformational roadmap for our future.”



Get rid of jargon and gobbledegook, *cont'd*

- Does use of gobbledegook matter?
 - If they think this is meaningful to me, what else do they have wrong?
 - If they talk this way internally, do they understand each other well enough to do a good job on my order?





Don't over-emphasize yourself in your marketing



- Communication and disclosure are OK.
- Spotlight and emphasis might not be.



Consider ways to line up customer testimonials



- Which customers do we approach?
- Who actually writes the testimonial?
- How do we verify customer's approval?
- Where/how do we leverage this?



Use strong calls to action in high-cost marketing

- Good calls to action:
 - Call today
 - Write for a free copy of ...
 - Learn more at our website
 - Stop by tomorrow
 - Ask your doctor ...
 - Ask your current _____ if ...



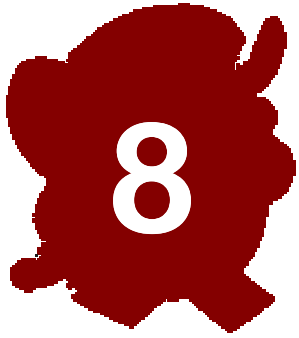
Strategy





Consider launching and maintaining a blog

- Why a blog?
 - Showcase expertise
 - Distinguish yourself from blog-less rivals
 - Generate **new** content for website
 - Add content **volume** for website
 - Add a personal voice
 - Generate fodder for social media activity
 - It's easy!





Be careful about *fairness* in marketing decisions

Store	TV	Radio	Print	Billboard
Store Location 1	\$\$	\$\$\$\$	\$	\$\$\$\$\$\$
Store Location 2	\$\$	\$\$\$\$	\$	\$\$\$\$\$\$
Store Location 3	\$\$	\$\$\$\$	\$	\$\$\$\$\$\$
Store Location 4	\$\$	\$\$\$\$	\$	\$\$\$\$\$\$
Store Location 5	\$\$	\$\$\$\$	\$	\$\$\$\$\$\$
Store Location 6	\$\$	\$\$\$\$	\$	\$\$\$\$\$\$
Store Location 7	\$\$	\$\$\$\$	\$	\$\$\$\$\$\$
Store Location 8	\$\$	\$\$\$\$	\$	\$\$\$\$\$\$
Store Location 9	\$\$	\$\$\$\$	\$	\$\$\$\$\$\$



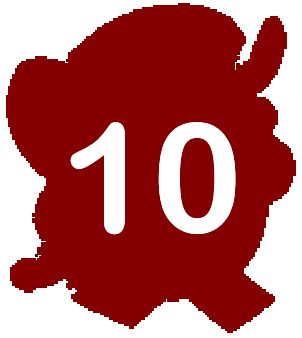
Be careful about *fairness* in marketing, *cont'd*

"Fair" Budget	What Stores Got
2 stores worth of TV in Boston	
6 stores worth of TV in Pittsburgh	



Align your channels with your *real* audience





Find a news wave and take a ride on it

- Attach yourself to something newsworthy
 - Big event, observance
 - Something related to a newsmaker

