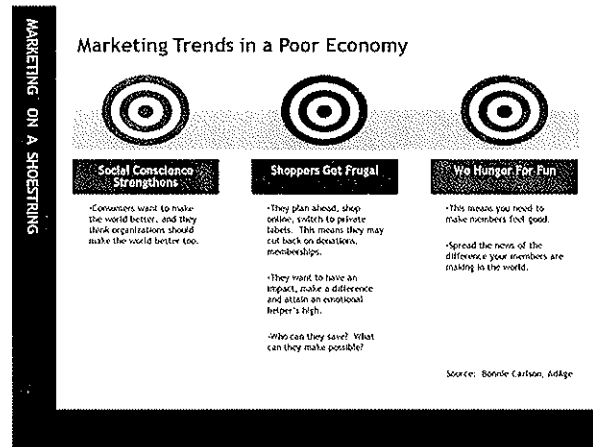


Where Are We Going?

- ⊙ Marketing Trends in a "Poor" Economy
- ⊙ Websites - Do we really need one?
- ⊙ Blogs & Social Media - Uses and Abuses
- ⊙ Newsletters - Electronic vs. Paper
- ⊙ Print Media - Letterheads, business cards, address labels
- ⊙ Partnerships - (and prizes!)



Marketing Trends in a Poor Economy



Social Conscience Strengthens

•Consumers want to make the world better, and they think organizations should make the world better too.



Shoppers Get Frugal

•They plan ahead, shop online, switch to private labels. This means they may cut back on discounts, memberships.

•They want to have an impact, make a difference and attain an enviro-social helper's high.

•Who can they save? What can they make possible?




We Hunger For Fun

•This means you need to make members feel good.
•Spread the news of the difference your members are making in the world.

Source: Bonnie Carlson, AdAge


MARKETING ON A SHOESTRING

Marketing Trends in a Poor Economy Continued



Social Media Grows

- People trust friends' opinions more than corporate marketing messages.
- 90% of consumers trust recommendations from people they know.
- 70% trust recommendations of consumer opinions posted online.



Individuals Take Control


- User-generated content has blossomed.
- Their message will beat your message most of the time, so give them the freedom to create organization content.

Source: Bonete Carlson, AdAge

MARKETING ON A SHOESTRING

What to do?

- Give your members happiness
- Show value
- Be personal
- Do a great job with your online outreach
- Be grateful
- Learn



MARKETING ON A SHOESTRING


Websites - Cost?

- Average professional 5 page website - \$2000-\$3000 up to \$15,000
Effort: Moderate
- Do-it-yourself (template) website -
GoDaddy.com \$175/year
NetworkSolutions.com \$300/3 years
WordPress.com
Effort: Significant
- College/High School student
Cost: Minimal-\$500
Effort: Significant
- Hybrid - Hire designer to setup do-it-yourself website
Cost: Varies
Effort: Moderate




MARKETING ON A SHOESTRING

Template websites



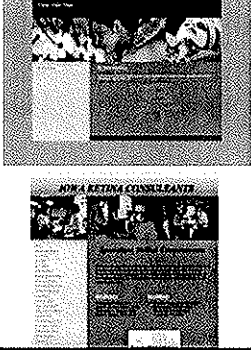
Original template



Final product

MARKETING ON A SHOESTRING

Template websites




Original template

Final product

MARKETING ON A SHOESTRING

Websites - Content

- Typical layout
- Average Time on a web page < 2 minutes
- Say less than you think you need to
- Home page: Who, what, where and top 2-3 questions asked about your organization
- Be friendly/personal - Show how much fun you are!




MARKETING ON A SHOESTRING

Answer most frequently asked questions

Who are you and what are you doing here?

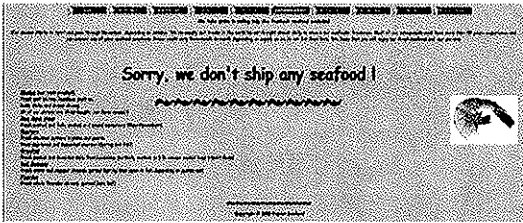
Where are we going?

What time is lunch?

