Discover Forgotten Marketing Techniques and Regain Your Brand Mojo

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Wednesday, April 5, 2017
Ross @ VTS

2011 – Creating a Brand Video
2012 – Social Media Tips
2013 – Digital Analytics
2014 – Email Marketing 101
2015 – Website Audit
2016 - 
2017 – Regain Your Brand Mojo
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Who's ready to learn???
ACL Surgery Recovery & Doing Successful Marketing

Walking Before Running (literally & figuratively)

Tempting To Cut Corners

Results Don’t Lie

Can’t be Successful Without a Strong Foundation
Discover Forgotten Marketing Techniques and Regain Your Brand Mojo
Marketing is a Cluttered Game
Now, stay focused and don't get distracted...

SOCIAL MEDIA

Oooo... It's so shiny!
“New” Marketing Does Have Incredible Value Though

- Instant feedback
- Develop brand personality
- Connect with “window shoppers”
- Widen the prospect funnel
But when you abandon fundamentals to focus solely on shiny new things.

You’re left time poor.

Customers are left unsatisfied.
86% Air
14% Chips
How do you get back to delivering on the promise?
Enhance the fundamental (and forgotten) elements of your marketing program.
Regain Your Brand Mojo

1. Revisit Your On-Premise Communication

2. Spruce up Your Confirmation Email

3. Audit Your Business Listings

4. Fall Back in Love with Your Blog

5. Reimagine Your Rack Card
1. Revisit Your On-Premise Communication
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Is the information up-to-date?

Does it ensure guests can get around the area easily?

What does it do to make them want to visit again?

Is your brand voice injected into the material?
1. Revisit Your On-Premise Communication
2. Spruce up Your Confirmation Email
Confirmation Emails: They’re All The Same!

Reservation Confirmation

Dear Ross Evans,

Thank you for choosing the [Redacted] for your upcoming visit to New York. Please review your reservation information carefully and contact us if we can be of further assistance.

Download the [Redacted] app in the iTunes app store or Google Play. Before you arrive, get your questions answered about the hotel and learn about dining options, local attractions, and more.

Have a pre-arrival concierge request or other arrangements? Contact Guest Services at [Redacted]

We look forward to welcoming you and wish you a most enjoyable stay.

Sincerely,
Yes, confirmation emails serve a functional purpose.

But that doesn’t mean they can’t be useful and fun.
Add helpful tips so guests can maximize their stay

Please also see my local guidebook link
https://www.airbnb.co.uk/things-to-do/rooms/4243405

Also the Airbnb link for London:
https://www.airbnb.co.uk/things-to-do/London

Also you had made a request on local food/grocery stores… Please see following options nearby:

Sainsburys Local 3 minute walk small grocery store
https://www.opening-times.co.uk/sainsburys-local-great-Portland-street

Tesco Express, 5 minute walk small grocery store 24 hours
http://www.tesco.com/store-locator/uk/?bID=2722

Sainsburys bigger store, more selection 6 minute walk
http://www.tesco.com/store-locator/uk/?bID=2722

Planet Organic 10 minute walk
http://www.planetorganic.com/stores/torrington-place-london-wc1e/
Success! Your stay is booked, and we can’t wait to welcome you to Hotel on North.

You’ve made an excellent choice for your visit to The Berkshires (if we do say so ourselves), and we encourage you to explore every nook and cranny of the property when you get here. Until then, keep informed about all the interesting things you might experience during your stay by connecting with us on Facebook, Instagram, or Twitter.

Here’s a recap of your reservation. Please check the details to be sure they are what you requested.

(Reservation details here)

Shortly before you arrive, we’ll drop you a line with helpful information about dining, activities, and current events in the region. In the meantime, find inspiration on our website, or contact us at 413-358-4741 or reservations@hotelonnorth.com.

We look forward to your arrival on North.

297 North Street
Pittsfield, MA 01201
413-358-4741
Hotelonnorth.com
Map It Here
Give the guest something of value…

But first, share or tweet about your upcoming trip to Monterey Bay using the orange links provided and receive two welcome drinks.

Planning my upcoming trip to #Monterey Bay- staying at Portola Hotel & Spa. Get a special offer on me:
http://flip.to/VCOx7y

…like free drinks…or whatever you can easily do.
3. Audit Your Business Listings
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List the top 10 business listings sending traffic to your site

Review the traffic for each to determine trends: more or less traffic than last year?

3. Audit Your Business Listings

- Take advantage of new features & functionality
- Update for accuracy of information
- Add new images & descriptions
- In some cases, shut it down
- Review & refresh seasonally
4. Fall Back in Love With Your Blog
4. Fall Back in Love with Your Blog…

…or close it down for good.
If you decide to reinvest in your blog...

Consider a guest blogger program

Expand beyond your business: make it about the community

Consistency is key: commit to a schedule you can keep

Don’t get bogged down by length…it’s about quality
The Jackson House Inn: Cheddar & Gin
5. Reimagine Your Rack Card
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75% of the card may be covered-up: Place the important stuff at the top
Get creative with the design
Add a map: don’t assume GPS will work
QR codes on rack cards

Unless you’re seeing measurable results, you have my permission to remove QR codes from your rack card.
BONUS ‘SHINY NEW MARKETING TOY’ TIP
If you’re building an email list or looking for prospects, give Facebook lead generation ads a shot.
Facebook Lead Generation Ads

Reach prospects using Facebook’s advanced targeting

Ad & sign-up form within Facebook’s platform (sign-up = pop-up)

Collect leads for email marketing for $.50 - $2.50 depending on targeting criteria
BUT:

Make sure your fundamentals are in place first!
Questions?
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