

**CVS
Marketing**

MARKETING SKILLS TRACK

CAUSE. VIRAL. SOCIAL.

**Presented
by
Tom Shay**

CVS Marketing: Cause, Viral, Social

Rate your advertising

Your advertising – comparing the advertising percentage to net profit percentage

Questions about your advertising:

What is to be accomplished?

Long range plan?

How do you measure it?

Repetition? Repetition because?

Why it fails

No way to measure

No overall game plan

Follow the competition

Understand why

Define success



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www.profitsplus.org



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Your target customer is

The plan – focus on repeat and referral

Execute

Observe and adapt

Cause marketing

History of cause marketing

____% of consumers participating in a cause event said it changed their behavior or perception

Intangible benefit:

Employee pride & retention

Reputation with customers

Loyalty of customers

Stand out from competition

Company credibility

Tangible benefit:

Increased revenue

Publicity

Free media

Concerns for cause marketing –

A cause that matches your business

Examples of cause marketing efforts –

Don't be a minor player

A written agreement with measurements

Check to see the cause is doing what they are supposed to do

Don't be bashful – tell everybody

Not a one time event

Tie to all advertising

Genuine concern

Be an advocate

Give more than money

Help with p.r. for the cause

Customers select the cause

Extend cause – causes selected by customers

Partnership extended

Viral marketing

___% will buy according to suggestion of friend

___% will buy according to suggestion of spouse

Getting people to talk about you – getting people to spread your message for you

Do what motivates folks – desire for newest, latest, image, loved

Develop a communication network – newsletter – to get your message out

Use other people's resources – write an article

No one talks about non-controversial

Make people feel something

Do something unexpected

Make sequels

Make sharing easy

You can't retain ownership

Comments welcome

Customers receive:
Instant gratification

Something never seen before

Something they can use

Entertainment

Look to social customers to spread the word about you

Get something in their hands to sample

Watch them comment about you and product/service

Bonus a customer for a new customer

Partner with another business

Make your traditional advertising into viral marketing

Spend money with media or with customers

Profitsplus.org website for the free promotions calculator

Social marketing

You can't use them all

Your favorite social media:

Requires a self discipline to use – if not spontaneous create a plan

Personal image is not business image

Business messages only

Social marketing – not *networking* with friends

___% of adult women participate

Affluent and young participate

Promote being a small business

Your personal touch over a professional

Be creative – if you aren't, turn an employee loose

Yoono helps

HootSuite or SocialOomph

YouTube

Flip video camera

Windows movie maker or Apple imovie

Free posting – doesn't require space on your website

Allow for reposting!

Linkedin

Find contacts within companies

Find leads through contacts

Work with first and second level connections

Facebook

Create a fan page for your business

Support causes

Connect with customers

Follow your vendors

Follow trade magazines

Twitter

Follow your customers

Give your customers a reason to follow you

Great way to have immediate sales

Have product introduction to limited customers (soft openings)

Follow industry leaders

Slideshare

Make a powerpoint of products/services

Can post to your site – uses no space

Can give the powerpoint away

Blog

More immediate than your newsletter

Allows you to comment on the industry

Establishes you as an expert

Foursquare



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Location based game

Mayor awards

Badges

Pinterest

Primarily females

Photo collections

AMP

Advertising – Talking to the public; looking for new customers

Often the biggest component, the traditional for 'eyeballs and ears', easiest to do, most expensive

Marketing – being creative, connecting to 'hears & minds', image, unique, challenging, independent personality, cause, viral, social

