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**MARKETING THAT MATTERS**

# Preparation for?



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**Most of our student leaders will end up working in a business environment—not an elected one.**

# Expectations



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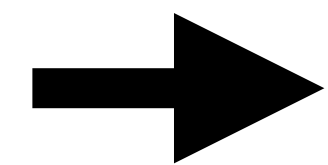


**Implement at least  
ONE piece in the  
next year. Build from  
there until you can  
implement the fully  
realized marketing  
plan.**

# Based On...



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**All Marketers ~~Are Liars~~ Tell Stories: The Underground Classic That Explains How Marketing Really Works—and Why Authenticity Is The Best Marketing of All** by Seth Godin

**Buyology: Truth and Lies About Why We Buy** by Martin Lindstrom

**Guerrilla Marketing (4th Ed): Easy and Inexpensive Strategies for Making Big Profits from Your Small Business** by Jay Conrad Levinson

**The Long Tail: Why the Future of Business is Selling Less of More** by Chris Anderson

**Youtility: Why Smart Marketing is About Help Not Hype** by Jay Baer

# Advertising vs Marketing

as told by COOKIES



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## ADVERTISING



**Chocolate Chip Cookies!**  
**One for \$1**  
**Three for \$2**

# Advertising vs Marketing

as told by COOKIES



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## MARKETING



Who buys cookies? Who hasn't purchased cookies?  
How many cookies have we sold in the past? What is the best seller? Which cookies are we hoping to sell this year? Is there a more popular cookie? Can we work with Milk to sell cookies? When do people want to buy cookies? Where did we advertise cookies in the past? Did more people buy cookies from our announcements or from our posters? How much do people pay for cookies at other similar cookie shops? How can we make the cookie buying process better? How can we get cookie eaters to talk about our cookies? Is there a way to get non-cookie eaters involved with our cookie company? ETC?



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**“Spending an inordinate amount of time and money on your sign or your jingle or your Web site is beside the point. It’s every point of contact that matters.”**

**Seth Godin**

**All Marketers Are Liars Tell Stories: The Underground Classic That Explains How Marketing Really Works—and Why Authenticity Is The Best Marketing of All**

# Consider the Cycle

A cycle that can return to any part at any time



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**Analysis**

**Allocate**

**Ambitions**

**Approach**

**Audience**



# Analysis



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# Analysis

Internal: SWOT



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**Strengths**  
**Weaknesses**  
**Opportunities**  
**Threats**



## Ticket Sales

## Attendance Demographics

## Advertisements (Quantitative)

## Advertisements (Schedule)

# Analysis



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**“There are four reasons why your new release failed: 1) No one noticed it. 2) People noticed it but they didn’t want to try it. 3) People tried it but decided not to keep using it. 4) People liked it but didn’t tell their friends.”**

Seth Godin

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# Analysis

External (Survey)



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## Detailed Feedback



SurveyMonkey



**Ticket Price? Ticket Sales Process? Customer Service? Ticket Value? Music Selection? Event Date? Event Time? Event Location/Venue? Decorations? How did you learn about event? Have you attended event in the past? What did you like best? What did you like least? What do you do for fun? What is the most played song on your phone right now? DJ? Did any of your friends NOT attend? If you could do A or B—which would you do? ETC?**

# Analysis



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**“You have to understand what your prospective customers need to make better decisions, and how you can improve their lives by providing it.**

**Search engines, social chatter, and web analytics data will help you understand customer needs. The best way to understand customer needs is to ask real customers.”**

Jay Baer

**Youtility: Why Smart Marketing is About Help Not Hype**

# Ambitions

Goals & Desired Outcomes



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# Ambitions

Goals & Desired Outcomes



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**Increased Attendance?**  
**Increased Diversity?**  
**Increased First Time Attendees?**  
**Improved Experience Reviews?**  
**Increased ROI on Advertising Costs?**  
**Increased/Improved Partnerships?**  
**Reduction of Costs?**  
**Increased Revenue?**



