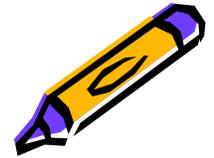
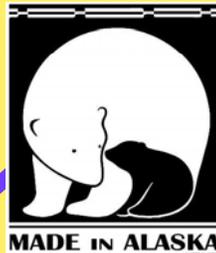
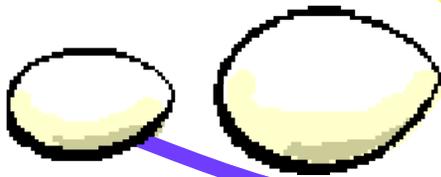
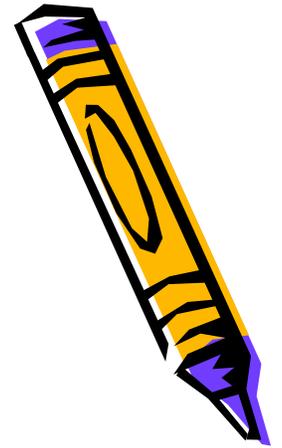


# Marketing in Alaska

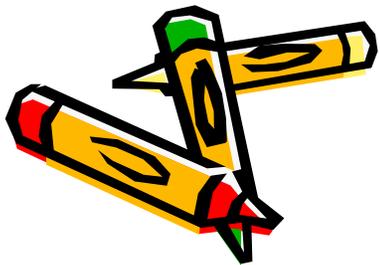
## The Basics



# Do I Need To Market?



- Increase your sales & earnings.
- Introduce new products or improvements.
- Hold onto market share.
- Change directions - move from retail to wholesale; or visa versa.
- Most businesses will benefit from Marketing...most already do.



# First YOU Must Understand...

Who is a good customer now?

Male or Female?

Age?

Race?

Income?

Area of Town?

Zip code?

Religion?

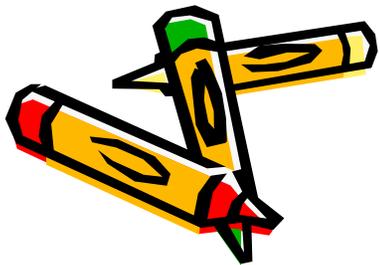
Kids @ home?

Pets?

What else???

Who else may want to buy from you?

Most likely they will have the same or similar demographics as above.

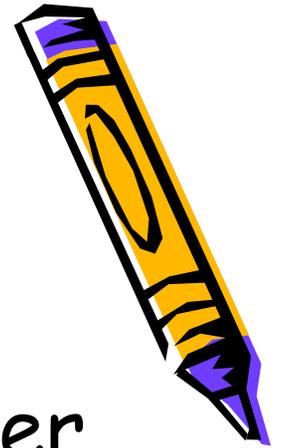
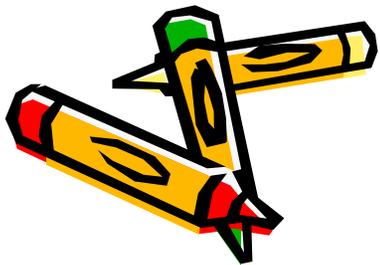


# Loyal Customers

"It is cheaper to keep an old customer than it is to get a new one."

"There are only 4 Kinds of people: prospects, customers, **loyal customers** and former customers."

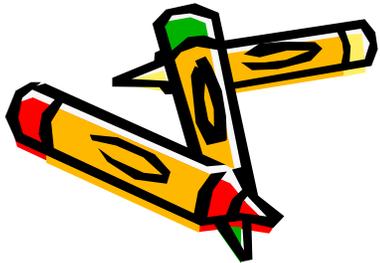
"**Loyal customers** are happy to spend more money with you."



# Life Time Values

Does marketing pay...NOW, RIGHT NOW?

