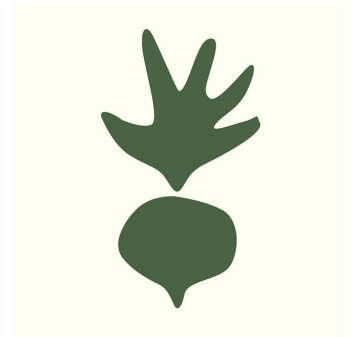
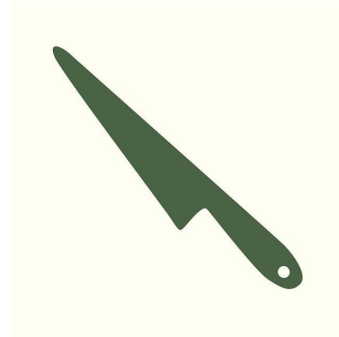


Quick + Dirty Strategic Marketing

Tips, tricks, and tools to define and grow your business



All Things Marketing

1. Quick Marketing 101
2. How to Make the Most of Your Top Business-Drivers
3. How to Get Your Story Out There
4. How to Secure Media Coverage
5. How to Leverage Partnerships for Growth
6. How to Foster Ongoing Loyalty + Engagement
7. How to Turn Customers into Brand Advocates
8. Questions?!

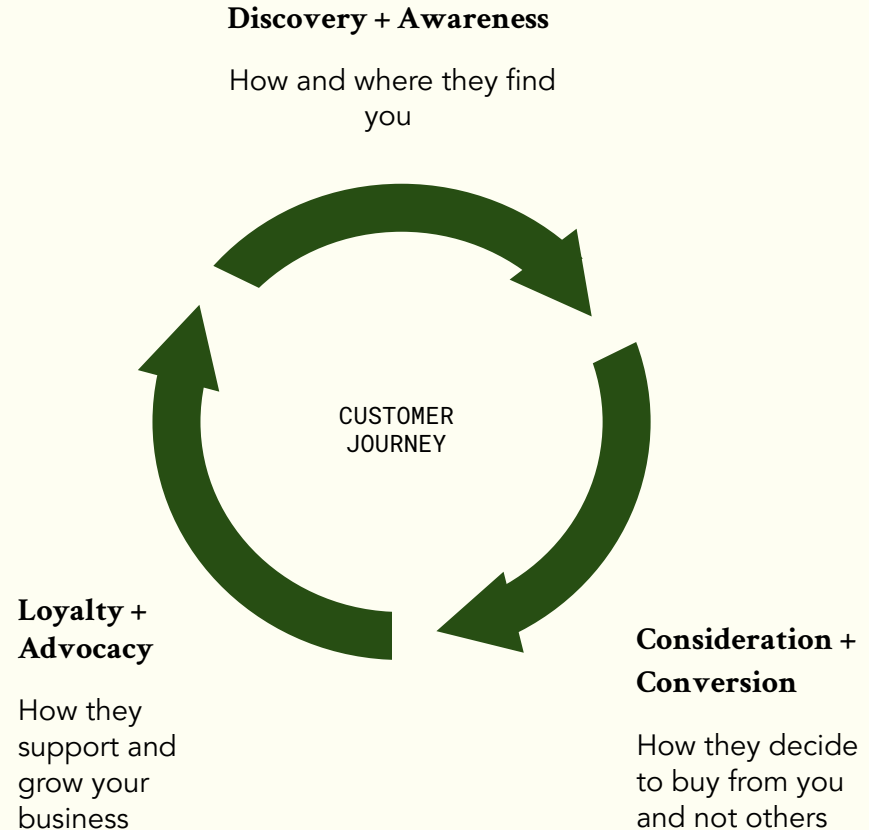
Marketing Has One Very Important Job

To drive sales for your business.

