

Marketing to Return Stronger



Crafting Solid Marketing Messages

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Marketing to Return Stronger



Consumers want to know that:

- You are safe
- You are clean
- You are following guidelines
- Your staff are trained and prepared
- You are prioritizing public health

Consumers are also looking for you to:

- Offer new products and services that reflect a return to normalcy
- Provide products/services that involve self-care, mental health, beauty
- Show them things that are fun and frivolous, distracting
- Provide comfort and calm
- Offer an experience away from digital media, computers, and phones

How will you tell your
NEW story?



Marketing Fan

The right marketing activities



What marketing mix should you use to spread the right message?

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CUSTOMER RELATIONS
/Marketing**DECISION SHEET**

v2.2.1

Job to be done

The company can choose between different kinds of media to communicate its message and profile.

By getting an overview of the media possibilities, we can make the most suitable marketing mix for our customer groups.

How to do it

Start by going through the listed marketing media. Next, tick off how useful you think each media is for a marketing campaign right now.

Continue by noting which specific customer group(s) each media should be used for. Then decide how exactly you want to use the media.

Finish by figuring out how much it would cost to use each media in your marketing campaign.

Next Step

- Start making the materials you need for the marketing media you have given the highest priority.
- Calculate the total costs of your marketing mix.
- Make action plan for the marketing campaign.

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**Marketing Mix**
Choose media and message
for your customer segments

MEDIA TYPE	MARKETING MEDIA	PRIORITY (Check 1-3)			FOR SPECIFIC CUSTOMER GROUP	HOW TO USE MEDIA (publications, message, timing etc.)	EXPECTED COSTS
Advertising	Daily newspaper						
	Magazines						
	Professional publications						
	Handbooks						
	Outdoor (postcard, busses etc.)						
	Web (banner ads)						
	TV (local/national)						
Digital & printed material	Radio (local/national)						
	Brochures/product sheets						
	Company presentation						
	Flyers						
Online media presence	Posters						
	Powerpoint presentation						
	Website						
	Social Media						
Direct marketing	E-newsletter						
	Blogs						
	Google AdWords						
	Direct mail						
Publications	Direct e-mail						
	Telemarketing						
	Customer visits						
	Newsletters						
Promotion	Magazines						
	White papers (case studies)						
	Trade fairs						
	Conferences						
	Product samples						
	Sponsorships						
	Merchandise						

Date:

Name:

Company:



growthwheel.com

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Identify key focus areas for deeper planning.

Notes
Ideas. Questions. Sketches.

Date:

Name:

Company/Project:



Make notes, ideas, sketches on the back for each focus area.



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Marketing Message

Phrase key points for the marketing communication



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CUSTOMER SEGMENT				
CATEGORY	TOPICS	FOCUS ON		CORE MARKETING MESSAGE
		Yes	No	
COMPANY	About client references			
	About client testimonials			
	About competition comparison			
	About company fit			
PRODUCT	About quality			
	About service			
	About product flexibility			
PRICE	About price competitiveness			
	About pay-back period			
	About purchase leading to savings			
	About discount possibility			
RISKS	About common understanding			
	About commitment to the order			
	About trial period			
	About effect documentation			

Date:

Name:

Company:



Write your key points about quality, products, pricing, trial periods, special offers.



CUSTOMER RELATIONS

/Marketing

DECISION SHEET

v2.2.1

Job to be done

When marketing a product it is important to convey the right message.

By finding our core marketing messages, we boost our communication to the customer.

How to do it

Start by noting which customer segment you want to focus on when phrasing your marketing message.

Continue by going through the topics for a marketing message and decide which ones to focus on.

Finish by phrasing the messages as you want to communicate them in your marketing materials.

Next Step

- Add the new marketing messages to the marketing and sales materials.
- Brief relevant employees about the core messages.
- Make a note to remember the core messages to also use in the customer dialogue.

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Let's Explore a Gym Example



- One of the most challenged industries
- Must pivot and consider new and innovative strategies to survive
- Opportunities to pivot



Rising Retail Categories

Consumer behavior is changing rapidly and unpredictably amid the coronavirus pandemic. Use this interactive tool to understand fast-rising retail categories in Google Search, the locations where they're growing, and the queries associated with them. The data will update daily to reflect changes in Search interests.

Source: <https://www.thinkwithgoogle.com/feature/category-trends/us/year/en>



Top trending categories ?

