



marketing toolkit

the top 10 things every new marketer should know

1. Story Matters

Your story needs to have an **emotional connection**. Think of it like a movie: No one wants to sit through two hours of scenes that plod along with no discernible plot or character development. Similarly, no one wants to engage with a brand that doesn't give them a reason to care. One of the biggest mistakes new marketers make is assuming that an amazing product will speak for itself.

To give your brand the voice it requires to thrive, you need to focus on the story only you can tell. Treat your audience like close friends and give them a reason to invest the emotional energy. **Consumers always react to stories that elicit relatable feelings.**

2. Copy and design are your new best friends

Many businesses are worried about the costs associated with using writers and designers. **If you do everything yourself, you will ultimately end up making a fraction of the impact you could have make with a little help.**

Talk to your connections, reach out to a creative agency, or contact a local college or university. You'll likely find a few professionals willing to help without incurring huge fees.

3. Marketing isn't free, but it can be inexpensive

The old adage is truer than ever: You have to spend money to make money. How much money you spend is entirely up to you.

The most result-driven pieces of marketing are often the least expensive to produce. While big-ticket items are certainly glamorous, they're no more effective for a small business/organization than a perfectly segmented YouTube ad or impactful social post.

This is where the ability to think outside the box becomes a serious benefit: What engaging, interruptive strategies can you use to get your name into the public? How creative are you willing to be?

4. Social media is everything...except magic

Social media is by far the **least expensive and most direct** way to reach a world of potential customers/visitors. It is where your entire consumer base hangs out, shares stories and interacts with the world. How you use these tools is what really counts.

Social media is by definition social. You have to regularly provide content that's valuable, shareable and engaging. Example: On April Fool's Day, JetBlue offered a free flight to anyone named April. The social posts spread like wildfire.

As long as the posts are curious, authentic and tightly focused on your brand image anything goes.

5. Mobile is here to stay

Consumers interacting with smartphones isn't a passing fad. As smart phones become smarter people will get busier and mobile will be the single best place to capture a consumer's attention. **Make sure everything you do is mobile-friendly.**

6. Before you can talk to a customer you have to know who they are

To create content that is both memorable and engaging, you have to understand who you're reaching and what those customers want. **Social media and focus groups are fantastic methods for learning more, and surveys** attached to an exclusive offer combine information gathering with customer retention. Remember, **you will never know until you ask.**

7. The customers you keep are just as important as the new ones you get

We are often focused on capturing new customers/visitors that we forget the importance of keeping the old ones engaged. We think if a customer/visitor enjoyed their experience they will return with little to no prompting. That is not the case. **You have to give the old customer/repeat visitor a reason to stick around.** What type of loyalty program do you have?

8. If you're not testing, you're running in the dark

Anyone can launch a marketing campaign, but seasoned marketers know that testing your concepts is crucial to getting fine-tuned results. Consider running a smaller campaign and see how it does. Are customers engaging with you? Is your message cutting through the clamor? If the launch doesn't perform as expected take a look at what may be missing the mark before you go full scale. **Measure results through deals, discounts, promotional codes, zip code collection, open rates, etc.**

9. Good strategies don't happen in a vacuum

Imitation is the highest form of flattery. Well, you don't want to steal another organizations campaign, but it is helpful to **analyze the strategies of your favorite brands.** What makes them exciting? Where are they most impactful? How are they using social media? Anything that sparks an idea is fair game. Some of the most effective concepts come from unlikely sources. Talk to your kids, neighbor or accountant. **Listening well is the first step to doing well.**

10. It's ultimately about one thing...FUN

Approach everything you do with a sense of curiosity and playfulness, and you'll find the **results are more approachable** than if you stick to the rote and standard route. For instance, Geico's humor is in the spirit of fun. Strive for that, and you'll never experience a dull moment.

Direct questions to:

Kara Kuh, Chief Marketing Officer

503.581.4325 ext. 124

Kara@TravelSalem.com