It does that by:

- Setting the strategy
- Identifying opportunities for growth
- Explaining the brand to customers so that it's appealing, relevant, and differentiated

Looking at the customer journey, Marketing helps generate awareness and interest to encourage consideration. Sales joins in when a customer decides to buy from you. And marketing and sales share responsibility for keeping customers around.



How To Make the Most of Your Top Business-Drivers

The “80/20 rule” is the idea that 80% of your results come from 20% of your efforts. When it comes to what to market and where to market and who to market to, this a great way to focus and prioritize your efforts (and make more money.)

- This starts by identifying and defining the 20%, - looking at most-loved products, high-traffic channels, most loyal customers to guide activity and resources.
- Once defined, think about creative ways to double-down on top-drivers - deeper and/or broader.
- And on the flipside, consider ways to let go of or at least minimize the amount of time, energy and effort invested in the things that don't generate results.

Start with the Numbers, then Get Creative

Determine your top and bottom business drivers through data analysis. Then look at customer reviews, social posts and other feedback to bring their voice and stories into your marketing.

Product Analysis

Take a look at the product unit and category sales in your POS and/or the top bookings and packages on your reservation platform .

- What are the top items sold this year? Are there any trends? Of those items, what's the most profitable?
- How are these "all-stars" unique to your business? Are you spotlighting and unpacking them in your marketing and sales?
- Are there ways to reimagine or repackage these items to fit the season or holidays? Perhaps updating the size or format to meet unique COVID needs?

Layer in *when* people are buying, *where* they are buying and *how* they are buying to gain more focus and insights.

Customer Analysis

What customers are responsible for the majority of your sales? Are you staying connected and encouraging ongoing communications? If they've gone dormant, reconnect by sharing what's new and/or extending a special offer.

Where are your customers finding you? This includes a mix of locations (zip codes) and digital channels.

For geographic locations, are you focusing your marketing there? This could be through local print advertising and/or paid social targeting certain areas.

And online, where is your website traffic coming from? Are you putting effort behind those "discovery channels" to market your offerings? Are there resources to double down on that channel?

Pingala Cafe: Unpacking Menu All-Stars



Pingala Cafe in Burlington spotlights one of their fan-favorites on Instagram and shows followers how it's made. This is a great way to instill confidence and curiosity for new users, especially anyone new to vegan.

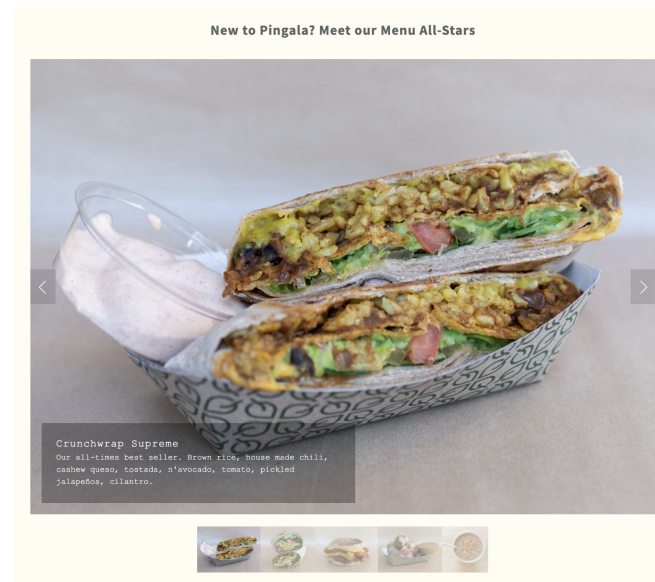
PingalaCafe.com // [@pingalacafe](https://www.instagram.com/pingalacafe)

[redacted] I could watch this all day, there needs to be a pingala network so i can binge watch all the delicious creations 🍌🍌🍌

[redacted] This should win an award

[redacted] I miss you guys so much!! And of course, the crunchwrap 🍌🍌🍌

Existing customers and super fans enjoy a sense of community and connection - coming together over something they love and being invited behind the scenes.



