



Cutting-Edge Marketing 2008 Selling Real Recreation to a Virtual Population

Cutting Edge Defined

| Definition | Synonyms | Antonym |
|--|--|---------|
| foreground <i>noun</i> Prominence | beginning, center, cutting-edge*, focus, fore, forepart, front, lead, leading-edge*, limelight*, on the line*, spearhead*, state-of-the-art, vanguard | |
| groundbreaking <i>adjective</i> Pioneering | avant-garde, cutting-edge, innovating, innovative, leading-edge, radical, revolutionary, spearheading, trailblazing, trendsetting | |
| Ultramodern <i>adjective</i> up-to-date | advanced, ahead of its time, avant-garde, contemporary, current, cutting-edge*, fresh, futuristic, latest, leading-edge*, modernistic, modish, new, new-fashioned, nontraditional, now, present-day, revolutionary, state-of-the-art*, stylish, today, twenty-first century*, up-to-the-minute | |

* informal or slang

Roget's New Millennium™ Thesaurus, First Edition (v 1.3.1)

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Before we Begin...

- ❖ Jodi Speak
- ❖ Disclaimers – Strengths and weaknesses
- ❖ So little time, so much to cover
- ❖ New information/resources/fears emerging as we speak -- *literally*
- ❖ This is only the beginning...

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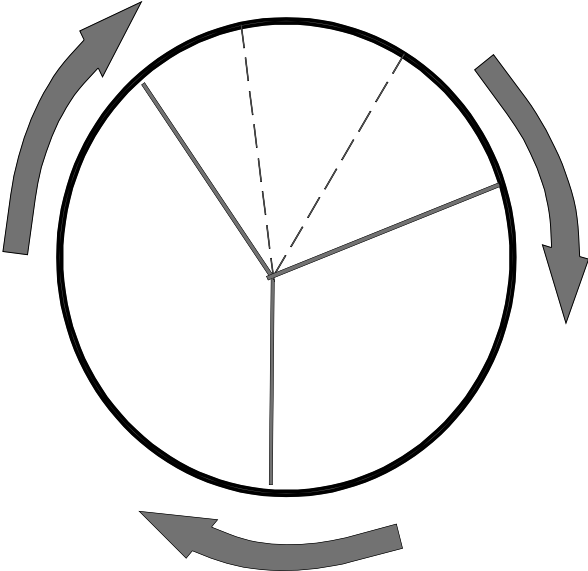
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Cutting Edge Media – What is it?

- ❖ New Media
 - New to you?
 - New to your prospects/customers?
- ❖ Existing Media
 - Improve with cutting-edge ideas or applications
 - Brochure
 - Web Site
 - On-site

Some Things Will Never Change – Some Examples

| | |
|---|--|
| You Need a Plan | (Jodi's The Five Minute Marketing Plan is a good place to start) |
| You Need an Objective ❖ What are you performance measures? Goals? ❖ Recipe Analogy | <p style="text-align: center;"><u>My Objective</u></p> I want to increase _____ (participation/registration/revenue) by _____ % or \$ or # of people by (when) _____. |
| You can't be all things to all people | |
| You must be Customers-Centered ❖ Seek solutions ❖ Benefits-Based ❖ Dynamic (Customers change, so must you) | |
| Market Mix Merges – A Review |  |

Cutting Edge Marketing – Are you a natural?