# Audience



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# Audience



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**Who are they?**  
**What do they like?**  
**When do they use it?**  
**Where do they live? shop? celebrate?**  
**How do they consume it?**  
**What are their NAMES?**

# Audience



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**“Every consumer has a worldview that affects the product you want to sell. That worldview alters the way they interpret everything you say and do. Frame your story in terms of that worldview, and it will be heard.”**

Seth Godin

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# Approach

Strategies & Tactics for Success



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# Approach

Customer Service Priority



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# #1 Marketing Tip

# IMPROVE CUSTOMER SERVICE

# Approach

Customer Service Priority



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**“In other words, smiling faces can subconsciously get us to buy more stuff, suggesting that store managers who instruct their employees to smile are on the right track.”**

Martin Lindstrom

**Buyology: Truth and Lies About Why We Buy**

# Approach

Customer Service Priority



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**“If you sell something, you make a customer today. If you help someone, you may create a customer for life. There are two ways for companies to succeed in this era: be “amazing” or be useful. The latter is much more reliable and viable. Yutility is marketing so useful, people would gladly pay for it.”**

Jay Baer

**Yutility: Why Smart Marketing is About Help Not Hype**

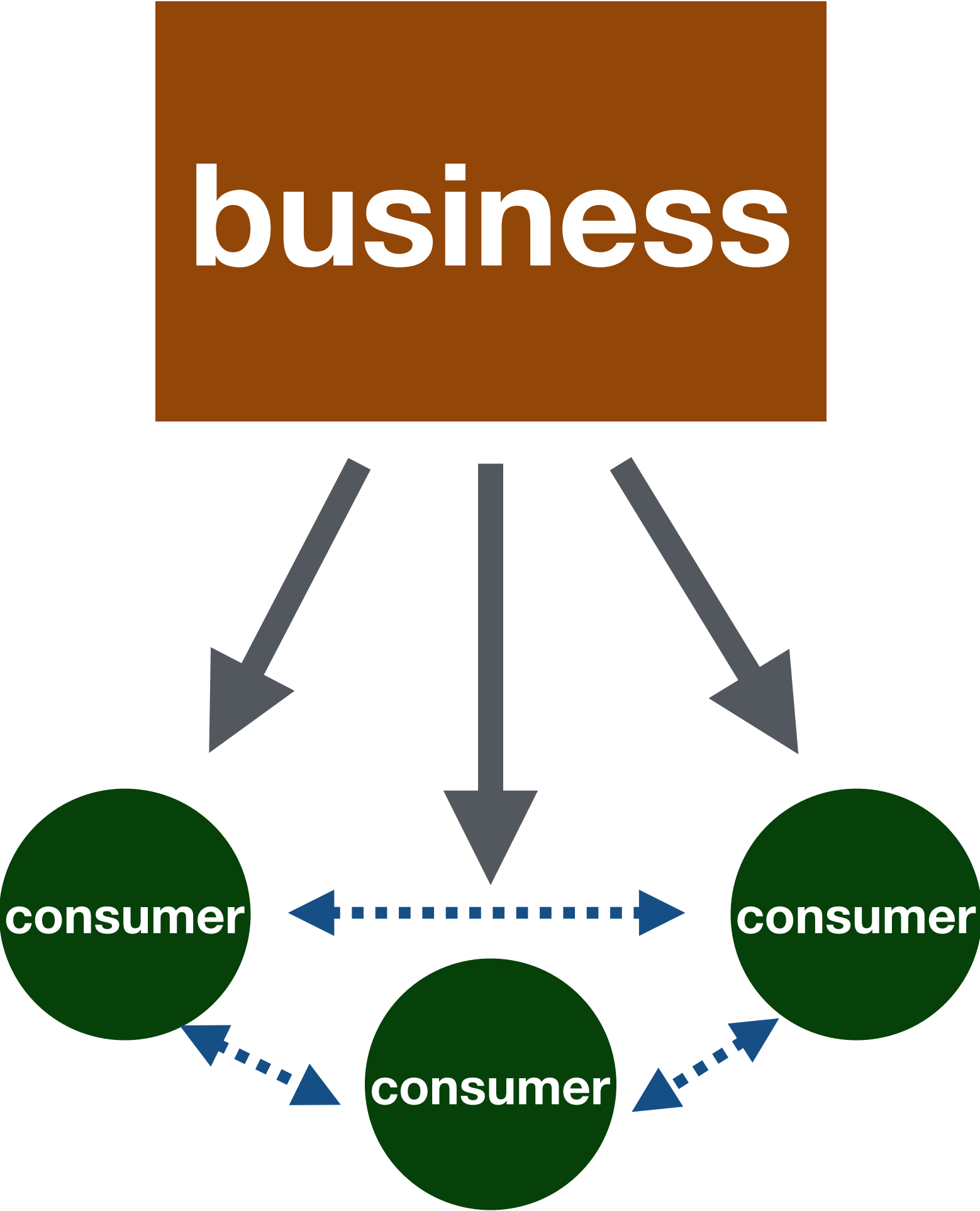
# Approach

Customer Service Priority



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traditional one-way advertising:  
posters, announcements, flyers, video, instagram, etc.



consumer-to-consumer “word of mouth” advertising:  
twitter, instagram, yelp, snapchat, facebook, phone, text



# Approach

Customer Service Priority



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## #2 Marketing Tip

# INVITE INTERACTION

# Approach

Collaboration & Partnership



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**“But now that’s changing. Instead of the office watercooler, which crosses cultural boundaries as only the random assortment of personalities found in the workplace can, we’re increasingly forming our own tribes, groups bound together more by affinity and shared interests than by default broadcast schedules...”**

Chris Anderson

**The Long Tail: Why the Future of Business is Selling Less of More**

# Approach

Collaboration & Partnership



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**“...These days our watercoolers are increasingly virtual – there are many different ones, and the people who gather around them are self-selected. We are turning from a mass market back into a niche nation, defined now not by our geography but by our interests.”**