Pingala helps new users navigate their inventive vegan menu with an interactive gallery of menu all-stars and product descriptions below the online order banner of their homepage.

How To Get Your Story Out There

1. Start with a brainstorm. Questions to get started include: What is unique and/or helpful about you? Who would want to know that? What's the best story to interest and inform them? Why are you the one to say it?

Remember: Play to your strengths!

2. Next, map it out. Schedule time, date, channel and owner (a communications [template](#) or spreadsheet helps)
3. Tap into your existing customer base, partners and staff to spread the word
4. Show *and* tell
 - a. (This goes for big business changes too)



Photo by [Chadwick Estey](#) for the Landmark Trust USA

How to tell your story:

- Photography
- Video
- Design and illustration
- Recipes
- Writing
- Media pitches

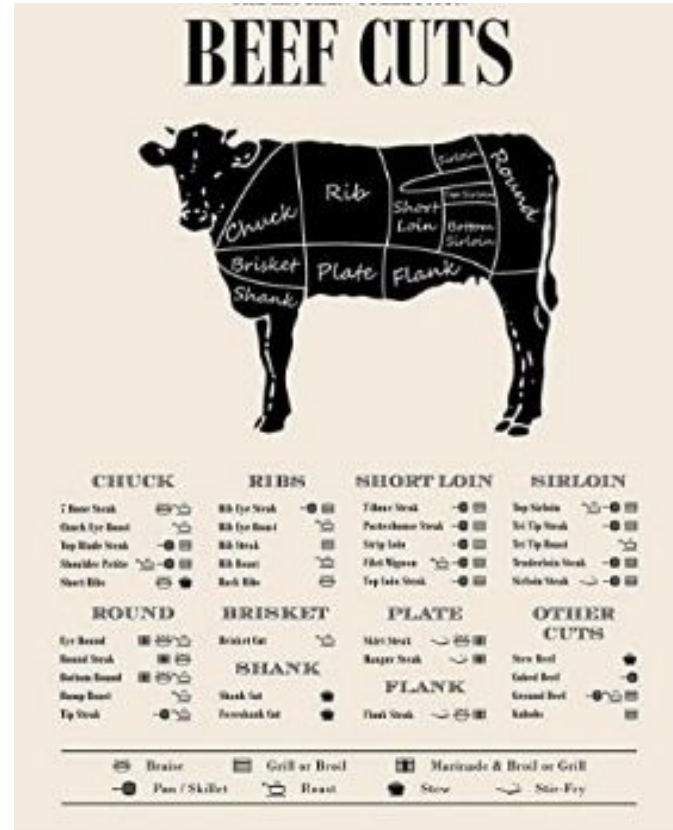
Where to tell your story:

- Website
- Blog
- Email newsletter
- Social media (Be on social media!)
- Media outlets

How to Excite People about Buying & Using Your Product? Recipes.

What we're making with Grass Cattle Company's local, pasture-raised, grass fed and finished beef:

- [Tagine-Style Beef Stew with Cilantro & Dates](#)
- [\(Nonna-Approved\) Ragu alla Bolognese](#)
- [Tomato-Braised Beef Heart with Bay Leaves](#)
- [Pan-Seared, Butter-Basted Ribeye Steak](#)
- [Cure-All Beef Knuckle Bone Broth](#)



Recipes by [Julia Clancy](#)

Storytelling Through Mission & Vision

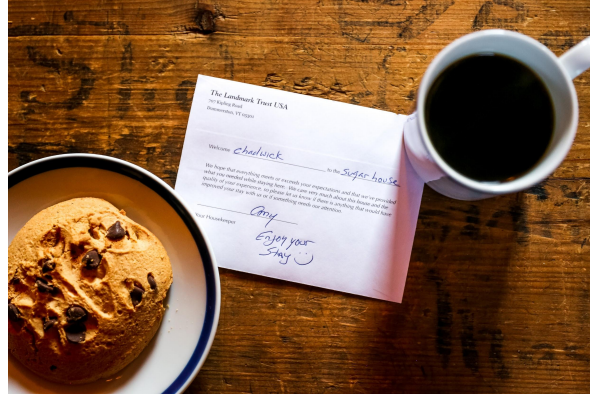


“Love looks lots of different ways, and our members vow to provide a safe environment for all people regardless of race, religion, or sexual orientation so that we can continue to make Vermont the perfect place to celebrate love.”