| | | Describes me perfectly | Describes me sometimes | Doesn't describe me at all |
|-----|---|------------------------|------------------------|----------------------------|
| 1. | I have an intellectual curiosity | | | |
| 2. | I am interested in ideas and people beyond those in my organization or profession. | | | |
| 3. | I am involved with and understand new conversational channels like social networks. | | | |
| 4. | I am a voracious reader and observer. | | | |
| 5. | I have an ability to cut to the core of an issue or situation and diagnose causes of the problem. | | | |
| 6. | I enjoy learning about and talking to people who are different than me. | | | |
| 7. | I am a creative, out-of-the box thinker. | | | |
| 8. | I have an ability to develop pragmatic (practical) ways to solve problems. | | | |
| 9. | I have outstanding oral communication skills. | | | |
| 10. | I have outstanding written communication skills. | | | |
| 11. | I have outstanding listening skills. | | | |
| 12. | I have an ability to focus on what matters most to achieving the right outcomes. | | | |
| 13. | I focus on success versus perfection. | | | |
| 14. | I am a great salesperson. | | | |
| 15. | I know when to cut losing initiatives – even if they were my idea. | | | |
| 16. | I am not afraid to admit that I am wrong. | | | |
| 17. | I am extremely confidence | | | |
| 18. | I feel very good about myself. | | | |
| 19. | I am fearless. | | | |
| 20. | I enjoy and thrive in a collaborative approach to work. | | | |
| 21. | I am open to others' ideas. | | | |
| 22. | I have a sense of humor and playfulness. | | | |
| 23. | I have an ability to stay above the fray to see the big picture and emerging patterns. | | | |
| 24. | It is very easy to put myself in other peoples' shoes. | | | |
| 25. | I enjoy looking for and identifying trends. | | | |
| | | Total x 3 | Total x 2 | Total x 1 |
| | | | | |

65 - 75 - You're a natural. You love looking for new ideas and ways that you can improve your organization. Be careful, though. Others may not have your natural creative abilities. Be patient with those who may not possess your same sense of marketing adventure.

55 – 64 - You have what it takes to embrace new marketing strategies. You may need to take time to explore new media in order to increase your comfort levels.

45 – 54 - You possess many of the skills you need to explore and experiment with cutting edge marketing techniques. Take the time to learn and discover what new

35 – 44 - While you might not think of yourself as the "creative type" you have some strengths you can build upon. Look to these strengths and recognize your weaknesses. Look to others for perspective, insight and ideas.

25 – 34 - Don't despair. Not everyone is a natural innovator. You probably have other more "left brained" skills that are important to the process. Surround yourself with creative thinkers to insure that your are bringing innovation into your marketing approach.

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The Marketing Trends That Will Rock Your World

| ❖ From the Information Age to the | P _____ Age |
|--|------------------------------|
| ❖ Web 2.0 is the new standard <ul style="list-style-type: none"> ➢ Traditional web sites <ul style="list-style-type: none"> ▪ Old school ▪ Static ▪ Equivalent of the corporate brochure/annual report ▪ Not personal ➢ Interactive/Social Web <ul style="list-style-type: none"> ▪ Conversation ▪ Personal ▪ Dynamic ➢ Ethical and legal issues emerge <ul style="list-style-type: none"> ▪ Privacy ▪ Bullying <ul style="list-style-type: none"> • Is bullying new? • The media is new? • Traditional media covers non-traditional media “bad news” stories | |
| ❖ Shift from traditional to “alternative media” <ul style="list-style-type: none"> ▪ Pull vs. Push Media ▪ GREEN everything | |
| ❖ Growth spurt for interactive marketing <ul style="list-style-type: none"> ▪ When social networks sell out, members rebel ▪ Word of mouth explodes ▪ Lack of control ▪ Transparency ▪ Consumer distrust | |
| ❖ Media Usage <ul style="list-style-type: none"> ▪ Traditional <ul style="list-style-type: none"> ◆ Yellow Pages ◆ Simultaneous Media Usage ◆ Newspapers ❖ Hot Online Trends <ul style="list-style-type: none"> ▪ Web Conferencing ▪ Online research ▪ Local Search | |
| ❖ More off=line support for online campaigns <ul style="list-style-type: none"> ▪ Live assistance ▪ High touch balances high tech | |
| ❖ Marketing messages replaced by multi-channel conversations | |
| ❖ Greater attention to internal customers <ul style="list-style-type: none"> ➢ How well do you treat your staff? | |