- Sometimes, but often you must be patient and wait for the real rewards.
- Sell a \$15 bottle of shampoo to a customer and the marketing cost is \$5 ... seems like a bad deal.
- Find a new **loyal customer** for \$5 and they buy a bottle of shampoo every month for two years ...  
 $24 \times \$15 = \$360$  life time value. Sound better?



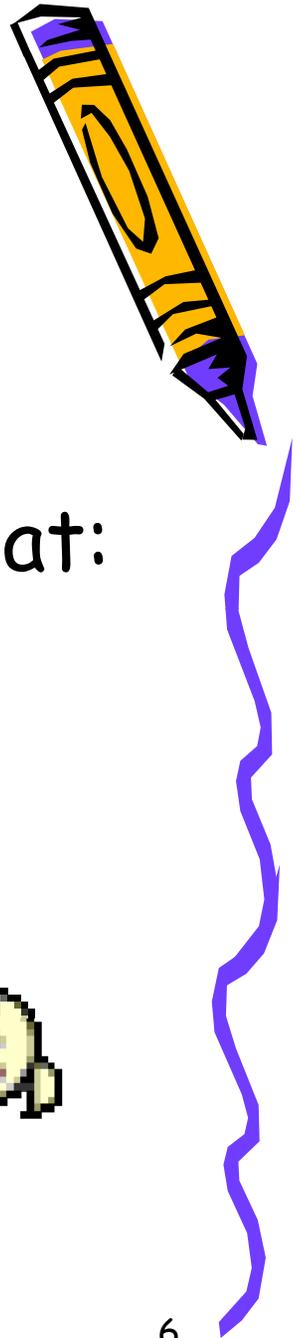
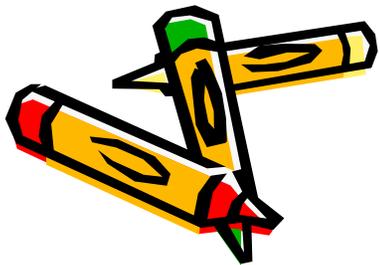
# The Real Trick To Marketing Is Simple

To Find more people like those who regularly buy from you now? Look at:

Clubs/Groups  
Networking  
In your town  
Statewide

Databases & Lists  
Advertising  
In Bigger Towns  
Lower 48

<http://www.theworld.com>

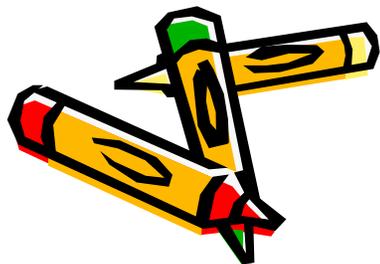




## Why You?

What now makes, or what will make, people prefer your product over your competitors?

Marketing is about telling the customer, or potential customer, about the *benefits* of your product and **motivating** them to **action**.



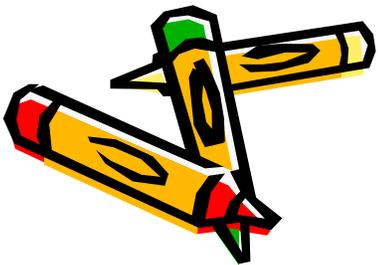
# Be Ready To Market

## List of current customers

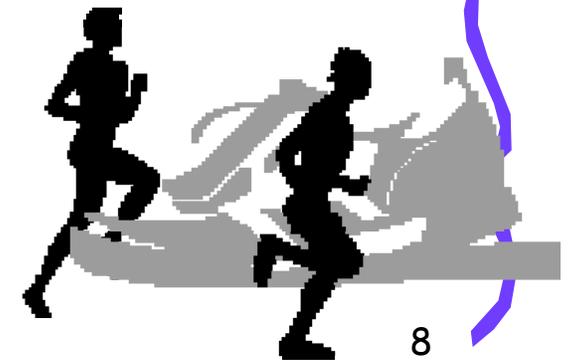
- ✓ Use sign up books or lists at shows
- ✓ Drawings to gather names
- ✓ Fish bowls by your booth or table for name cards
- ✓ Retain all address from any source in a permanent, easy-to-use format
- ✓ Previous mail orders
- ✓ Internet orders

It's a marathon not a sprint!