- Maricela Ehmann, Wedding & Event Vendor Alliance (WEVA) co-founder and owner of Ehmann Events

Ehmann Events tells their story through mission and vision, using a mix of written and visual content.

Landmark Trust USA Brings Properties to Life with Visual Storytelling



How To Secure (and Maximize) Media Coverage

Whether it's a dedicated feature or a themed "round up," media coverage is a great way to build awareness and generate interest for your business. That very same content can also be repurposed in your marketing to reinforce your credibility and tell your story.

Begin with a Few Questions to Guide Your Outreach:

1. What are the discussions taking place within local, regional, or national media?
2. How can your business participate in those conversations? How are you addressing the context the audience is facing?
3. What is newsworthy about your product, service or business strategy?
4. Why Us? Why is the media outlet the right one for your story idea? Why would their audience care?
5. Why You? Why are you the best source or example for the story? What sets you apart?
6. Why Now? Why is the story idea relevant right now?

How To Secure Media Coverage for Your Business

1. Develop an outreach list of local and/or national media outlets (print, digital, radio, etc) and journalists that write about your industry or town.
2. Craft a story idea that answers the Why Us? Why You? Why Now?
3. Give journalists insight into your industry to inspire their story ideas.
4. Let journalists know about your business.
 - Who you are
 - What you do
 - Why you do it
 - Why you care
5. Editors receive many emails. They are humans operating in real-time. The best advice for getting a response:
 - If you can, *write your own email.*
 - Follow up, follow up, follow up!
6. Be a Reliable Source. That means responding on-time & with accurate information.
7. And above all, be open and put yourself out there! This is an opportunity to create an emotional connection with a new audience.

Blueberry Hill Inn the News

Blueberry Hill Inn and Outdoor Center in Goshen reimaged their seasonal offerings to be COVID-safe for visiting guests and the greater community alike.

The feature in Seven Days gets new eyes on the business, paints a picture of the experience and tells their story of commitment and care.

This same content is leveraged on their website to reinforce what they are known and loved for.



Find Outdoor Recreation and Picnic Dinners at Goshen's Blueberry Hill Inn

By KRISTEN RAVIN



The exterior of Blueberry Hill Inn

CALEB KENNA

Press

“With access to miles of trails, an open field and al fresco food service, a stay at Goshen's Blueberry Hill Inn is all about the great outdoors.”

— [Seven Days](#)

“New England inns are typically the reserve of couples at ease. Blueberry Hill, however, delivers all the trappings of country luxury, while welcoming kids.”

— www.boston.com

“A one-night stay includes a country breakfast, use of the sauna and Outdoor Center, and a bottomless jar of chocolate chip cookies.”

— [Seven Days](#)


How To Leverage Partnerships for Growth


Two is Stronger Than One.


- Collaborating with another local business doubles your resources + amplifies the message.
- Joining a local chamber or business group extends your marketing reach.
- Co-marketing with a complimentary business helps you reach new customers, often with similar interests, values and demographics as yours.


How To Leverage Partnerships for Growth


 Some Partnership Ideas:

 Christmas Tree Partnership: Partner with a Vermont Christmas Tree Farm in December leading up to Christmas with a reciprocity 10-15% discount coupon.

