



Phoenix

GROWTH FROM THE ASHES
OF THE ECONOMY

Friday 13th February, 2009
Royal Bath Hotel



Agenda

- Welcome, Admin, Introduction
- Marketing more effectively on a reduced budget
- Managing people in tough times
- Improving Sales effectiveness



Introduction

- Sign in, emergencies, mobiles
- Your presenters
- Some questions for you
- Taking a positive approach



*Let marketing be the icing on
your cake...*



Emma James of Tasty Marketing

—
Cut your marketing budget but use it
more effectively...

Top 5 tips...

- 1.) Artwork and photography – photos, attention, message
- 2.) Do what you can yourself – speaking, SEO, stuffing
- 3.) Smart print buying – bulk, multiple items
- 4.) Use of articles – PR, blogs, clients
- 5.) reuse your materials – templates, displays, referrals, framing



Tips to Lower Costs

- ✓ Use your own database
- ✓ Existing customers- more spend and more often
- ✓ Use contacts and clients
- ✓ Testimonials
- ✓ Barter
- ✓ Negotiate
- ✓ Plan ahead
- ✓ Bulk
- ✓ Ask for recommendations and referrals
- ✓ Relationships
- ✓ Review methods and message constantly
- ✓ Share contacts and affinities



BUDGETS...

Where are you spending now?

- Advertising
 - Direct mail and distribution
 - Printing
 - Signage
 - Events and exhibitions
 - New launches
-
- COST PER VIEWER?
 - IS IT WORKING?
 - MEASURING RESPONSE?



Swapping



- INEFFECTIVE VS COST EFFECTIVE
- Advertising vs PR and competitions
- Hard copy vs email
- New vs existing
- Alone vs affinities
- Individual vs templates
- Promotional personal vs promotional mass
- Giveaway vs added value
- External vs internal
- Outside vs own events

Marketing Communications Strategy

- This is the promotional tools – the Marketing Mix also incorporates pricing, packaging, distribution and products / services.
- The chart (handout)



Budget marketing tools:

- PR and competitions
- Existing clients – newsletter, loyalty, referrals, events
- Special offers and vouchers
- Affinities and FLU
- Direct mail and databases
- Networking and events



Local Marketing Ideas

- **Tip 8: Grab Attention!**
 - tell a story
 - shock and controversy
 - facts and new info
 - recognition, trust and familiarity
 - show them the door
 - mix it up!
 - convenience
 - sex sells!
 - keep it real
 - memory
 - don't interrupt
 - alter the flow

Who are Tasty Marketing?

- Local marketing for local companies
- Specialist in Hants and Dorset
- The Menu
- *www.tastymarketing.co.uk*



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Managing People in Tough Times

Alan Adair

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Discussion

What aspects of people management have the biggest impact?

- Top 3 from each table

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For me

1. Keep staff at work
2. Keep staff engaged and motivated



Managing Absences

1. Return to work interviews – every absence
2. Consider “wellness” initiatives
3. Listen, support, coach
4. Take action
5. Follow the process



Motivating Without Money

1. Everyone is different
2. You can measure motivation
3. Reward people according to their motivators
4. Engage the team
5. Empower the team



Improving Sales Effectiveness

Paul Newton