Be ready for the long haul

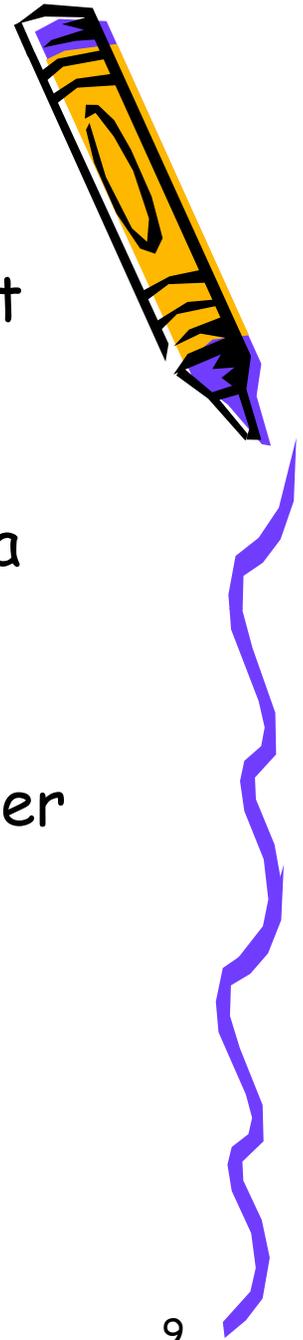


2010 Made In Alaska  
Workshops & Webinars

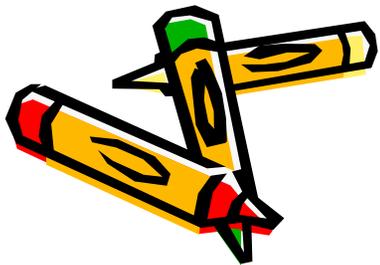




# Discounts & Coupons



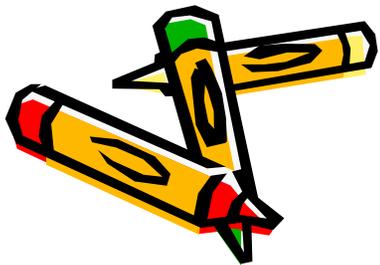
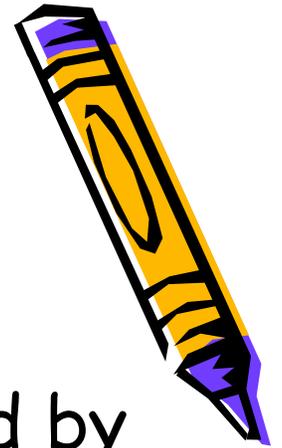
- Some lower end products and retailers benefit greatly by being perceived as a "discount" or "off-price" retailer.
- It's usually a bad approach for Made In Alaska people because...
  - Attract unprofitable, occasional customers
  - You devalue your merchandise; people wonder what it is really worth.
  - You reward the wrong people -
    - Coupons cost to print and distribute without adding to profits in return