Chris Anderson

**The Long Tail: Why the Future of Business is Selling Less of More**

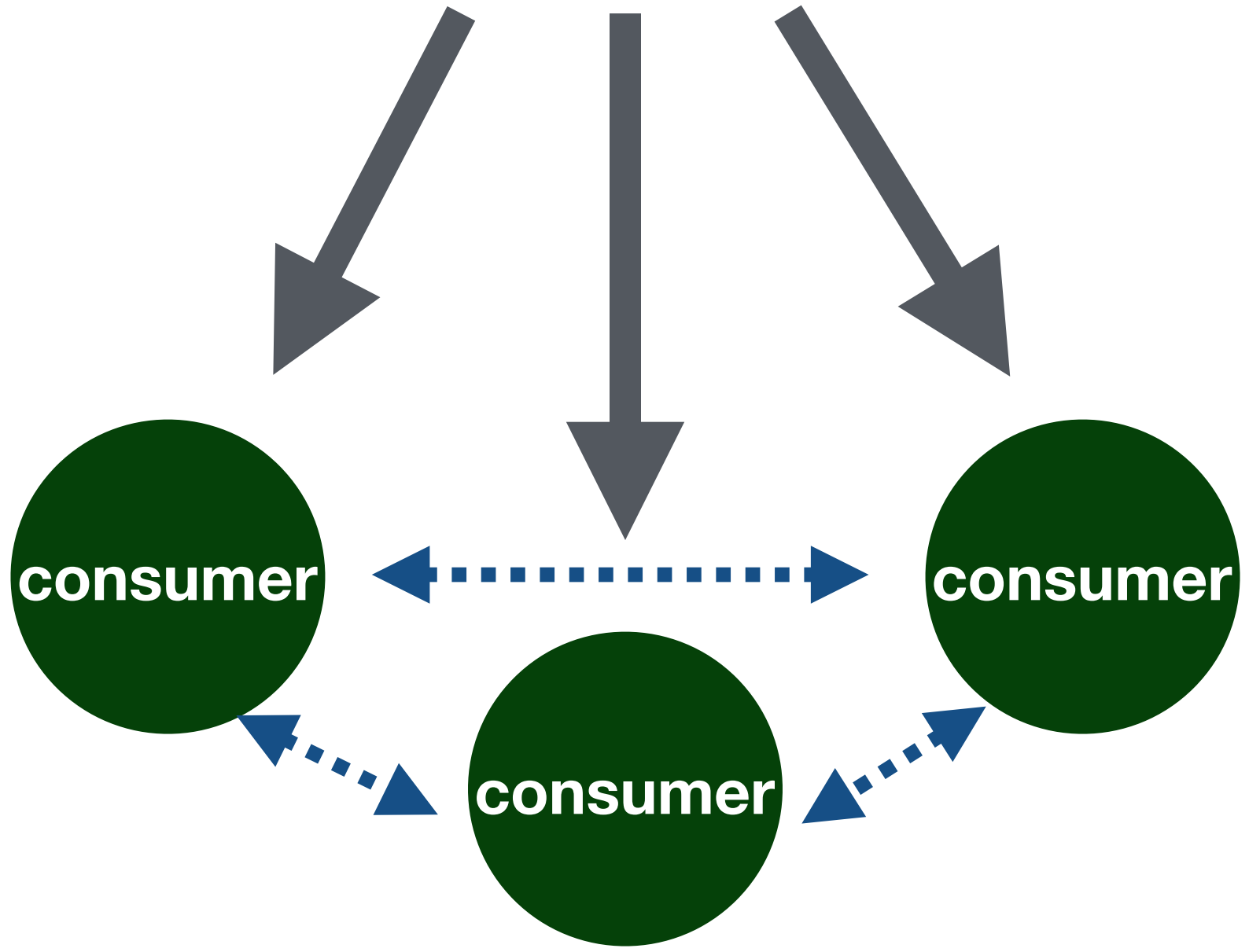
# Approach

Collaboration & Partnership



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consumer generated advertising (i.e. youtube, poster design, theme, logo, launch, etc)



# Approach

Collaboration & Partnership



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**“Taking a cue from YouTube, more and more advertisers are beginning to recognize that consumer enjoy watching—and empathizing with—people like themselves. That may help explain why one of the hottest trends in commercials today is consumer-generated advertising—advertising that allows everyday people to participate in the campaign.”**