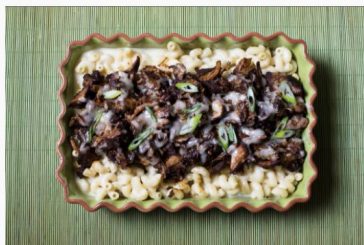
 Live Stream Concerts: Partner with local musicians to live stream their concerts at your restaurant. Rather than play to a live audience, they live stream the performance to your customers via FB Live or YouTube channel.

 Alternate Pick-Up Locations: Partner with another retail store for an alternate pick-up location for to-go orders. Fresh bread pick-ups at a brewery. Frozen family meals at an ice cream store. Offer to be an additional pick-up location for another business.

 Lodging Packages: Partner with local business to add a product or service to your Vermont staycation package, e.g. ski pass, gift certificate, slippers.

 Concierge Services: Partner with a local chef or catering company to stock the fridge for out-of-state guests quarantining.

Susanna's Catering Taps the Local Community



New Stowe Friday Drop Off

In collaboration with Cork Natural Wine Store
we'll be offering a

Stowe Friday Pick up starting Dec 18th
3-5pm

~~~~~  
Suggested natural wine pairings for all our dishes  
will be available on Corks website shortly

[Cork Restaurant & Natural Wine Store](#)

With thanks to those who purchased our specials during November we donated  
\$250 to the Clarina Howard Nicols Center

## Community Donations

We give 10% of our total specials sales revenue to causes we support.

In December, we are supporting the  
[Lamoille Community House](#)

Susanna's Catering in Morrisville offers thoughtful and delicious food. They partnered with Cork Natural Wine Store in Stowe for a Stowe pick-up location and natural wine pairings.

They take community collaboration even further by donating a portion of sales to a local charity each month.

# Keeping a Customer > Finding a Customer

When a customer buys from you, strive to make them repeat purchasers. To maximize loyalty and ongoing engagement, give them compelling reasons to buy, stay in touch and keep coming back. Promote these across your marketing and sales channels.

## Tips for Fostering Brand Loyalty

1. Provide top-notch customer service
2. Promote and/or incentivize communication channels for ongoing engagement
3. Develop programs or campaigns for customers to help spread the word
4. Get to know your customers and personalize their experience
5. Surprise and delight!

# How To Foster Ongoing Loyalty

Promote your communication channels for ongoing engagement

- Spotlight your email and social channels in highly-visible spots
  - Physical signage, website homepage, online ordering/reservation platforms and customer exchanges...
- Invite customers to follow and sign up by giving them reasons to do so
  - First-access to specials
  - Contests and giveaways
  - Behind the scenes

Develop programs or campaigns for customers to help spread the word

- Invite customers to share their story and experience
  - Follow up post-purchase to leave a review
  - Encourage sharing on social media - through a brand hashtag, through spotlighting other user stories, posts and reviews
- Explore contests and giveaways aimed at broadening reach
  - "Tag a friend," "nominate a friend" or "share in your stories" to boost visibility
- Test a "Refer a Friend" program

Get to know your customers and personalize their experience

- Invite your audience into the decision-making process through surveys, Instagram polls and/or a "virtual suggestion box" - this is a great way to get feedback and design for your customers
- Think of unexpected ways you can delight your customers
  - A surprise gift in their order or during their stay
  - A handwritten thank you note or "feel good" validation for supporting small business

# Saw-Dog Coffee & Seesaw's Lodge Loyalty Spotlight



[Saw-Dog Coffee Roasters](#) in S. Burlington personalize each and every bag of beans with the subscriber's name. It is an unexpected "feel-good" moment and promotes a sense of connection and care.

During the last three years of redevelopment, many Seesaw's patrons have alluded to stories, experiences or vignettes that have occurred at Seesaw's. We thought it would be fun for you to read others' stories and share your own as well.

[Share Your Seesaw's Stories](#)

|                                                                                               |                                     |
|-----------------------------------------------------------------------------------------------|-------------------------------------|
| FIRST NAME*                                                                                   | LAST NAME*                          |
| EMAIL ADDRESS*                                                                                | MM/DD/YYYY <input type="checkbox"/> |