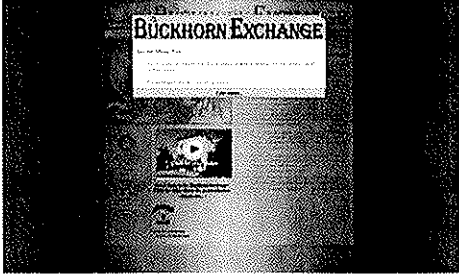


MARKETING ON A SHOESTRING

Websites - Answer most frequently asked questions



MARKETING ON A SHOESTRING



BUCKHORN EXCHANGE

Special Menu Note -
We're sorry to report that Rattlesnake is NOT available on our menus until further notice. We apologize for any inconvenience.

MARKETING ON A SHOESTRING

Websites - Terminology you need to know


- Domain Name (URL) - This is your website address.
- Hosting - This is the company that stores your data so the internet can access it. (Think of it as a storage locker)
- Search Engine Optimization (SEO) - tweaking your website so it shows up higher in Google searches.
- Google Analytics - free service from Google to track how your website is doing.
- HTML - Geeky computer language you don't need to know.



MARKETING ON A SHOESTRING

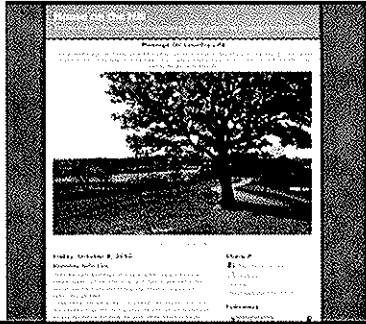
Website vs. Blog

Website	Blog
<ul style="list-style-type: none"> -Content is static -Formal/professional -Interactivity does not exist -One-way communication -Transactional -Communication about products and/or services -Almost everyone has a website. In fact, it is almost a requirement in business today 	<ul style="list-style-type: none"> -Content is regularly updated -Not formal -interactive -informative and educational -Interactivity about industry/customer issues -Some people have a blog



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My blog:
<http://learningcountryliving.blogspot.com>



Blogs & Social Media

- Cost (Blog, Facebook, Twitter) - Free
- Effort - minimal, but should be ongoing

•Resources:
www.blogspot.com
(free templates/hosting)
www.wordpress.com (free)



- Facebook
 - Link to your website
 - Offer incentive to join/like
 - Use holidays/events/current events as opportunities to promote yourself

Newsletters

- Print vs. Electronic

•Cost -
•Constant Contact \$400+/year 600 emails
•Express Copy \$360 600 (2 page) full color
•(see resources page for some online printers and services)



- Should we share email lists with others?

Letterheads, Address Labels, Business Cards

- Cost Saving ideas:
- Build letterhead in Word using header/footer
 - Order custom mailing labels rather than custom envelopes
 - Don't go cheap on business cards, go inexpensive
 - Business cards leave a lasting impression
 - Poor quality cards scream amateur
 - Online cost are very reasonable, and you don't have to be a graphic designer
 - (see resource page)



Partnerships

- Shared demographics (audience)
- Reduced cost
- Increased exposure



Online Print media Resources:

- Sources
 - Overnight Prints.com (my favorite for business cards, holiday cards, invitations)
 - Pro: excellent cardstock quality, beautiful full color printing
 - Allows you to design in Word, Publisher, offers downloadable templates
 - Excellent online templates. Just type in contact info, order, and done.
 - Con: expensive shipping \$13 shipping on 250 business cards
 - Not overnight, may take 10 days.
 - ExpressCopy.com (my favorite for newsletters, brochures, postcards)
 - Pro: Very, very fast. You will have your product delivered the next day if you upload by 3:00 PM.
 - Free overnight delivery.
 - allows you to design in Word, Publisher, or online
 - Con: Very, very fast. You better mean it when you upload a design.
 - Card stock for business cards not as nice as Overnight Prints.
 - VistaPrints.com
 - Pro: least expensive,
 - Many online templates
 - Great source for mailing labels (saves cost of custom envelopes)
 - Cons: least impressive paper quality,
 - High shipping cost (Consider choosing a slower shipping method. They generally ship as soon as they are printed and you may get them early.)
 - Must design online.
 - Extra charge to upload image or logo
 - There are hundreds/thousands of online printers. Order a sample kit from several to check paper quality, products.

Online Training:

- Online continuing education courses available for a variety of software programs at www.Ed2Go.com
- Courses Cost approximately \$99
- 12 weeks, 2 classes a week, (2 week grace period)
- Learn from home
- Microsoft Word, Excel, WordPress, and many, many more