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| | |
|--|-------------------|
| <ul style="list-style-type: none"> ➤ How well do you treat your volunteers? ➤ How well are you treated as a staff member? | |
| <ul style="list-style-type: none"> ❖ Demographic Trends 2008 <ul style="list-style-type: none"> ➤ Boomers (Stop ignoring them!) <ul style="list-style-type: none"> • Who's controlling the boomer purse strings? • Changing all the rules ➤ Majority Minorities ➤ Asian Growth ➤ Affluent Working Women ➤ Mom and Kid -- Superconsumer ➤ Hand-me-ups ➤ College Grads | |
| <ul style="list-style-type: none"> ❖ How to Taking advantage of the trends <ul style="list-style-type: none"> ❖ Engage the Customer ❖ Integrate your off-line and online campaigns ❖ Move some off-line dollars on line ❖ Follow your customer | |
| <p>14 Sites You Can't Ignore</p> <ul style="list-style-type: none"> ➤ Club Mom ➤ Craig's List ➤ Createblog ➤ Ebay ➤ Eventful ➤ Facebook Pages <ul style="list-style-type: none"> ▪ Events ▪ Groups ➤ Flickr/Picassa ➤ iGoogle <ul style="list-style-type: none"> ▪ Gadgets ▪ Google News (Monitor news) ➤ Linked In <ul style="list-style-type: none"> ▪ Answers ▪ Groups ➤ Local media (commenting) ➤ MySpace ➤ Twitter ➤ Wikipedia ➤ You Tube | |
| <ul style="list-style-type: none"> ❖ What are your must-view sites? <ul style="list-style-type: none"> ➤ Association? ➤ Your agency? | Your home page is |



Little Red's BIG Ideas

The marketing blog for parks, recreation, camps and libraries.

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Choosing Marketing Media

| Media Marketing | Gatekeeper Marketing (Who) |
|--|---|
| Where do your customers look for information when making decisions about your product? | Who do your customers trust? |
| Which media touch your prospects most often | Who do your customers turn to when they have a problem? |
| Where will your message be best remembered? Look to permanent media/useful promotional products | Who has control over your customers? |
| Where do your prospects look first? | Who influences your customers? |
| Can your stick with it? ❖ Frequency ❖ Consistency ❖ Repeat Exposure to your message is critical for message retention | |

Blog Talk

| | | |
|---------------------------|---|--|
| Blog | Short for web log An instantly, easily and frequently updated web site focused around a specific topic, target audience or personality | |
| Archive | Past posts organized by month, week or category | |
| Blog Roll | A list of a blog author's favorite websites and blogs | |
| Blogosphere | The collective universe of blogs on the Internet | |
| Blog platform | Software that manages the blog (Typepad, Blogger) | |
| Citizen Journalism | The ability of bloggers to enrich, correct or develop stories in the mainstream media with their own coverage, views and perspective. | |
| Comments | Responses to a blog post written by readers | |
| Ecosystems | Services that monitor millions of blogs and are report on the most popular links and search terms used in the blogosphere | |
| Feed | Abbreviated files containing a blog's latest updates. Feeds are read by news aggregators. | |
| Moblogging | Mobile blogging by cell phone, camera phone, etc. | |
| News aggregator | Web site that collates feeds into a customized newspaper. Also known as news reader, feed reader, RSS (Bloglines) | |
| Permalink | Permanent and direct link to a particular blog post, web address, etc | |
| Ping | Notification sent to various online services that a blog has been updated with new content | |
| Podcast | On line audio or video | |
| Post | An entry or article in a blog | |
| RSS | Popular feed format, Really Simple Syndication | |
| TrackBack | Form of remote commenting that automatically links a blog post to another blog post | |
| Vlog | Video blog with video posts instead of text | |
| Other Terms: | | |

