



America Outdoors 2020 Annual Conference

Marketing SOS: Strategic Outfitter Solutions to Boost Your Revenue

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December 10, 2019

Ron Rosenberg, president of QualityTalk, Inc., is an award-winning speaker, author, and coach. He is a nationally recognized expert on marketing and customer service, has authored several books and learning systems, and leads high-level marketing and business development coaching programs.

Since 1994, Ron has presented thousands of presentations to businesses and associations serving a wide variety of industries and professions including self-storage, funeral, nursery and landscape, medical and dental, and others too numerous to list. He has also worked with groups that serve minority and woman-owned businesses, community rehabilitation programs, early child education, and military families, and has spoken for many association-management and destination groups.

Lorie Rosenberg, speaker, copywriter, and graphic designer, has been involved with marketing, communications, and informational learning for over 30 years. In addition, for over 25 years, Lorie has managed QualityTalk, Inc., a marketing and communications firm, in Wake Forest, NC, along with her husband and business partner, Ron Rosenberg.

In addition to speaking, she writes on mindset and productivity, creates informational learning materials, designs and develops revenue-generating websites and other marketing collateral materials, and is involved in all facets of marketing and communications.

For details on keynote, breakout or training programs, visit **www.RonRosenbergSpeaker.com**. Or call us at 800-260-0662 to speak with our staff about having Ron & Lorie present at your next event.

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Where Are You Now?

What Business Are You In?

How is Your Marketing?

Please consider each question below and check "Yes" or "No based on your current website and online marketing:

| Question | Yes | No |
|---|-----|----|
| 1. Does your marketing have an appealing and modern look that's consistent with the quality of your offerings? | | |
| 2. Does your marketing accurately reflect the true nature and personality of your business and your team? | | |
| 3. Is your marketing a constant and measurable source of new customers, additional business, and increased revenue? | | |
| 4. Do your marketing materials connect to a comprehensive CRM that lets you target specific market segments with offers tailored just for them? | | |

What are some current challenges in your marketing that you need to address?

What's working well in your marketing?

Marketing SOS #1 - Market

Key Business Factors

1. What are the products and services you provide?

2. Who are your major customer groups and what are their expectations?

3. Who are your major vendors, suppliers, and partners?

4. Who are your major competitors?

Unique Selling Proposition:

What is different about what you provide or how you provide it that sets you apart from your competition?

If you closed up shop tomorrow what impact would it have on your customers' lives?

Why should prospective customers select your business versus all the other options they have?

Marketing SOS - Market

Your USP Must Be:

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |

Market Segmentation

Customer Segment

What Do They Need?

| | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |

What Do You Provide?

How Can You Reach Them?

| | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |

Marketing SOS - Message

Blue Marker / Yellow Marker

Features vs. Benefits

Identify all of the niche markets you can think of that can use your products and services:

Features

Benefits

| | |
|-------|-------|
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The 12 Components of an Effective Message

1. Specific Purpose
2. Killer Headline
3. Clear Statement of Value
4. Compelling Story
5. Irresistible Offer
6. Overcoming Objections
7. Testimonials
8. Better Than Risk-Free Guarantee
9. Definite & Urgent Call to Action
10. Multiple Ways to Respond
11. Bonuses
12. A "P.S." Restating The Offer

Marketing SOS - Message

Your Logo _____

Your Photos

The Subject Matter Really Matters _____

Good Lighting is Really Important _____

Image Size Determines Usage _____

Photo Editing Covers Many Sins _____

Never Use Photos from the Internet _____

Your Videos

Promotional _____

Instructional _____

News/Entertaining _____

Marketing SOS - Media

Effective marketing is:

50% _____ and

50% _____

Lead Generation

Source

Results

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Five Critical Marketing Metrics:

1. Lifetime Value
2. Maximum You'll Spend
3. Cost Per Lead
4. Cost Per Sale
5. Lifetime ROI

Lifetime Customer Value:

What is the average amount spent by a customer in one year?

Average amount of a transaction \$ _____

Times # of transactions per year \$ _____

Subtotal \$ _____

Times the total number of years as a customer X _____

The total expected lifetime value of a customer \$ _____

Why is Lifetime Value So Important?

Marketing SOS - Media

Social Media

Marketing SOS #4 - Moment

Identify specific events that would be opportunities to connect with your market:

Events

Motivation

| | |
|-------|-------|
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Generating and Capturing Leads

CRM Strategies

Marketing SOS – Implementing Your Roadmap

Marketing Project: _____

Market _____

Message _____

Media _____

Moment _____

Resources Needed _____

Insource/Outsource _____

Timeframe _____

Next Steps _____
