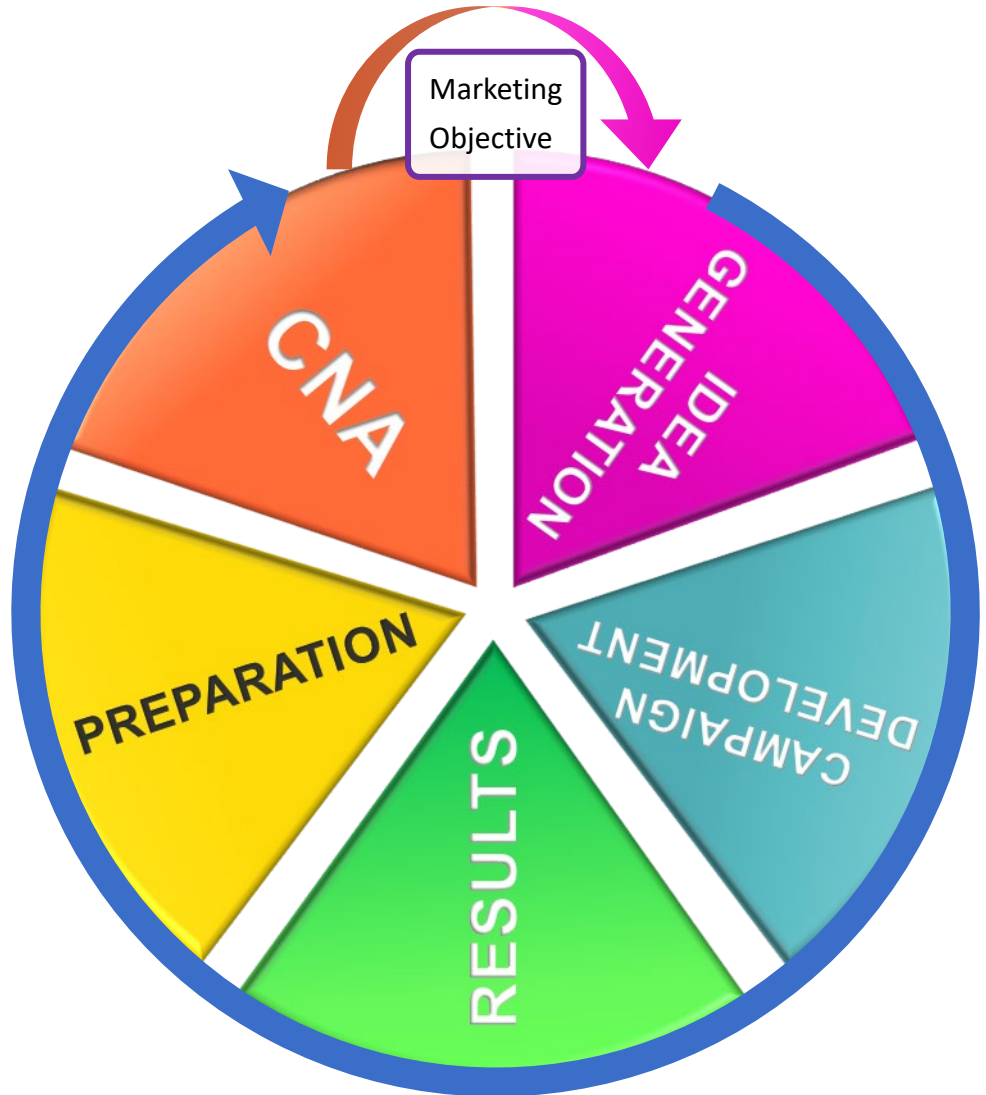


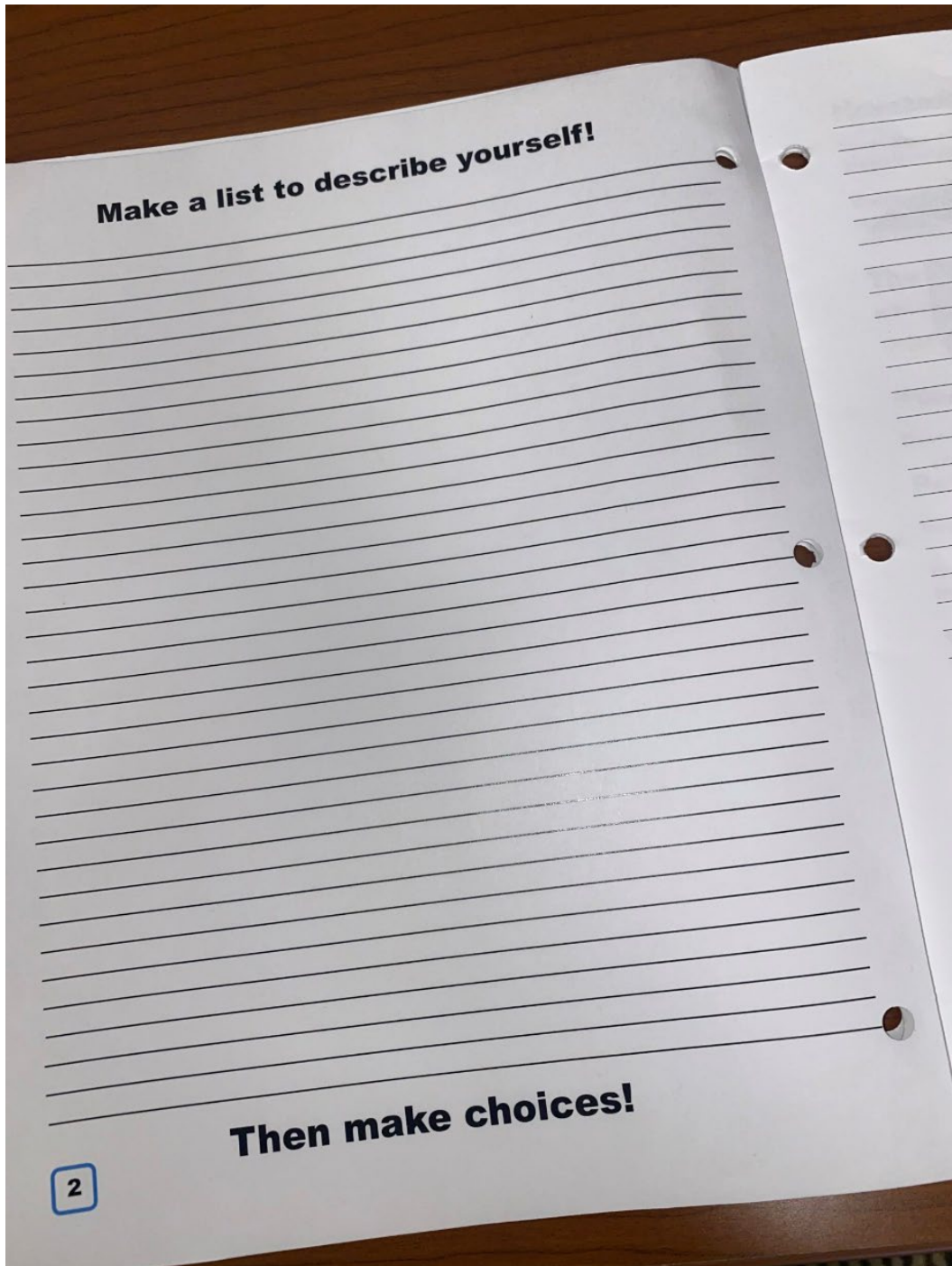


**Proactively
Building
Partnerships**

Building County
Partnerships / Goals
Effective Communications



Proactively Building Partnerships





A list of facts about YOU!

- Career
- Growing up
- Passions
- Little known facts
- People

Select 3 things from your list to introduce yourself.

Introductions

Tell everyone your name.
Three quick facts about yourself.



Manager

Sales Effectiveness Training

- **4 yrs. – Chairman Pickens County**
- **3 yrs. – Vice Chairman Pickens County**
- **3 yrs. – SCAC Board VP**
- **3 Yrs. – AE (Radio)**