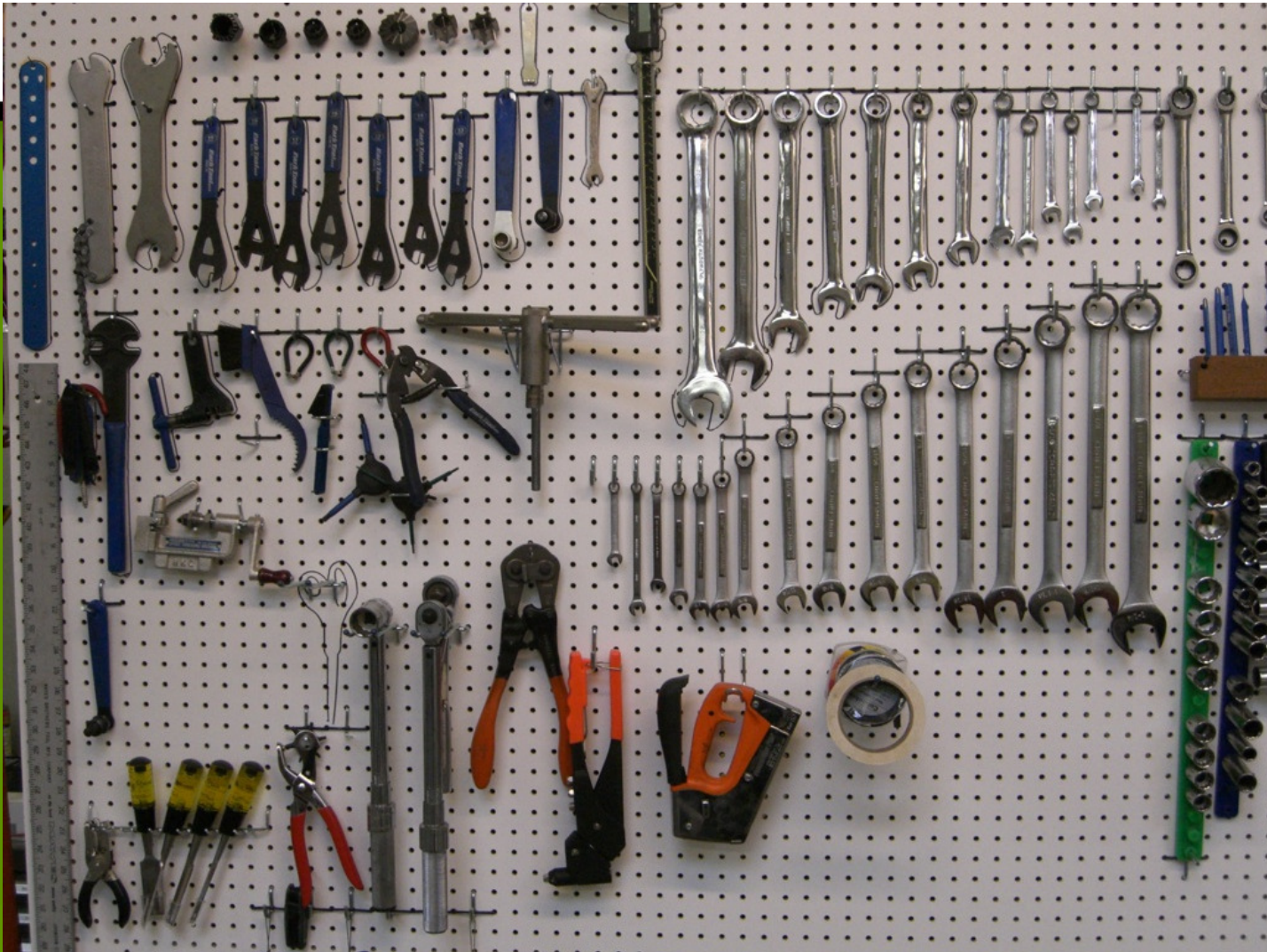


Leverage your lunch hour as often as you can

- Who's on the menu?
 - Big customer
 - Supplier
 - Employee(s)
 - Consultant
 - Retiree (your company)
 - Retiree (competitor)
 - Former customer
 - Former supplier
 - Former employee
 - Community leader
 - Trade association pro

