



Marketing To Alaska

Public Relations & Promotions

Made In Alaska Webinar January 14, 2009

Poll

- Dana will put a poll on your screen.
- Please click appropriate responses.
- You have 15 seconds.



Press Releases Free, Easy & Effective

- Target who you want to reach and send it to the appropriate media
 - Daily newspapers.
 - Specialty publications – shoppers, pet-news, parenting magazine, etc.
 - Radio stations with news rooms.
 - **CANNOT BE AN AD...
MUST BE NEWS!**



Press Releases

- Allow lots of lead time...press releases often fill "white space".
- First paragraph must say it all...or the second paragraph won't be read.
- Make it easy to read, check grammar, use simple font, check spelling and use e-mail if you can.
- Keep it short, use one side of the paper.
- Send photos and web address.
- Most will welcome samples.
- It's just about all done by email now.



Workshops

- YOU are the expert in your field and a workshop establishes this
- Very inexpensive to put on
 - Room (often donated)
 - Beverages & snacks
 - Materials -- can charge \$
 - Your time - be prepared
- They work...
you're here today!



Webinars – like this one

[The new workshops]

- State of the art brings interest
- Easy to do if you have fairly good computer skills
- Not too expensive...\$100 for one month
- Good way to gain contact information and loyal customers
- Teaches you to talk to yourself ... you will need this skill as you age.



Poll -- yup, another one

- Dana will put a poll on your screen.
- Please click appropriate responses.
- You have 15 seconds.
- This provides valuable information and gives Bill a break.



Annual Events

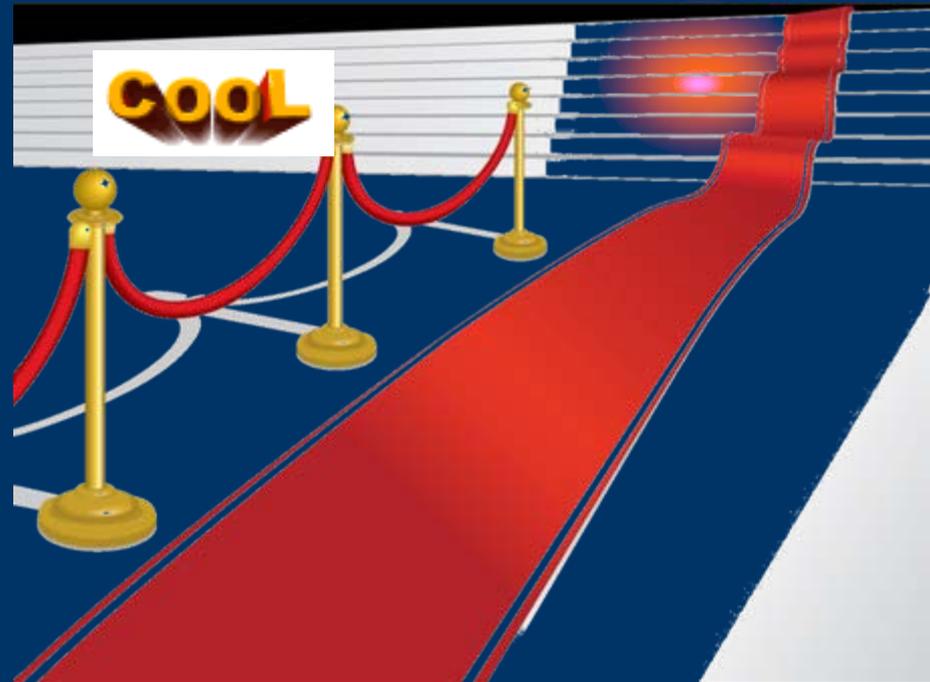


- Do something special that can be repeated, and grown, each year...how about an annual GRAND OPENING OPEN HOUSE?
- Maybe a fundraiser for local charity.
- Introduction of new products or colors?
- Holiday party



Fun Events ...

- Kid Safe Day
- Veggie Art
- Pilot Bread Stacking
- Rhubarb/Blueberry Dessert Contest
- Fathers Ugliest Tie
- Free Flower for Mom
- What fits YOU?



Planning Good Events

- Finds your targets
- Brings targets to you or makes them aware of you and to do business with you
- Can be at your business, a retailer who carries your product or another location that works



Ceremonial Events

- Aligns you with something good, something noteworthy, something newsworthy...