8. Disposable Gloves	+500%
9. Hazardous Material Suits	+500%
10. Bicycle Brake Parts	+400%
11. Modulators	+400%
12. Free Weights	+400%
13. Bidet Faucets & Sprayers	+400%
14. Roller Skates	+300%
15. Webcams	+300%

Top growing queries in Free Weights ?

1. dumbbells	100	
2. adjustable dumbbells	75	
3. dumbbell set	71	
4. bowflex selecttech 552 adjustable dumbbells	48	
5. bowflex selecttech 552	46	
6. nordictrack select a weight 55 lb adjustable dumbbell set	46	
7. weight plates	39	
8. kettlebell	38	



Gym Example



PLAN

Choose the right mix of media for your target audience and its priority 1, 2, or 3.

Estimate the costs

Marketing Mix
Choose media and message for your customer segments

DECISION SHEET
v3.2.3

Jobs to be done
The company can choose between different kinds of media to communicate its message and profile.
By getting an overview of the media possibilities, we can make the most suitable marketing mix for our customer groups.

How to do it
Start by going through the listed marketing media. Next, tick off how useful you think each media is for a marketing campaign right now.
Continue by noting which specific customer group(s) each media should be used for. Then decide how exactly you want to use the media.
Finish by figuring out how much it would cost to use each media in your marketing campaign.

Next step
• Start making the materials you need for the marketing media you have given the highest priority.
• Calculate the total costs of your marketing mix.
• Make action plan for the marketing campaign.

MEDIA TYPE	MARKETING MEDIA	PRIORITY (Check 1-3)	FOR SPECIFIC CUSTOMER GROUP	HOW TO USE MEDIA (publications, message, timing etc.)	EXPECTED COSTS
Advertising	Daily newspaper	3	community readers	Press Release	
	Magazines				
	Professional publications				
	Handbooks				
	Outdoor (postcard, buses etc.)	2	Target Market		
Digital & printed material	Web (banner ads)	2	existing & new	digital menu	
	TV (local/national)	2		update Everything	
	Radio (local/national)	2		Fine-tune Brand	
	Brochures/product sheets	2			
	Company presentation	2			
Online media presence	Flyers	1	existing & new	new photos, gallery	
	Posters	1		canva posts	
	PowerPoint presentation	1		PR, updates 1-2 a week	
	Website	1			
	Social Media	1			
Direct marketing	E-newsletter	3	mailing list	updates & pivot	
	Blogs	2	existing customers	updates & pivot	
	Google AdWords	2		voice call	
Publications	Direct mail	2		share new services	
	Direct e-mail	2			
Promotion	Telemarketing	3		have products for sale	
	Customer-made	3		timely branding	
	Newsletters				
	Magazines				
	White papers (case studies)				

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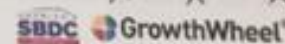
Gym Example



PLAN

Create an action plan for the next 30-60-90 days.

30-60-90 Days Plan				
Next Step				
FOCUS AREA	DECISION	PERSON	30d	60d
online	Decide on Budget if any	Owner	X	
	If Budget, where to use - Best practice	Mktg specialist	X	
	Blog Topics - Relevance		X	
Digital Updates	Create New or stronger menu & Placement		X	
presentation	Online events, workouts		X	
	PR content			X
promote new Content	Workout gear & new slogan for merch			X
FOCUS AREA	ACTION	PERSON	30d	60d
online	pay for online ads & schedule		X	
	make list of blog topics			X
	write blogs & schedule posts with Key words			X
	decide menu of classes, schedule & pricing		X	
Digital Updates	post menu on all platforms		X	
	create special member event			X
	Call / mail existing customers personally			X
New Content	promote new merch on all platforms			X
	make payment process efficient		X	
	post photos & videos			X
	create list of keywords to integrate			X



Gym Example



PLAN

Write key points about your facility, service, products, quality, price, etc.

30-60-90 Days Plan
Next Step

FOCUS AREA	DECISION	PERSON	30d	60d	90d
online	Decide on Budget if any If Budget, where to use - Best practice Blog Topics - Relevance	Owner & Mktg Specialist	X		
Digital Updates	Create New or stronger menu & Placement			X	
presentation	Online events, workouts PR content			X	
promote new Content	Workout gear & new slogan for merch			X	

FOCUS AREA	ACTION	PERSON	30d	60d	90d
online	pay for online ads & schedule make list of blog topics write blogs & schedule posts with Key words		X		
Digital Updates	decide menu of classes, schedule & pricing post menu on all platforms create special member event Call / mail existing customers personally		X		
New Content	promote new merch on all platforms make payment process efficient post photos & videos create list of keywords to integrate		X	X	X

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Gym Example



PLAN

Write key points about your facility, service, products, quality, price, etc.