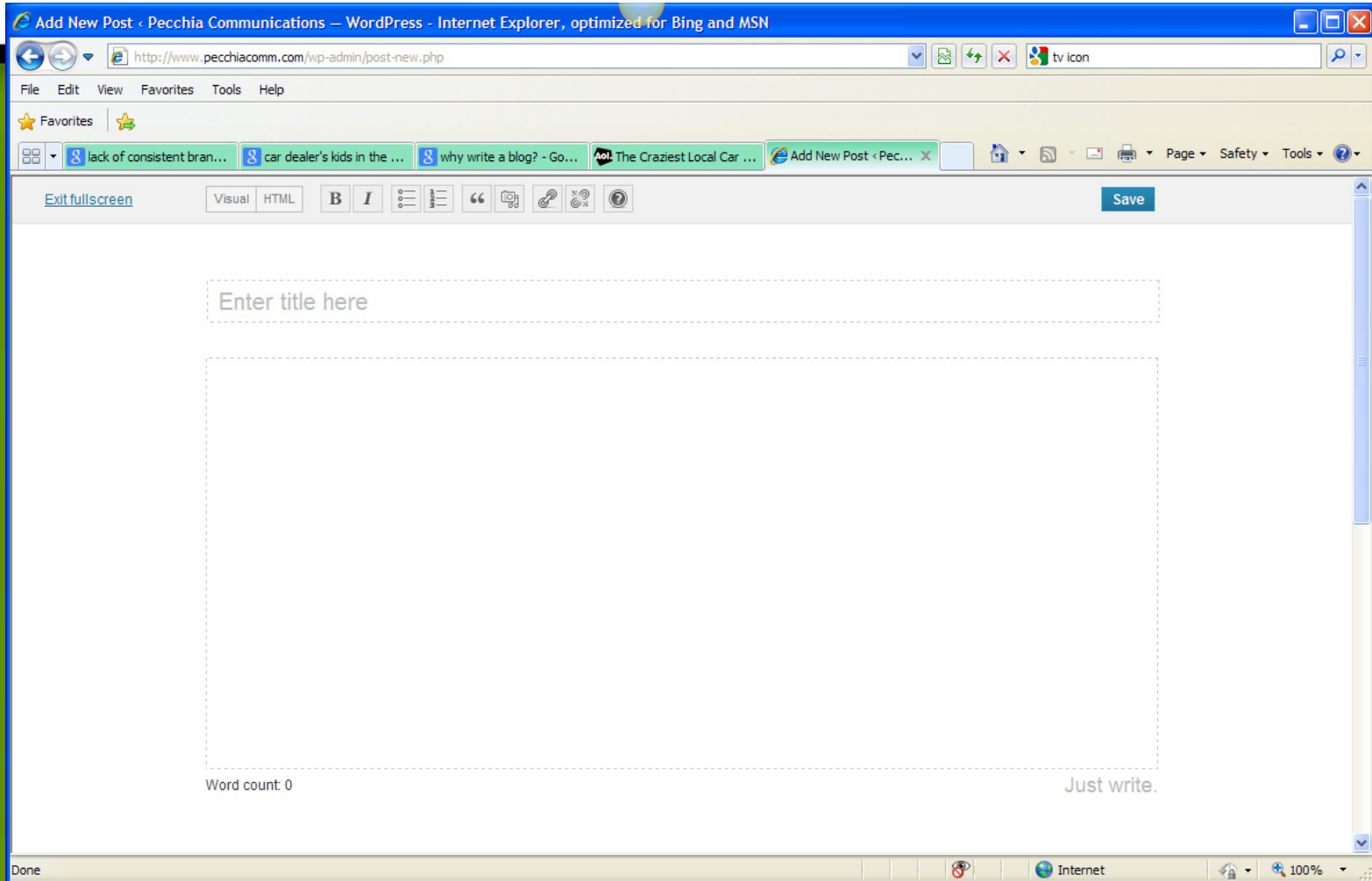


Tools





Learn how to use Wordpress





Learn how to use ConstantContact

- Others
- iContact
- Emma
- Cheetahmail




The Solutions Letter **HARRINGTON, HOPPE & MITCHELL, LTD.**
Legal Solutions for Business and Life

An update from Harrington, Hoppe & Mitchell SUMMER 2012


NEWS ITEMS

SHIRLEY CHRISTIAN ELECTED PRESIDENT OF MAHONING COUNTY BAR ASSOCIATION



SHIRLEY J. CHRISTIAN was elected last month as president of the Mahoning County Bar Association, a 500-member organization of area lawyers. She is the second woman elected to the position. Christian has been a bar association trustee and member of its grievance committee. "Shirley's work on the local and state levels reflects a decades-long pattern of heavy community involvement by HHM lawyers," said **ALAN D. WENGER**, chair of HHM's management committee. "Her election to lead the county bar reflects the way she's recognized as a service-oriented leader." Read more [here](#).

HHM OIL & GAS SEMINAR INFORMS TRUMBULL COUNTY LANDOWNERS



More than 500 landowners attended the two sessions of HHM's oil & gas seminar last month at the Magnuson Hotel (formerly the Avalon Inn) in Cawland. Oil & gas lawyers **ALAN D. WENGER**, **KEVIN P. MURPHY**, **THOMAS G. CAREY**, **GEORGE P. MILLICH JR.** and **STEPHEN P. KOCON** discussed legal issues important to mineral lessors, answered questions and distributed literature. In the picture, Kocon is speaking to the evening session crowd about title defects. The seminar drew news coverage in the [Tribune Chronicle](#), [Vindicator](#) and [Business Journal](#).