How to Go Blog Wild – Building a Blog, Building Community

| | | |
|---|--|--|
| eMarketing Formats | <p>Web sites Blogs Social Networking Sites File Sharing Sites You Tube FlickR Discussion Forums Email Newsletter Email</p> | |
| Blog Basics | <p>What is a blog? Where do I find blogs to read? Anatomy of a blog? What is a trackback? How a blog works Who reads blogs</p> | |
| Plan and Launch a blog in 15 minutes or less | <p>FaceBooks TypePad</p> | |
| 9 essential ingredients for a Successful Blog | <ol style="list-style-type: none"> 1) Title 2) Tagline 3) Posts 4) Permalinks 5) Comments 6) Archives 7) Author Info 8) Blog Rolls 9) Feeds | |
| 6 Simple Ways to Drive Traffic to your site | <ol style="list-style-type: none"> 1) Tell everyone you know 2) Get indexed by blog search engines 3) Always be linking 4) Power of key words and phrases 5) Comment on other blogs 6) Add your blog address to all your promotional materials | |
| Get Customers to Open Your E-Mail | <ol style="list-style-type: none"> 1) Build a Qualified List 2) Improve your open rate 3) Make content relevant 4) Increase click-through and conversion | |

Cutting Edge Marketing Requires Competitive Analysis

| | |
|---|--|
| <p>Who are they?</p> <ul style="list-style-type: none"> ❖ Evaluate "perceived" competitors, too <ul style="list-style-type: none"> ▪ Go beyond "parks and recreation" ▪ Who "take their leisure time?" | |
| <ul style="list-style-type: none"> ❖ Do some detective work ❖ Gather competitors' marketing tools and materials ❖ Examine <ul style="list-style-type: none"> ▪ Web pages ▪ Blogs ▪ Print/Broadcast advertising ▪ Articles in which they've been featured (Google them) ▪ Mystery Shop <ul style="list-style-type: none"> ◆ Phone ◆ Email ◆ In-person ◆ On-line | |
| <ul style="list-style-type: none"> ❖ Focus on the message ❖ Analyze their marketing message ❖ Key promises ❖ Marketing tactics ❖ Look for repeating/similar messages among multiple competitors ❖ Determine <ul style="list-style-type: none"> ▪ What format works best ▪ What are we lacking ▪ Who would I do business with if I had all these choices? | |
| <ul style="list-style-type: none"> ❖ Find a unique spin. <ul style="list-style-type: none"> ▪ What makes you different? ▪ What makes you better? ▪ Do we meet our customers' needs in a way that is <ul style="list-style-type: none"> ◆ Unique? ◆ Compelling? ◆ More Convenient? ◆ Less Expensive? ▪ Does our marketing communicate this competitive edge (aka marketing DNA, USP Unique Selling Proposition/Winning Formula) ▪ Do we need to retool <ul style="list-style-type: none"> ◆ Product ◆ Offer ◆ Promotions | |

Add a Cutting Edge to Your Existing Marketing Tools

| Traditional Web Site | | |
|--|---|--|
| Top Ten Benefits | <ul style="list-style-type: none"> ❖ Generate word of mouth ❖ Generate Leads ❖ Qualify Leads ❖ Attract New Customers ❖ Offer a new way to purchase your products ❖ Create anonymous shopping opportunities ❖ Increase media access to your company ❖ Transfer service functions to your site ❖ Hang sales tools off your site ❖ Stay open 24/7 | |
| Three steps to designing a spot-on web site | <ul style="list-style-type: none"> ❖ Choose a visual identity for your site that syncs with your company identity ❖ Incorporate visual cues already being used off-line ❖ Draw Visitors in with your first two paragraphs of copy ❖ Work hard to make your site usable | |
| Identify the top three tasks you want visitors to do | <ul style="list-style-type: none"> ❖ Register for a program ❖ Sign up for your e-newsletter ❖ Listen/Watch video/podcast ❖ Read and article ❖ Enter a password protected area ❖ Forward the site to a friend | |
| Use Testimonials | <ul style="list-style-type: none"> ❖ Terrific Trust=Building Tool ❖ Builds bonds of trust ❖ Tooting your own horn can undermine (rather than) credibility ❖ Name clients (with permission, of course) <ul style="list-style-type: none"> ▪ Email ▪ Snail mail ▪ Blogs ▪ Comment cards ▪ Warranty cards ▪ Post purchase surveys or telephone calls ▪ Website contact us sections | |