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CUSTOMER RELATIONS
Marketing

DECISION SHEET
v2.0.1

Job to be Done
When marketing a product it is important to convey the right message.
By finding out what marketing messages we want our communication to the customer.

How to do it
Start by noting which customer segment you want to focus on when choosing your marketing message.
Continue by going through the topics for a marketing message and decide which ones to focus on.
Finish by choosing the messages you want to communicate them in your marketing materials.

Next Step
• Add the new marketing messages to the marketing and sales materials.
• Brief relevant employees about the new messages.
• Make a note to remember the new messages to also use in the customer dialogue.

Marketing Message
Phrase key points for the marketing communication

CUSTOMER SEGMENT
Existing Members

CATEGORY	TOPICS	FOCUS ON		CORE MARKETING MESSAGE
		Yes	No	
COMPANY	About client references		X	clean, safe, effective programs
	About client testimonials	X		
	About competition comparison	X		
	About company fit	X		
PRODUCT	About quality	X		pivot to webinars & online programming
	About service	X		
	About product flexibility	X		
	About price competitiveness	X		
PRICE	About pay-back period			Quality & core of customer a priority
	About purchase leading to savings			
	About financial possibility			
	About common understanding			
RISKS	About commitment to the order			Training is effective at home Trainers available for consultation
	About trial period			
	About effect documentation			

OTHER:

- Staying healthy during COVID
- New programs & services
- Schedule updates
- Using your membership effectively
- One on One coaching available
- Socially distanced workouts

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Your Turn



- Use Decision Sheets to work on a plan
 - Start with Marketing Mix
 - Then do 30-60-90 day plan
 - Then use Marketing Messages to write key points

Final Step: implement your plan

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Do this:

- Prioritize Safe. Clean. Ready. Campaign or another for your area.
(visitsedona.com/safe-clean-ready/)
- Be positive and address new concerns
- Be consistent and transparent
- Discuss and showcase new initiatives, protocols, products and services
- Communicate how your business is BETTER
- Showcase any pivots, show creativity and innovation
- Build consumer confidence

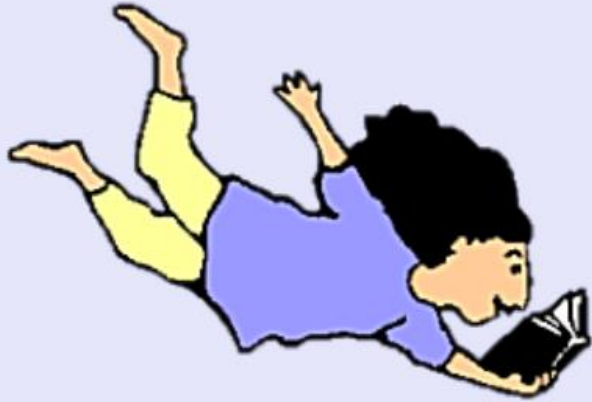
Marketing to Return Stronger



Avoid this:

- Show physical interactions like handshakes, hugs, and high-fives
- Any actions or posts that may create more anxiety or fear
- Being Stagnant
- Staying the same, doing nothing
- Negativity

Update your website:



Antigone Books

UPDATE: AUGUST 10TH, 2020

We are open for curbside service and new orders!

Monday-Saturday 10-5

Sunday 11-4

Stop by our **door**, place an order at our **online store**, call **520-792-3715**, or email **info@antigonebooks.com** to place an order.

Our interior is closed to the public, but we can help you find what you are looking for!

Source: antigonebooks.com



Update your website:



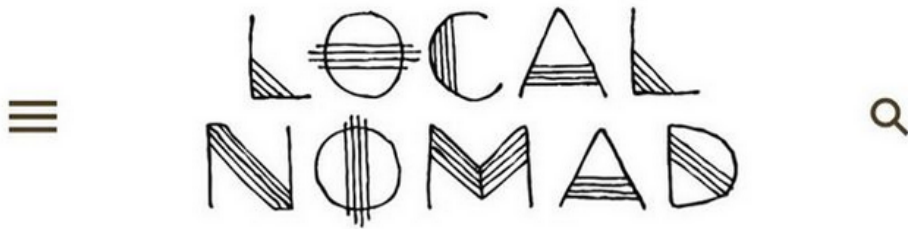
Local Nomad

July 17 · 🌐

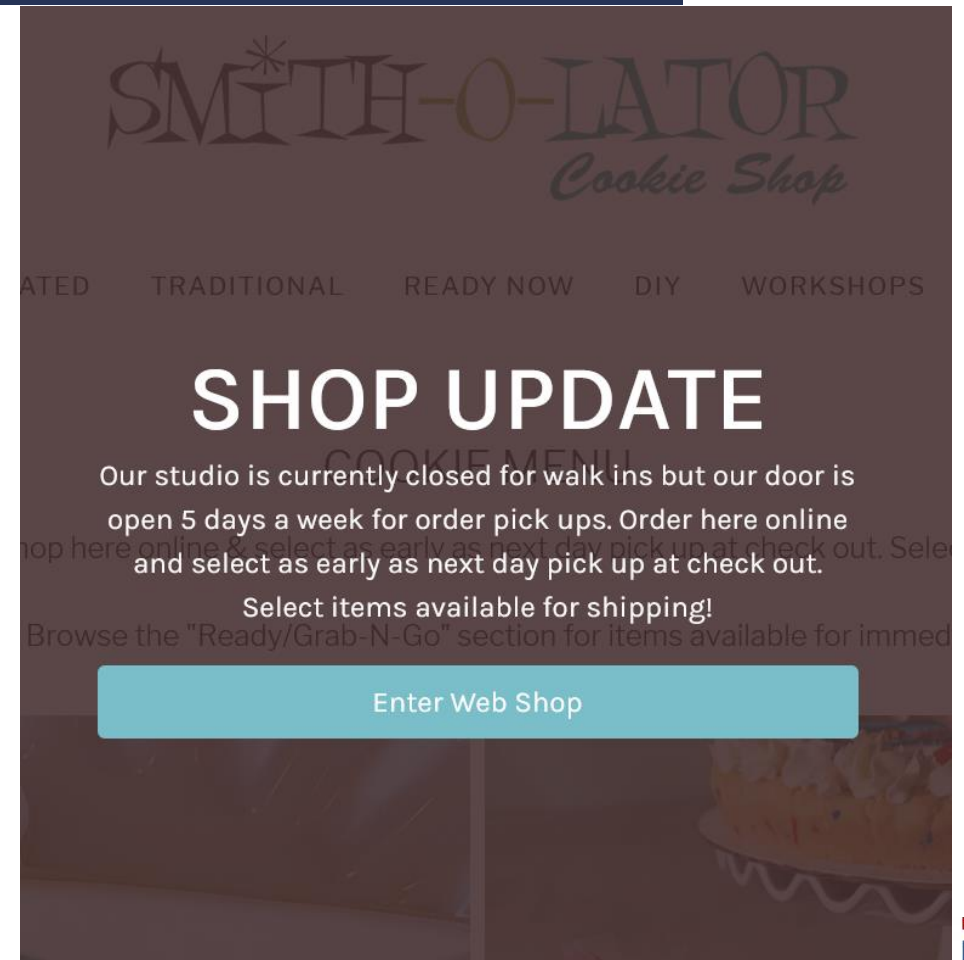
our new website is live! 🎉 knowing we'll all be shopping more online vs in-person in the foreseeable future, we thought we'd give our site a little facelift. we hope you like it *almost* as much as visiting us IRL. as always, thanks for supporting our small biz through this crazy season of life...we appreciate each and every one of you! ❤️

open 11- 4 daily // free shipping on all orders + curbside pickup!

Cart (0)



Source: <https://www.smitholator.com/>
<https://www.facebook.com/localnomadshop/>



Showcase your pivot



Lisa Dahl is in Arizona.

May 22 · 🌐

When you can't get to Sedona, Lisa Dahl ships her food to you! Her new delivery service, #DahlToDoor, is brilliant. So excited to have my freezer stocked with deliciousness from empanadas to lasagna; from asparagus bisque to tiramisu. Her Sopa de Justino, named after her son, is a favorite I've ordered at Mariposa - Latin Inspired Grill - so happy to have it for lunch today! (I garnished with cilantro and tortilla strips). ebarrueta27 is on his second bowl 😊 Thank you for the special delivery lisadahlsedona! 🍷❤️🍷❤️ #mediasample #azeats #azfoodies #azfoodie #sedonaeats #instasoup #eattheworld #rubeeeats

📷 by @writeonrube



Lisa Dahl

June 18 · 🌐

Thank you Restaurant Startup & Growth magazine for featuring me under your "Lessons in Leadership" section in the latest June issue! Being able to share my thoughts regarding the impact of covid-19 on the restaurant industry and to talk about my newest venture #DahlToDoor has made me realize that everything I've ever done over the years is guided by spiritual opportunities!