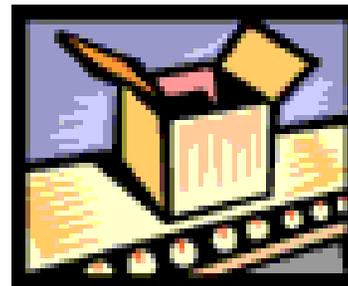
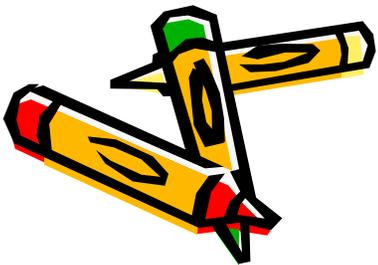
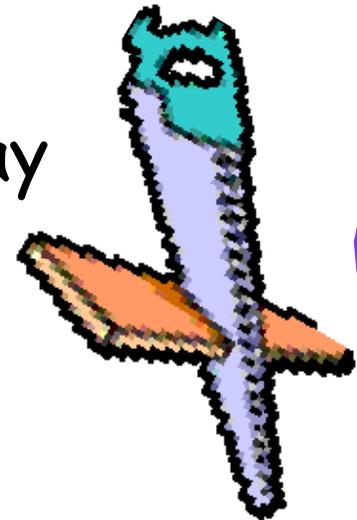
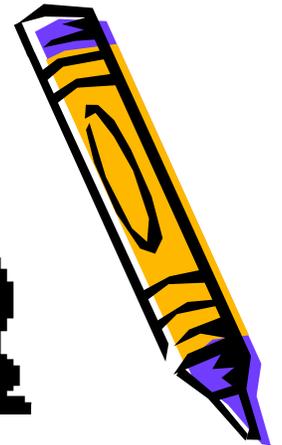
# Reward Loyalty

- Made In Alaska quantities are limited by the time it takes you to produce, reward your loyal customers
- Invite them to shows
- Call and thank them
- Small gifts, holiday cards
- Bundle specials
- Or "what's your idea, be original"



# Be ready to sell

- Credit cards
- Inventory levels
- Production capability
- Ability to ship efficiently
- Professional photos of product
- Well written & truthful words to say what you mean



# Be Ready To Take The Order?

How will you receive orders? Mail, fax, email, phone, direct (shows/markets), wholesale...all of above?

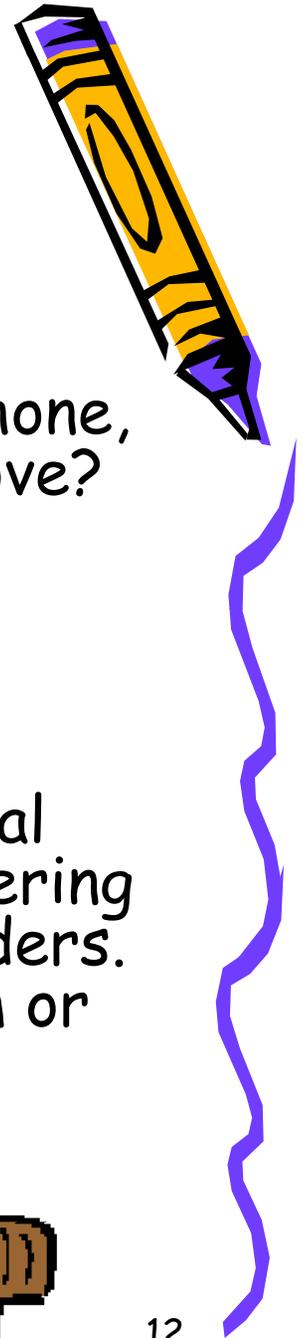
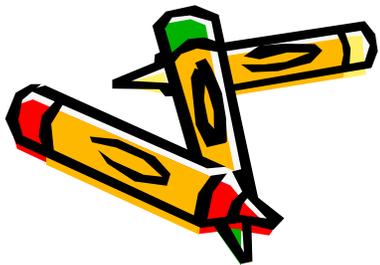
What happens if you are:

Sick

On Vacation

Sleeping

Think, plan, take action to take care of the business...YOUR business. Don't lose a loyal customer because you do want to buy an answering machine and follow-up on messages...called orders. With the internet it's a 24/7 world...problem or opportunity?