This is Good!



- Eagle release, dedication of new building, awards, anything with kids or seniors or pets



Poll – YES AGAIN

- Dana will put a poll on your screen.
- Please click appropriate responses.
- You have 15 seconds.
- Bill needs this break!



Sponsorships



- Tie your company with a popular event for BIG exposure
 - Little league sports, hockey arena
 - "Causes" – Cancer, homeless, tree-hugging, victims rights, save the ?? – really helps if you believe in the "cause"
 - Events, shows, markets, etc.
 - Be wary of radio campaigns and "free events for kids" and other unknown "causes" that use telemarketing to sell tickets or gain donations

Stepping In

- Offer to donate 6-12 Collector Pins to Fur Rendezvous or Iditarod Race ... do it every year and be the BEST & most expensive pin that sells or auctions for the highest bid
- What's the big event in your town?



Join, Network

- Meet new people everyday
- Join organizations that have many members who fit your loyal customer profile
- Be active ...
 meet everyone
- Be a speaker
- Donate prizes



Inviting Yourself In



- Provide a well known speaker for a local group's meeting or annual conference
 - Included in all publicity
 - Probably get to introduce speaker
 - Arrange to place loyal customers at speaker's table
 - Maybe an "outing" with speaker and loyal customers



Cross Promotions



- Team up to make a better package...
 - Soap & baskets & embroidered items on sale together
 - Ice cream with root beer
 - Made In Alaska LOGO = BEST





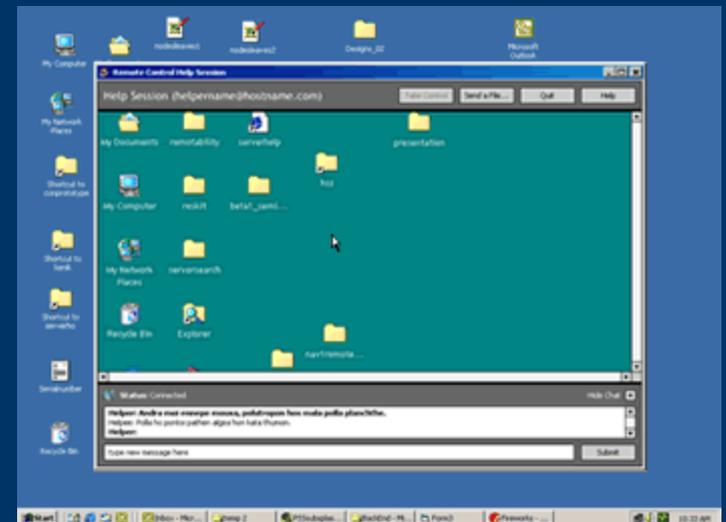
Newsletters



- Printed and/or emailed
- Inexpensive if done on home computer, by you or a talented kid
- Always give an "opt out"
- Introduce new products to old friends
- Let customers know where to find you

Email Newsletters

- Colorful
- Quick and Easy
 - To produce
 - To send
- FREE!
 - No paper or ink
 - No postage



Telephone

- Nothing is more personal and inviting than a phone call from you to a good customer



"Hi Marge, just want you to know I'll be in town next Saturday at the Craft's Fair and have a bunch of new items in my line."

Be Ready To Sell



- Be prepared for prompt follow-up to inquiries and interest shown in your company
 - Answer calls within the day
 - Have a price list available
 - Be ready to deliver what you promise...every time
 - Don't miss an opportunity



Remember Press Release



Whatever you do, don't forget to put it all in a press release and send it to the local media...

Fact: **REALLY NEAT PROMOTIONS MAKE NEWS**



Enjoy It...this can be the
fun part of business



Made In Alaska 2009 Workshops

- Anchorage – January 22
- Valdez – February 10
- Seldovia – February 12
- Talkeetna – February 24
- Mat-Su – February 25
- Delta – March 24
- Fairbanks – March 25
- Nenana – March 26



Made In Alaska 2009 Webinars

- On web – Basics of Marketing
- Jan 14 – Public Relations and Promotions (NOW!)
- Jan 21 – Trademarks & Copyrights
- March 18 – Direct Mail
- April 1 – Digital Photography