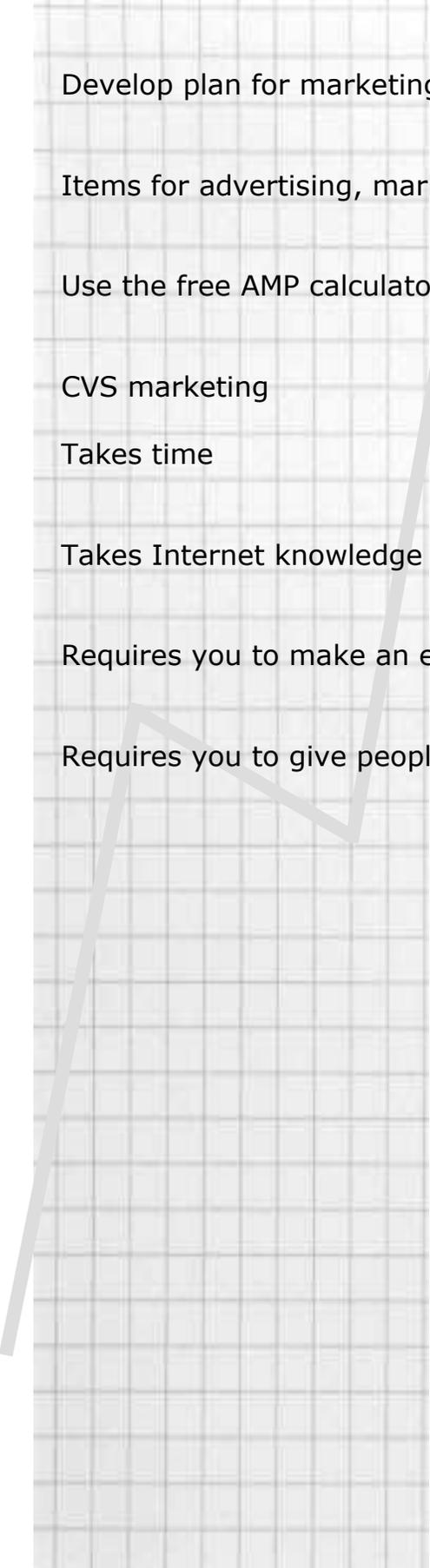
Promoting – Sales and events for your existing customers, fun for customers and you, high rate of return, requires creativity over dollars

Create budget

Divide among advertising, marketing and promotion

Select media for advertising

Develop plan for promotion



Develop plan for marketing

Items for advertising, marketing and promotion are not mutually exclusive

Use the free AMP calculator

CVS marketing

Takes time

Takes Internet knowledge

Requires you to make an effort to stay in contact with customers

Requires you to give people a reason to want to know what you are doing



Frontrunner

By Tom Shay

SOUND ADVICE FOR BUSINESS

Sales of items that have the logos or mascots of the universities that have won a national championship in the past year are in hot demand. Some of the people who are buying this merchandise are steadfast fans, while others are the "Johnny-come-lately" type.

Kids use the term "frontrunners" to describe other kids who have suddenly decided to become fans of a championship or popular team. This newly popular team has done something to greatly enlarge its fan base.

Frontrunning is also apparent in the retail marketplace. For example, mail-order catalog specialists *L.L. Bean* and *Land's End* have become household names. Among department stores, *Nordstrom* is known for its legendary service. Attend almost any tradeshow, and you can usually spot the current frontrunner manufacturer or wholesaler by the manner in which it has presented itself.

People want to do business with frontrunners because they traditionally make such an effort to take care of their customers. Creativity in marketing is crucial if you want to join the ranks of the frontrunners. Look around your business and decide how a creative surge can benefit it. Ask yourself the following:

Will your employees (your "team")—or the physical appearance of your facility—benefit? What is the state of your various departments? Have you recently updated your selection of merchandise and the services that you offer? How will your efforts benefit customers?

Rearrange your duties and your team's duties to accomplish the objectives you've laid out. Come into the business earlier and leave later. Make the extra effort and let team members know that a sacrifice is being made to make a difference.

If you decide your facility doesn't need a creative touch, keep in mind that facilities without a positive attitude also seem to have a way of standing out. There are few long-term employees, there is no "snap" in the appearance of the facility (it always looks the same), and customers are there because of need—not want.

There will probably also be a need to "gamble" financially. The first gamble that most businesses will think of is to increase inventory levels. If this is necessary, begin with the department or product line that has shown the most growth within the past couple of years.



Frontrunner (continued)

By Tom Shay

SOUND ADVICE FOR BUSINESS

Prepare for the unexpected, such as unseasonably warm weather early in the season. Empowering employees with the right kind of knowledge to help your business through such a crunch time strengthens the business team while serving customers. By meeting with your staff, outlining the problem and opportunity, and demonstrating your willingness to give "frontrunner" service, your team members will be excited about this commitment to excellence.

One business experienced an opportunity for becoming a frontrunner when the business was broken into twice within a month. The burglars cut through a chain-link gate that was on the extremity of the free-standing business. One of the team members suggested a solution to the security problem. The suggestion was reviewed and quickly implemented—and it worked.

This type of action enables your team members to view your business as a frontrunner. It demonstrates that you are concerned about having a profitable and long-term operating business.

Customers will also sense this type of frontrunning; and if you are fortunate, they will compliment your team. It is a positive team-building experience to have a customer compliment one of your team members in regard to the business at which he or she works. Your team members will be proud to know that not only do they work for a frontrunner, but they themselves are also considered frontrunners.