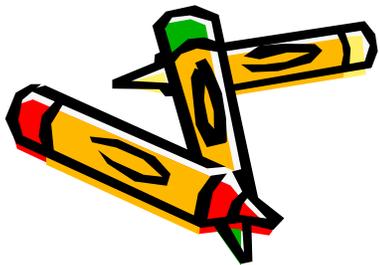




# Pricing

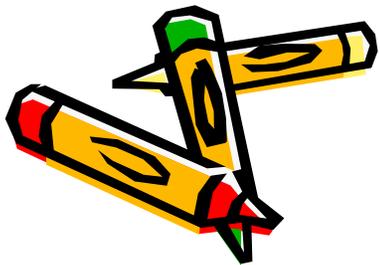
- Determine what you must charge
- Test your prices at shows
- Go for price ranges
  - Trade your customers up to Luxury\*
- You can never be the **cheapest** in price... why would you want to be?

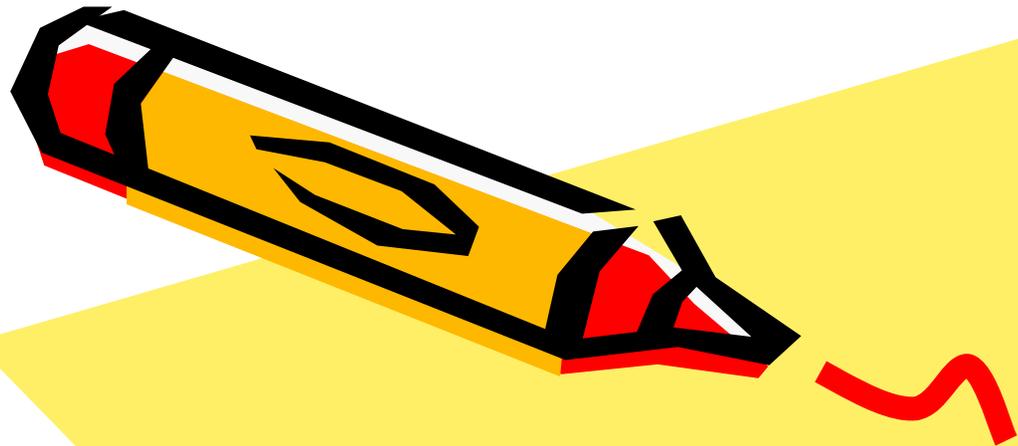
\*Trading Up by Michael J. Silverstein & Neil Fiske



# Make A Marketing Plan

- Write a marketing plan & budget
- Is marketing a cost or a major Opportunity?
- Do it right or don't do it. Use professional help when needed, i.e. photos, graphics, words, colors...all important.
- Market benefits, not features.

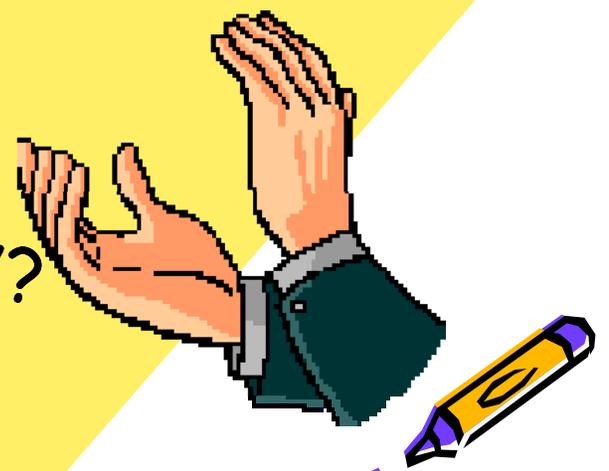




# Marketing In Alaska



ARE YOU READY?



Questions: [bill@anchoragemarkets.com](mailto:bill@anchoragemarkets.com) 272-5634

# 2010 Webinars

Web site - Ready to Sell, Big Time

Web site - The Marketing Basics

Feb. 24 - Online Media/Constant Contact

Mar. 17 - Post Cards with Results

Mar. 31 - Digital Photography

Apr. 7 - QuickBooks Quickstart

Apr. 14 - Distribution Ideas

Phone 272-5634 or email  
[dana@anchoragemarkets.com](mailto:dana@anchoragemarkets.com)

*\*These can be viewed on our website*