👍❤️ 128

19 Comments 3 Shares

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💬 Comment

➦ Share

<https://www.facebook.com/lisadahlsedona/posts/3287910741266896>



Showcase your pivot



[Store](#) [Contact us](#)

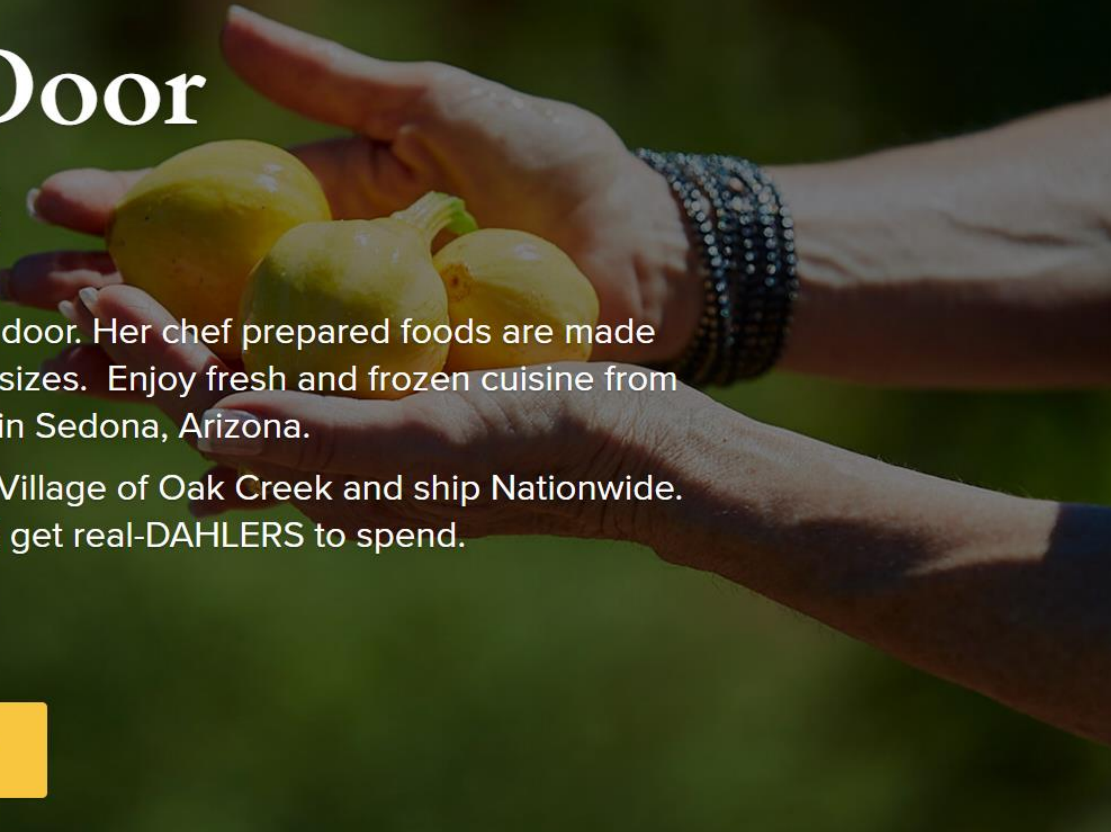
Dahl-to-Door Provisions

Chef Lisa Dahl delivers to your door. Her chef prepared foods are made with love, and in larger portion sizes. Enjoy fresh and frozen cuisine from her award winning restaurants in Sedona, Arizona.

We deliver to Sedona, and the Village of Oak Creek and ship Nationwide. Sign up for Loyalty Reward and get real-DAHLERS to spend.