The Solutions Letter **HARRINGTON, HOPPE & MITCHELL, LTD.**
Legal Solutions for Business and Life

An update from Harrington, Hoppe & Mitchell SUMMER 2012

NEWS ITEMS

SHIRLEY CHRISTIAN ELECTED PRESIDENT OF MAHONING COUNTY BAR ASSOCIATION



SHIRLEY J. CHRISTIAN was elected last month as president of the Mahoning County Bar Association, a 500-member organization of area lawyers. She is the second woman elected to the position. Christian has been a bar association trustee and member of its grievance committee. "Shirley's work on the local and state levels reflects a decades-long pattern of heavy community involvement by HHM lawyers," said **ALAN D. WENGER**, chair of HHM's management committee. "Her election to lead the county bar reflects the way she's recognized as a service-oriented leader." Read more [here](#).

HHM OIL & GAS SEMINAR INFORMS TRUMBULL COUNTY LANDOWNERS



ATTORNEY GRAFF JOINS HHM

recently welcomed **MEGAN M. GRAFF** to its Youngstown office. She practiced law for four years in Mahoning County, specializing in insurance, defense, medical malpractice, defense, personal injury and appellate advocacy. Graff's practice will have a focus on litigation and family law. She graduated from Youngstown University with a Bachelor of Arts and received her juris doctorate from the University of Akron School of Law. You can read more in this [article](#).

OIL & GAS LAWYER STRICKLAND

NO priced HHM recently in the firm's Youngstown office with Kinson Energy LLC, an affiliate of where she focused on real estate law in Ohio and and's practice at HHM will initially be concentrated a for oil and gas clients. She graduated magna cum laude from Youngstown State and her juris doctorate magna cum laude from Youngstown State. You can read more in this [article](#).

...LICH PRESENTS AT SEMINARS

ROE P. MILLICH JR. recently spoke at two Ohio seminars on and related matters. He presented as part of a seminar (sponsored in August). He also spoke as part of a National Oil & Gas Law Practice Group seminar in Boardman. Millich is part of HHM's Oil & Gas Law Group.

BLOG Solutions@Law

CTS CAN SPOIL A LEASE, ACTION CAN CURE THEM

Stephen P. Kocon

defects, often unknown to a landowner, can surface during an oil & gas lease's title examination. We have found that the examinations do reveal that 50-10% of landowners have a problem with the lease. In the circumstances, many of these defects can be cured or waived. Therefore, savvy Quick Action is usually required. Read more [here](#).

S WITH OIL & GAS COMPANIES LOSE SCRUTINY & CAUTION

artin J. Beecher

use of oil & gas exploration activity in the northeastern Ohio has led to increased scrutiny for many local companies. Being the those opportunities requires caution with respect to the laws that govern business relationships with the large oil & gas companies and their primary suppliers. Before signing such a contract, be sure to understand its terms. Read more [here](#).

GUIDELINES MAY MEAN DACHES BY EMPLOYERS

er

ed by the Equal Employment Opportunity Commission affect how minimal background checks. The EEOC is not prohibiting such to make sure information is not used in a discriminatory way. To consider new approaches. Read more [here](#).

RS IN THE COMMUNITY

ALAN D. WENGER recently published an article in Ohio Lawyer magazine warning lawyers who represent landowners to avoid lease pitfalls that could bring "catastrophic consequences." Ohio Lawyer is published by the Ohio State Bar Association for its 31,000 members. In his article, Wenger warns that Ohio's shale boom means new challenges to landowners' lawyers, including "confusing contract" companies. "We should do better than this for our lessor clients," information, including a copy of the article, is available [here](#).

who is chairman

son Charitable news conference announced a program to grant to the oil field's men a trustee of The grant will fund high-profile