Martin Lindstrom

**Buyology: Truth and Lies About Why We Buy**



## #3 Marketing Tip

# PARTNER TO ACHIEVE MUTUAL GOALS

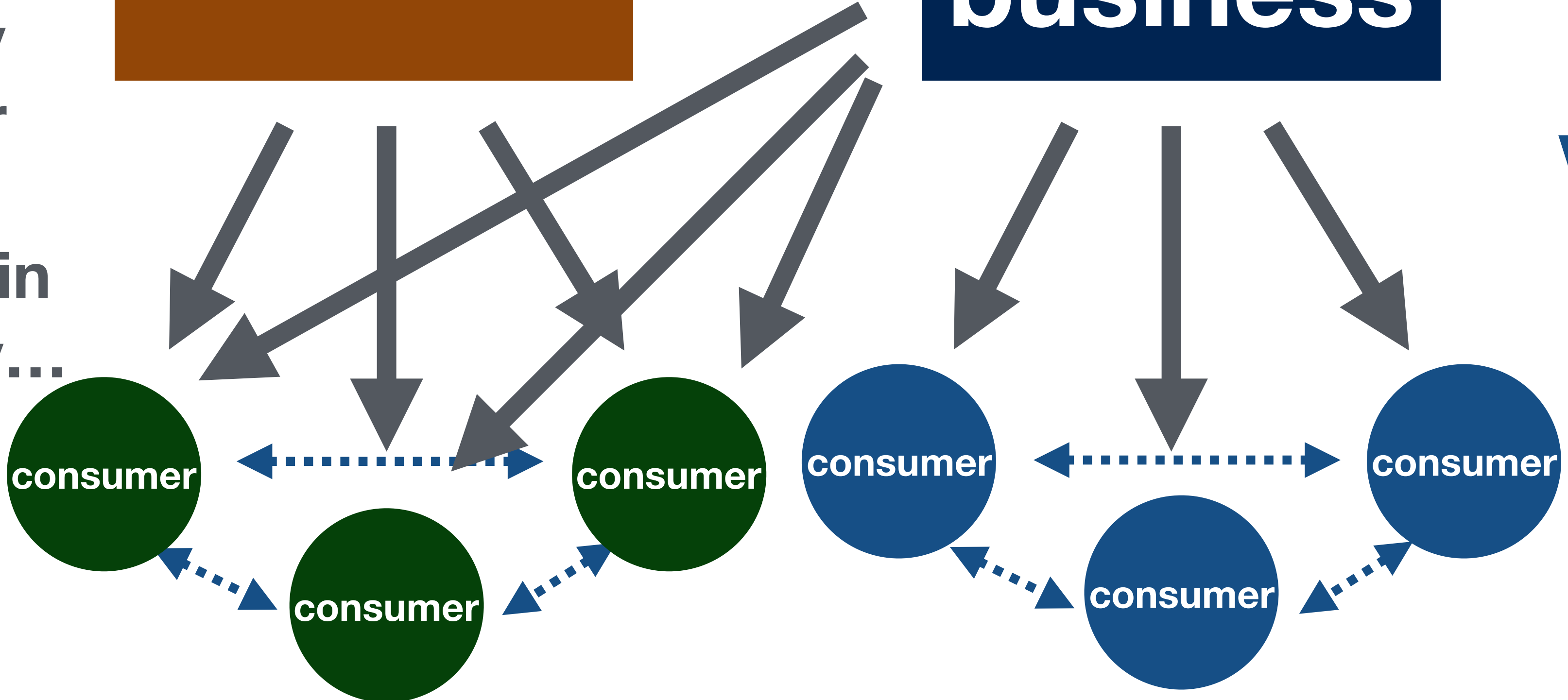
# Approach

Collaboration & Partnership



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allows partner to not only reach your regular consumers in creative way...



...but also potentially reaches a whole new set of consumers that have a great connection with partner

# Approach

Collaboration & Partnership



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**“Guerrilla marketing advises you to scan the same horizon to determine which businesses have the same kind of prospects and standards and you do—so *that you can cooperate with them in joint marketing efforts...*”**

Jay Conrad Levinson

**Guerrilla Marketing (4th Ed): Easy and Inexpensive Strategies for Making Big Profits from Your Small Business**



# Approach

Collaboration & Partnership



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**“By doing so, you’re expanding your marketing reach, but you’re reducing the cost of your marketing because you’re sharing it with others.”**