Your Brochure – Cutting Edge or Ho Hum?

| | | |
|---|--|--|
| <p>Who will read your brochure</p> | <p>Prospects Customers Gatekeepers Contractors Employees Prospective Employees Contractors Temporary Workers Vendors Suppliers Contractors Board members Investors/Donors Prospective Donors/Sponsors Chambers of Commerce Health Care Professionals Real Estate Professionals Educators and School Administrators Members of the Media Your Ideas...</p> | |
| <p>How to Expand Distribution</p> | <p>Passed out at trade shows/community events Sent to cold prospects Used as a sales aid during a sales call Used at point of sales Training device Your ideas...</p> | |
| <p>The basics every brochure must cover</p> | <p>Identifying the readers' pain Benefits Statements Your organization's uniqueness Services/Products offered Call to action Contact Information</p> | |
| <p>Standout Secrets</p> | <p>Cover Headlines Testimonials Comparative Grid Self Promote (ads for your own products) Your ideas...</p> | |
| <p>Brochure Styles Catalogs not really brochures? Most common styles Trifold Self Mailer Double pocket folder brochure Try something new Promotional Products DVD/CD</p> | | |

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Out-of-home media – Cutting edge media is all around you

- 5) Benefits of out
- 6) Influence a purchase
- 7) Reach your best prospects at the time they're ready to buy
- 8) Put your message in the right context
- 9) Appear in a compatible venue
- 10) Position yourself as a partner
- 11) Develop goodwill

Types of Out-of-home Media

| At Your Sites | At Other Sites |
|---------------|----------------|
| | |

Place these examples in the appropriate columns

Some might go in both columns

Shopping cart returns

Grocery Stores

Bags

Receipts

Outdoor Media

Adopt-a-highway

Billboards

Bus benches

Restroom posters

Stalls

Waiting areas

Valet parking tickets

Public telephones

Dry cleaning bags and hangars

Commercial restrooms

Vending cart Umbrellas

Golf courses

Hospitality carts

Restaurants

Dogs

Campus laundry rooms

Diaper changing stations

Health clubs, spas and salons

Public tennis courts

Swimming pools

Stadium and arena food carriers

Fast food trays

Retail apparel clothes hangers

Gas station pumps

Add your own to the list!

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Next Steps -- Where do you go from here...

Warning: This list includes shameless, self promotion on behalf of the little redhead with the big ideas*

Three things I'm going to do today/at the conference

- Make a commitment to set up a blog by _____.

Shameless Self Promotion

- *Talk to Jodi about developing a blog for my department
- *Talk to Jodi about doing a workshop for my staff
- *Talk to Jodi about _____
- *Buy/order one of Jodi's cool books.
- Check out Jodi's blog.
- Network with others about marketing
- Post a comment on someone's blog (Jodi's is a good one to start with.)
- Google myself
- Search Social Sites to see what is being said about our agency/programs/etc.
- _____
- _____
- _____

Three things I'm going to do next week – Deadline Date: _____

- Call/email Jodi about _____
- *Visit Jodi's blog.
- Post a comment on someone's blog (Jodi's is a good one to start with.)
- Schedule some dedicated time /Make an appointment to read blogs
- Go to FaceBooks/MySpace and create my own page
- Post a video/photo on a file sharing site (You Tube/FlickR, etc)
- Go to Typepad, Blogger, Wordpress, etc. to see which site is right for me
- Google myself
- Search Social Sites to see what is bring said about our agency/programs/etc.
- Develop a policy regarding MySpace or other social networking sites for staff
- _____
- _____
- _____

Three things I'm going to do by _____

- Schedule some dedicated time /Make an appointment to read blogs
- Go to FaceBooks/MySpace and create my own page
- Go to Typepad, Blogger, Wordpress, etc. to see which site is right for me
- Google myself
- Search Social Sites to see what is bring said about our agency/programs/etc.
- Develop a policy regarding MySpace or other social networking sites for staff
- _____
- _____
- _____