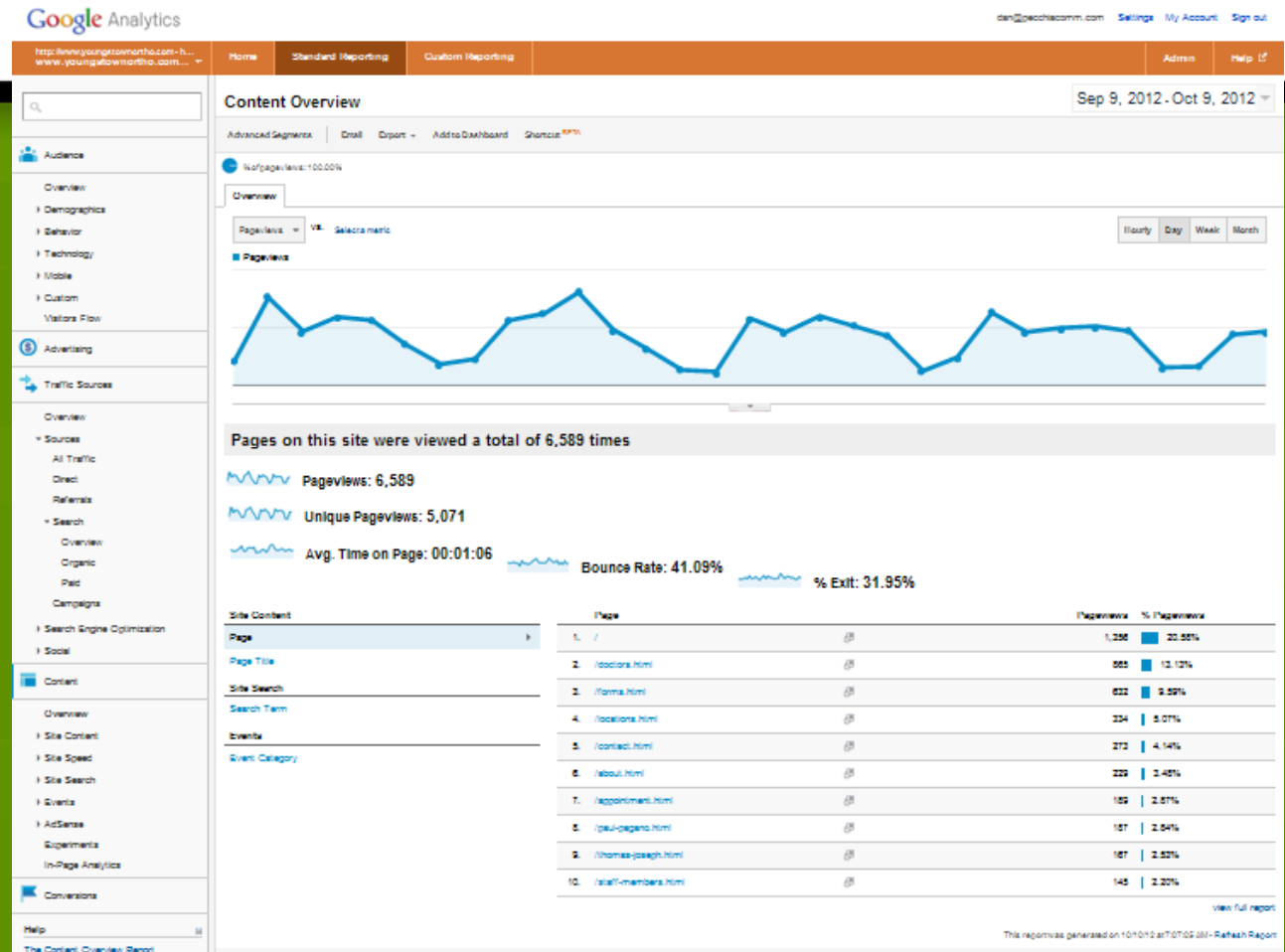


PECCHIA COMMUNICATIONS
Good. Fast. Easy.



Learn how to deploy and use Google Analytics

- What gets measured?
 - Traffic
 - Site
 - Pages
 - By day
 - Keywords



15

Learn and get on Facebook, if ...

- Care & feeding:
 - Interact
 - Respond
 - Post content
 - Promote offline

facebook Search for people, places and things

Ankle & Foot Care Centers
October 3

Much of the Mahoning Valley woke up with our Dr. Kwame Williams this morning, who was interviewed on WFMJ Today about tips for healthy running. Look for more TV time for Dr. Williams coming up later this month as he helps promote the Youngstown Peace Race and Ankle & Foot Care Centers' sponsorship of the event.

Like Comment Share 10 people like this.

Dan Pecchia Glad to see 21 WFMJ - Youngstown, OH "run" this segment on Dr. Williams.
October 3 at 7:23pm · Like

Ankle & Foot Care Centers
September 28

Recommendations

Write a recommendation...

Likes See All

- American Diabetes Association
4 friends also like this.
- Footmaxx
Healthy/Medical/Pharmaceuticals
- UPMC
1 friend also likes this.
- STOP Sports Injuries
Non-Profit Organization
- Ohio College of Podiatric Medicine
University

Ankle & Foot Care Centers shared a link.
October 1

Congrats to our Dr. Podolsky for this kickin' good news about his daughter.