Jay Conrad Levinson

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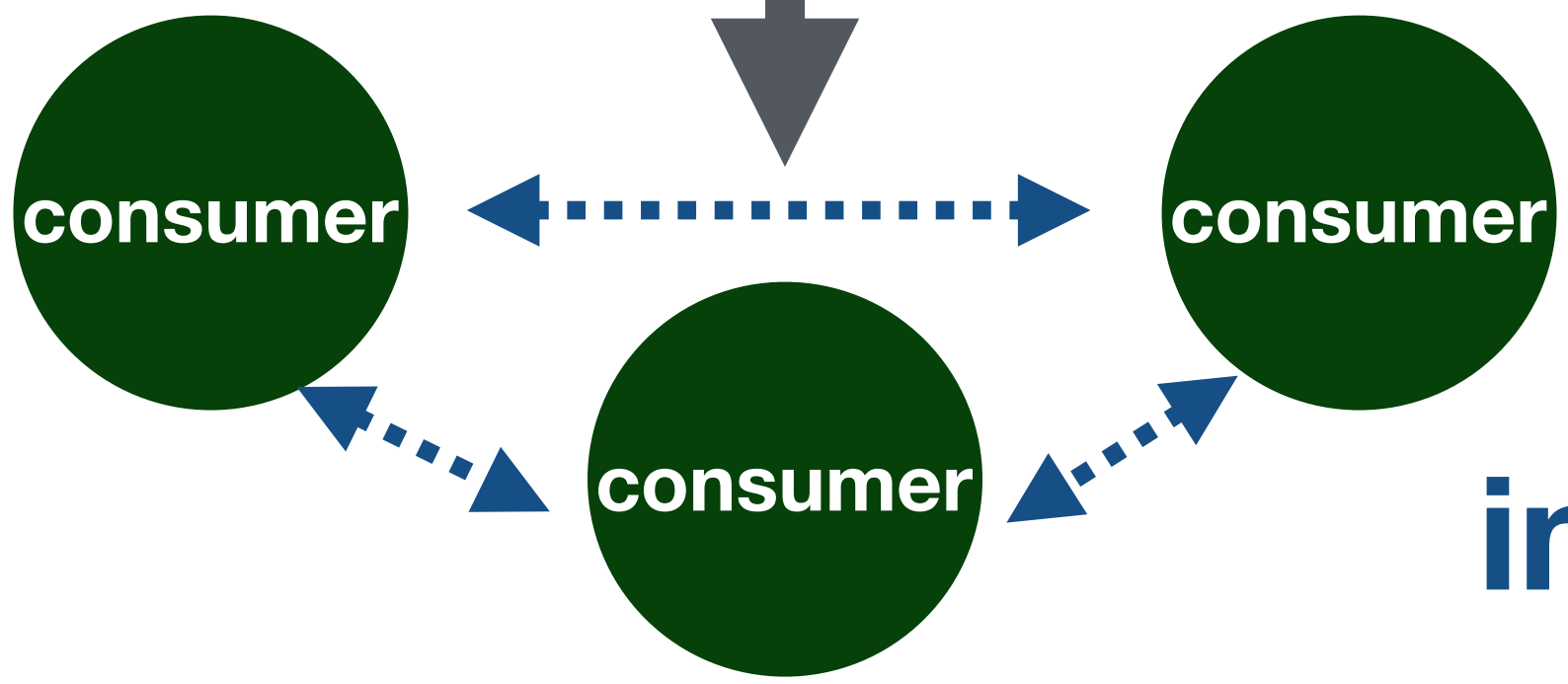
# Approach

Example



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logo contest for  
dance  
promo video  
competition