[About Frozen Food Shipping](#)

CREATE YOUR ORDER NOW



Source: <https://www.dahltoodoor.com/>



Be Timely



@smitholator



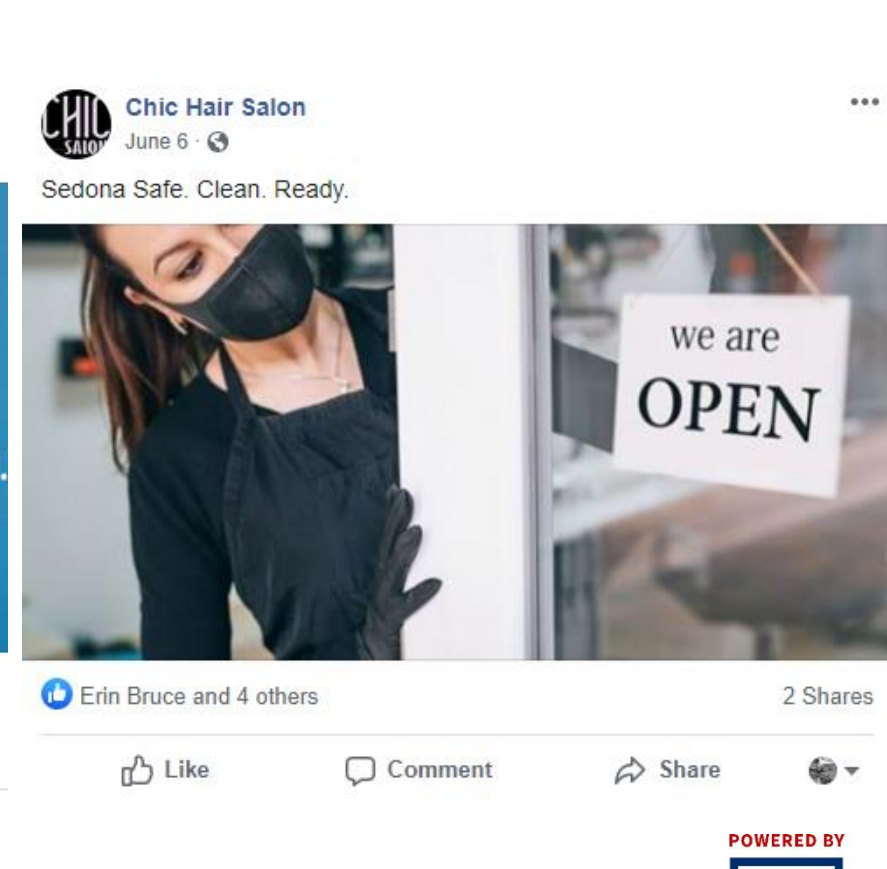
AUGUST 6

It's true. I do! Are you smiling at me or making a face under that mask? 😊

Source: <https://www.smitholator.com/s/instagram>



Build Consumer Confidence



Source: [facebook.com/chichairsalon](https://www.facebook.com/chichairsalon)



Our Blog



Save Your Weekend with Professional Carpet Cleaning

June 1, 2020

Life is too short to clean your own carpets As Tucson begins its transition from stay-at-home orders to a new norm, you are awakening from the long quasi-hibernation that has kept you glued to your favorite TV binge watching chair. Your home has been accumulating months of dust, dirt, and messes. You've been gripped by the urge to clean and you are

[Read More »](#)



Surviving Life's Messes during the Coronavirus

April 22, 2020

A Clean Home Protects You From the Coronavirus Commercial Cleaning and Restoration is open because we play a critical part in fighting Coronavirus as an essential service for the city of Tucson and their properties. Commercial businesses have turned to restoration professionals to clean contaminated spaces. As a restoration professional, we are ideally suited to respond because of our experience in remediating

[Read More »](#)



COVID-19 Cleaning

March 23, 2020

What is known about the Coronavirus COVID-19 With so much misinformation about the virus circulating on social media, it is hard to know as a property or business owner how to incorporate a cleaning process that will be safe both to employees and clients. Here are some

Relevant Blogs

Source: <https://gotwetwedry.com/our-blog/>

Communicate Plans



FREE SHIPPING ON ALL ORDERS OVER \$30

CURBSIDE PICKUP AVAILABLE AT ALL ZIA LOCATIONS!

NOW AVAILABLE AT ALL LOCATIONS:

***CURBSIDE
PICKUP!***

CURBSIDE AVAILABLE DAILY FROM 10AM -6PM

Source: ziarecords.com



Marketing to Return Stronger



Ask yourselves every day:

“Is this right for this moment and in this context?”

- Be factual and professional
- Be approachable, authentic, real
- Be empathetic and prioritize the customer experience
- Photos are good, video is better
- Be consistent across platforms

Thank You



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