Jackie Podolsky Named Horizon League Defensive Player of the Week
www.ysusports.com

After making her first two career starts at goalkeeper, freshman Jackie Podolsky



Learn and get on LinkedIn, if ...

- Alive?:
 - Connect
 - Update
 - Interact

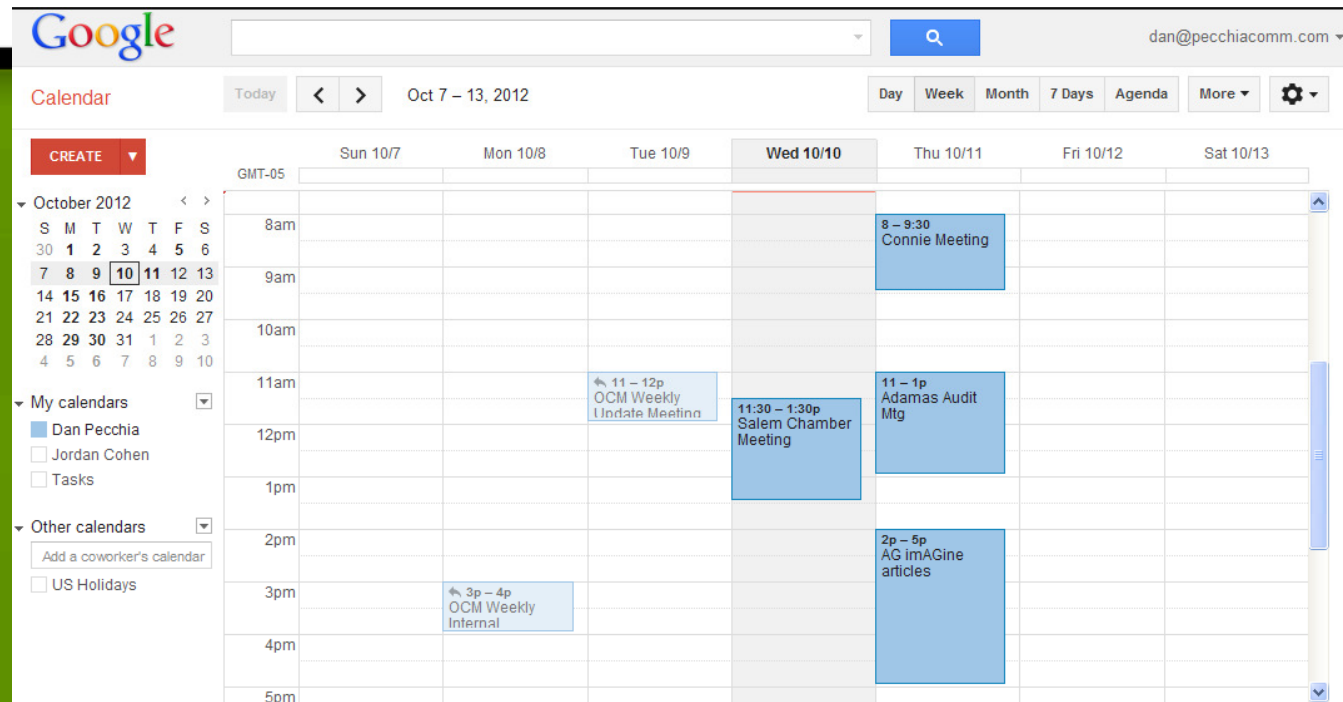
The screenshot shows a LinkedIn profile for Dan Pecchia, a Change Management Communications Consultant. The profile is 100% complete. It includes a photo, a current position at Pecchia Communications LLC, previous roles at Innis Maggiore Group and Youngstown Vindicator, and a Bachelor of Arts in English from Youngstown State University. The profile has 500+ connections. A summary section describes the company's services. A 'Who's Viewed Your Profile?' section shows 5 views in the past 7 days and 23 search results in the past 15 days. The 'Dan's Activity' section shows recent connections and a comment on a Kickstarter post.



Learn and deploy Google Apps

- Why?