morning  
announcements,  
traditional  
posters, school  
calendar

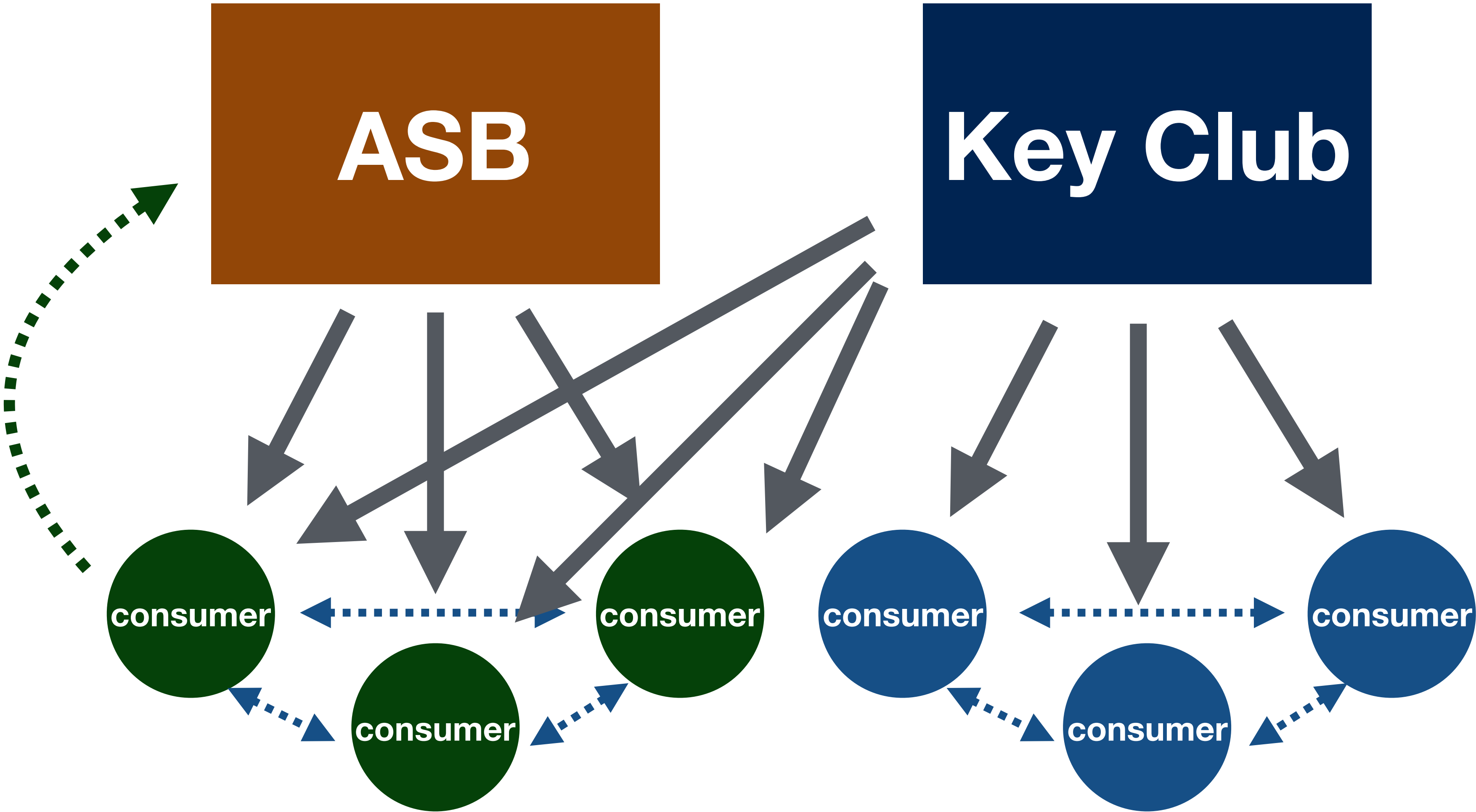
instagram #

# Approach

Example



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Partnership with Key Club for a can food/clothing drive for dance which they also promote.

Portion of ticket sales go back to individual clubs

# Allocate



# Allocate



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**“In order to save money in marketing, you must be aware of three variables—quality, economy, and speed. You get to select any two of them.”**

Jay Conrad Levinson

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# Allocate

Cost and Potential Benefit



# SurveyMonkey



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**CLUB SALE PARTNERSHIPS**

**PRIZES FOR PROMOTIONS**

**\$300 for a year of unlimited surveys and responses, logos, randomized answers, statistical significance**

**30+ attendees x \$10= \$300**

**\$1-\$5+ per ticket sold goes BACK to club. Reduced income, but potential for improved engagement and perspective on relationship**