| ADDRESS 1                                                                                     | ADDRESS 2                           |
| CITY                                                                                          | STATE <input type="text"/>          |
| ZIP CODE                                                                                      | PHONE NUMBER                        |
| TELL US YOUR SEESAW'S STORY*                                                                  |                                     |
| <input type="button" value="UPLOAD IMAGES"/> (Share up to 10MB of your Seesaw's images)       |                                     |
| <input checked="" type="checkbox"/> Yes, I would like to receive Seesaw's updates/promotions! |                                     |
| <input type="button" value="SUBMIT"/>                                                         |                                     |

[Seesaw's Lodge](#) in Peru, VT has been collecting stories from their visitors since they reopened in 2018. It's a great way to celebrate the memories and nostalgia customers have with Seesaw's!

on  
the  
FLY

# How To Turn Loyal Customers into Brand Advocates

What IS brand advocacy?

A brand advocate is a loyal customer that isn't purchasing from a brand just for themselves. They are actively sharing the brand and recommending it with their community through word-of-mouth, social media, reviews, forums, and gifting. Word-of-mouth (digital and in-person) recommendations are a primary driver behind purchase decisions. Advocates can directly amplify your marketing efforts and impact your sales!

## Identify

Who are your most loyal customers? Look for repeat purchasers + long-term fans



## Communicate

Open up the lines of communication, both ways! And keep this line open with frequent emails and social engagement



## Clear Ask

People want to help, but often need to be told how. Send them an email or ask on social. Remember to act on feedback!



## Appreciate

Thank your new advocates for their support! Provide or share something that makes them feel like they are part of your brand club

# How To Implement Brand Advocacy

## Identify the Advocates

1. Create a segment of repeat loyal customers from your email list and customer list

## Communicate the Ask

1. Ask for feedback (and act on it!)
2. Communicate your ask (review, please share, invite your friends, create brand-related content on)
3. Engage on all platforms - send regular emails; on social respond to comments, share stories and posts that you're tagged in, follow your most loyal customers

## Provide the Tools

1. Provide direct links to where they can leave a review (Facebook, product page on your site, Google, etc.) - and provide a special offer for when they do!
2. Create share graphics
3. Launch a Referral Program (that benefits referrer and referee)
4. "Bring a Friend" or "Share with a Friend" offers
5. Host a giveaway on social and ask your community to tag their friends to enter!

## Thank Your Advocates

1. Offer exclusive perks - input on product development, gift/access an exclusive product or package
2. A chance to win a special package, set of products, or unique experience with your brand
3. Keep them in the loop with company news and goings-on

# Brand's Fostering Advocacy



[Ploughgate Creamery](#) in Fayston hosted a social giveaway of an exclusive colorway for their iconic hat and asked fans to tag their friends to enter. This is a great and easy way for your followers to share your brand!



[Saw-Dog Coffee](#) in S. Burlington spotlights their referral program and encourages customers to join in - it's easy to participate and you get a delicious perk for doing so!

on  
the  
FLY

# Brand's Fostering Advocacy



## refer us

Without our loyal customers, we would not exist. Without new customers, we cannot grow. To thank our customers who have so graciously offered to refer Susanna's To-Go to other people who might benefit from our services, we have created a combined loyalty and referral program, which we call Pay It Forward Give It Back.

Here's how it works. Refer a new customer to Susanna's and we will donate dinner for 2, or one of our new family friendly dinners, to a community member or neighbor of your choice.

Simply fill out this [online form](#). Thank you for your generosity!

[Susanna's Catering](#) in Morrisville asked her customers about a referral program - they were eager to refer Susanna's but didn't want to receive compensation or a gift for the referral. So the referral program now rewards loyal customers through a meal donation to someone in need in their community!





**Questions?**