- Branded email
- Calendar
- Online storage
- Only \$50 per year per user





Research





Learn more about who your best customers are

- What's worth knowing?
- Depends on the business
 - Age & gender
 - Where they work
 - Where they live
- Goal = Find more people like
your best customers



Learn more about why best customers like you

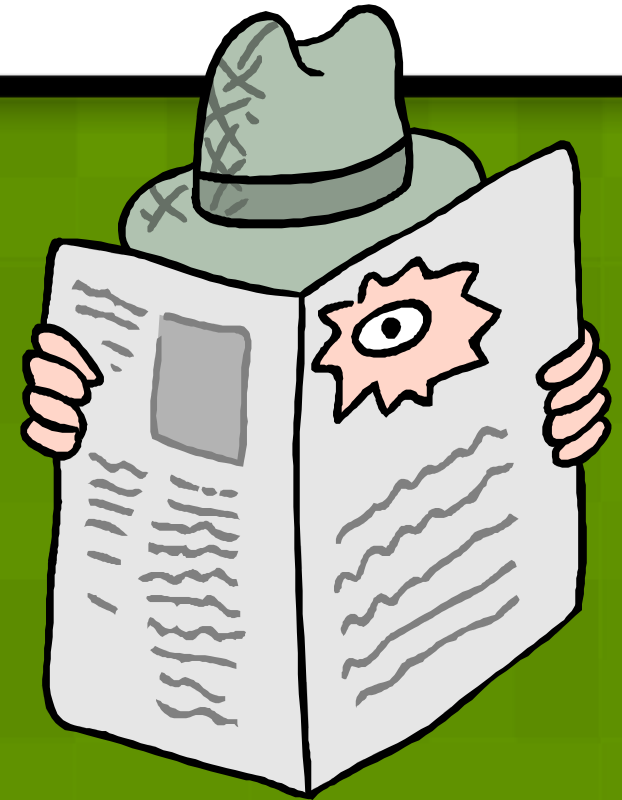
- Key to narrowing down what/how to market
- Increases precision of marketing
- Lowers cost (waste) of marketing





Keep close track of what competitors are doing

- Why?
 - Might get a good idea
 - Might spot an exploitable flaw or shortcoming
 - Might learn that something you have is special
 - Might identify an opportunity with a customer





Track response & results of your marketing efforts

- Measure and analyze
 - As soon as possible after conclusion
 - Make it easy to use next time
 - Who's counting? Alert them in advance



Free Stuff





Get free materials from your trade association

- Easy ways to “be the expert”
 - Read and grow yourself
 - Pass relevant material to employees
 - Share with customers & suppliers
 - Post on Facebook, LinkedIn
 - Comment on your blog



Bone up at your trade association's events

- Put buckets by the spigots
 - Multiple attendees
 - Take and share notes broadly
 - Get the handouts, recordings, videos
 - Meet & talk to the speakers
 - Network and follow-up





Attend chamber events with awesome speakers

- More buckets
 - Ask questions
 - Get handouts
 - Meet speakers
 - View these as learning opportunities
 - Share info with others, with your point of view





Leverage forums run by trade associations

- Pick the brains of the experts
 - Hard to get that access otherwise
 - Get involved in discussions
 - Build your own expertise
- Try to get on a forum
 - Excellent exposure



Sign up for Google Alerts

- What to follow?
 - Customers
 - Competitors
 - Companies you admire

The screenshot shows the Google Alerts interface. At the top is the Google logo. Below it is the word "Alerts" in red. The main content is a table with columns: News, Volume, How often, and Deliver to. Each row represents an alert with a checkbox, a search query, volume, frequency, and email address. At the bottom of the table are buttons for "Delete", "CREATE A NEW ALERT", "Switch to text emails", and "Export alerts".

News	Volume	How often	Deliver to
<input type="checkbox"/> "aim nationalease" OR "aim integrated logistics"	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> "american greetings" ERP	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> "ankle and foot care centers" OR "ankle & foot care centers"	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> "change management"	Only the best results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> "keynote media" youngstown	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> "marcus thomas"	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> "oil & gas" mahoning OR "oil & gas" columbiana	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> "Rayen stadium"	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> "youngstown orthopaedic" OR "youngstown orthopedic"	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> adamas jewelry	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> bp "oil & gas" ohio	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> harrington hoppe	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> pecchia	All results	Once a day	dan@pecchiacomm.com Edit
<input type="checkbox"/> prodigal advertising OR "farris marketing"	All results	Once a day	dan@pecchiacomm.com Edit

Google Alerts Help - Terms of Use - Privacy Policy - Google Home - © 2011 Google



Thanks.

Glad to answer any questions.