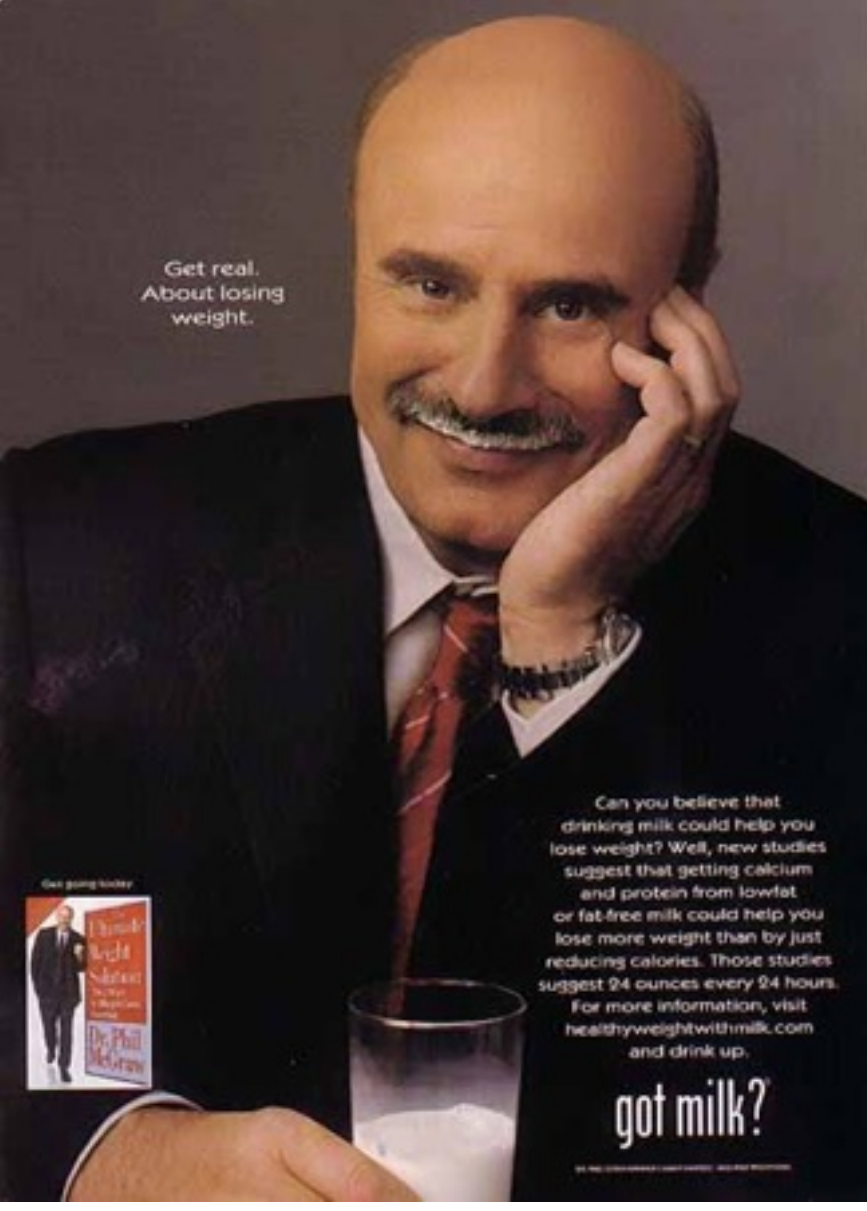
**Various costs. Gift cards, free admission, special discounts for winners of logos, videos, clever tweets etc. Keep in mind that contest itself is advertisement for event**

# Successful Campaigns

Example: GOT MILK?



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Diversified Spokespeople/Representatives  
Connecting to Various Demographics/Interests

# Successful Campaigns

Example: Doritos Crash the Super Bowl



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Consumer Generated Marketing. Partnership with other leading Company. Consumer role in Voting.



# Successful Campaigns

Example: Deadpool



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Irreverent (like character) Ad Campaign. Customized Videos (Christmas, Halloween, SNL, Australia Day) lead to RAPID sharing between consumers.

# Closing Thought



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**“The good news is clear: authentic marketing, from one human to another, is extremely powerful. Telling a story authentically, creating a product or service that actually does what you say it will leads to a different sort of endgame. The marketer wins and so do her customers. A story that works combined with authenticity and minimized side effects builds a brand (and a business) for the ages.”**

Seth Godin

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# Patrick Maurer, CSP

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