

Letting the World Know About Your Event

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A couple of questions....

- Who has a multi-million dollar publicity budget?
- How many of you plan a special or one-time event?
- How many plan an annual event?

Special Event

- New, creating the buzz
- Creating a brand

Annual Event

- Building and renewing the following
- What is new?
- What is your history, what is your brand?

Is what you think is true.... Still true?

- What has the biggest impact on the success of a direct mail (or email) campaign?
 - Copy
 - List
 - Creative

Copy

- Contrary to popular myth, copy is still king. Copy that pops and is purposeful sells products.
 - Fundamentals of Marketing
 - Marketing Essentials
 - Writing Marketing Copy that Sells

Question....

- The most important factor to consider, when purchasing or using a mailing list, is if it is highly targeted.
 - True
 - False

False

- The strength of the relationship between the sender and the recipient has a direct correlation to the response rate of a campaign.
- A highly targeted list of customers who are unfamiliar with your event will still yield low results.

Question....

- The best way to segment markets is to determine the different and varying needs of customers.
 - True
 - False

True

- Since needs or benefits are the reasons why they buy in the first place, we gain a much richer understanding of market segments by segmenting based on need or benefits.

Question...

- If you are trying to attract attention to your ad, it is better to use color vs. black and white.
 - True
 - False

False

- Whether something attracts attention or not depends on how different it is from the environment that surrounds it.
- A black & white ad in a colored environment would attract more attention than a colored ad in the same environment.

Question...

- The use of expert or credible sources is very important if you want to build a positive attitude for your product or service.
 - True
 - False

False

- How often are people persuaded by a rational approach?
- Expert & credible sources are good when customers can be persuaded by a rational approach. In many product situations, however, people are more persuaded by an “emotional” approach, & the use of expert & credible sources is then often wasteful.

Quiz from McKinley Marketing Inc.

Keys to Marketing Copy Excellence

- Understand your Market
- Understand your Customer
- Make it POP!

Insight into writing great copy...

- Research
 - You must know your market (including competition)
 - You must know your customer
 - You must know your product

Key #1: Understand your market

- Are there segments in my market that we are missing?
- How much share of that market do I need to capture, to just break even?
- Is there too much competition in the segment of my market to be competitive?
- Does my market want or value my unique competitive offering?

Key #2: Understand your customer

- Who your customers are
 - Know what they want. What they need.
 - What motivates them to buy.
-
- Without these answers, you can't prepare an effective plan.

Understand your customer

- How does my potential customer normally buy similar experiences?
- Who is the primary buyer and the primary buying influencer in the purchasing process?
- What kind of habits does my customer have? For instance, where do they get their information?
- What are my target customer's primary motivations for buying?

Second Great Insight...

- Is learning how to:
 - Stand out in the marketplace
 - Make it relevant
 - Make it believable

Key #3: Make it POP

- POP
 - P stands for purposeful
 - O stands for original
 - P stands for pithy

Be Purposeful

- Communication that features brilliant words only works if it accurately articulates the essence of your offering and positions you positively with your target audience.

Be Purposeful...

- You have less than one minute to prove you are worth trying and buying
 - What am I offering?
 - Why is it worth buying?
 - Who am I?
 - Who are my competitors?
 - What is the purpose of the pitch?
 - When, where and how do I want people to take action?

O Stands for Original

- You are competing with many others for your target audiences time, attention and money. To distinguish yourself, it helps to be original.

Capture Conversation Phrases

- What is the first thing your customers say when contemplating “buying” your event?
- Feature customer’s feedback in description (not testimonials)

How to create a catchphrase

- Step 1: Ask yourself, what do current and prospective customers say when dealing with this situation?
- Step 2: What do people think about but won't say out loud?
- Step 3: What would people like to say when their challenge is resolved?
- Step 4: Review your catchphrases. Which ones are heartfelt?

Turn your Core Words into a Slogan

- Step 5: Now review your notes. What phrases caught your attention? Could you make a slight adjustment?

Complete this phrase:

My ___ is like ___ with _____.

Make people laugh.....

- It is official: my last shred of dignity is gone.

Cut out the Platitudes

- Don't use clichés, rewrite them.
- Go to www.ClicheSite.com and enter your Core words
- Write down the aphorisms that appeal to you and let the wordplay begin.

P stands for Pithy

- Pithy is concise & precise. Top slogans are all less than 7 words.
 - Tastes Great, Less Filling
 - Just do it.
 - Breakfast of Champions
 - We try harder
 - Where's the beef?
 - The Incredible Edible Egg

Key #4: Determine Your Marketing Medium(s)

- Choose marketing that gives you highest ROMD
- You want to choose the medium that delivers your marketing message to the most niche prospects at the lowest possible cost.

ROMD

- Mutual dialogue
 - People want to find others to share their experience
- Storytelling
- To amplify WOM, lead people to consider their stories so that they share them
- Pass along effect
 - People like to have the answers
- Be first to know

Why use word of mouth?

- 10% of the population tell the other 90% of us what to buy, where to buy it. They are the influencers.
- 44% of online U.S. adults, or 50 million Americans are Content Creators
- Only 10% of Americans say they trust advertising
- 87 million Americans signed up for the “Do not Call” registry
- Word of Mouth is relatively inexpensive. Getting people to talk about you is free advertising.

-McKinley Marketing

8 Ways to Get People to Act Now

- Give a deadline
- Advise of a price increase
- Give a trial/introductory period
- Offer a FREE gift
- “Not available in_____”
- Offer an upgrade
- Use action phrases – Call today, register today, fax today
- Avoid passive voices

E-Mail Marketing

- Personalize it
- Get your timing right
- Use Subject & Sender wisely
 - Subject line must be about benefits
 - Avoid common spam words
- Don't forget the preview pane: create clear call to action up front
- Don't forget the landing page

Questions?

- Does the world know about your event?



Thank You!

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