- **7 Yrs. – LSM/GSM (Radio)**
- **1 Yr. – AE (Spectrum)**
- **13 Yrs. – LSM (Spectrum)**
- **5 Yrs. – Mgr. Business Development(Spectrum)**



What's Going on in Your World?

Resource

Partner

Trust



Resource

-

Partner

-

Trust

-



Products
and Price

Marketing
and Ideas

Brand-Building

To persuade a target consumer to **BELIEVE** a valuable point of difference about a product or service.



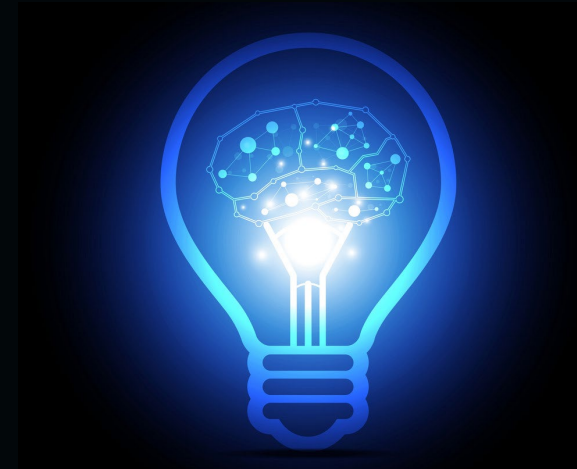
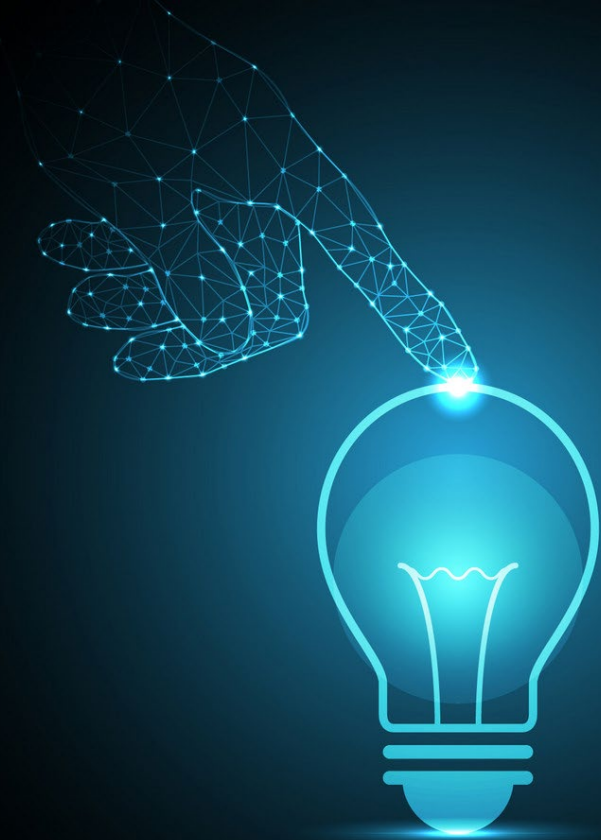
To persuade a young man to believe that drinking Dos Equis beer will get attractive women to like you because you are a sophisticated beer drinker.

