

Who Knows You? Power Marketing! Formulating Winning Marketing Strategies

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1) First Things First

You, Inc.

- Individual
- Family (*Spouse, Parent, Sibling, Son, Daughter*)
- Community (*Boards, Sports, etc...*)
- Company (*Colleague, Employee, Representative*)

About You

- Sponsorship
- Management
- Operations
- Marketing
- PR
- Many Hats!

Back to Basics

Importance of:

- Communication
- Exemplary Execution
- Solution Based Selling
- Unbridled Enthusiasm!

1) **Communication -EVERYTHING Communicates!**

"Be at least as interested in what goes on inside you as what happens outside. If you get the inside right, the outside will fall into place."

- *Eckhart Tolle*

Branding and Brand Identity - External Marketing

- Branding (tactical): Business cards, letterhead, website, logo
- Brand Identity: The message behind the branding materials. (*What the company is about, represents, differentiation*)

Your brand? A brand is a *perception* in the prospect/client/colleagues mind.

2) **Exemplary Execution -RELATIONSHIPS**

Who Knows You?

Social Media

- Networking – LinkedIn, Facebook

Best of the Best!

The Best of the Best - Become World Famous!

- Pikes Place Market
- Live Strong
- Pink Ribbon

3) **Solution Based “Selling”**

- Marketing- set of processes for creating, communicating and delivering value to customers & managing customer relationships
- Sales - exchange of “commodity” for money
- Commodity – a useful or valuable “thing”

USP - Unique Selling Proposition

–Product

–Price (Perceived Value)

–Expertise/Information

–“Educational Marketing” – (articles, blogs, tweet)

Push or Pull? Inspire Choice!

Pulling customers toward your product/service

versus

“Push” your service/product on potential customers

Marketing Opportunities

- Booth – interactive (*wheel, mini golf, bottle toss, cork game, Kidstop!*)
- Cool promo items – for your business or a committee you are on (*lip balm, sunscreens, rings*)

Be the customer!

- Promotional Items
- Pens
- Lipbalms
- Air fresheners
- QR Codes/Mascots/Sampling/Business Sponsorship

4) Unbridled Enthusiasm!

Perception is everything.

Create favorable perceptions

Keep your “product” top of mind.

Say thank you.

“If we did all the things we are capable of doing, we would literally **astound ourselves.**”

Thomas Edison (1847–1931)

American inventor and businessman

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