Activation

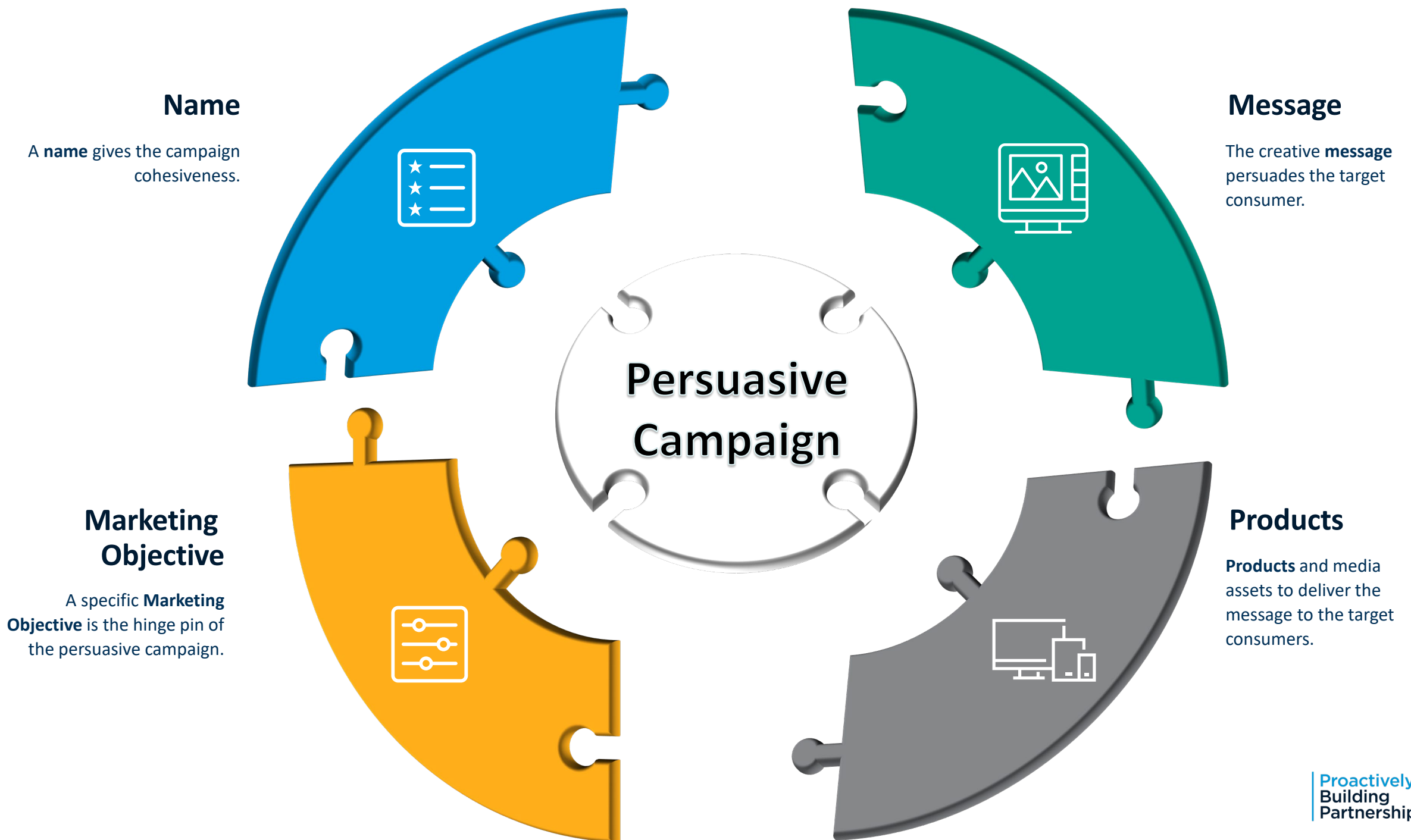
To persuade a target consumer to **DO** something with a product or service.



To persuade that same young man to enter the Dos Equis sweepstakes to win tickets to the National Championship game before September 21, 2023.



An Idea will become,
A Persuasive Campaign

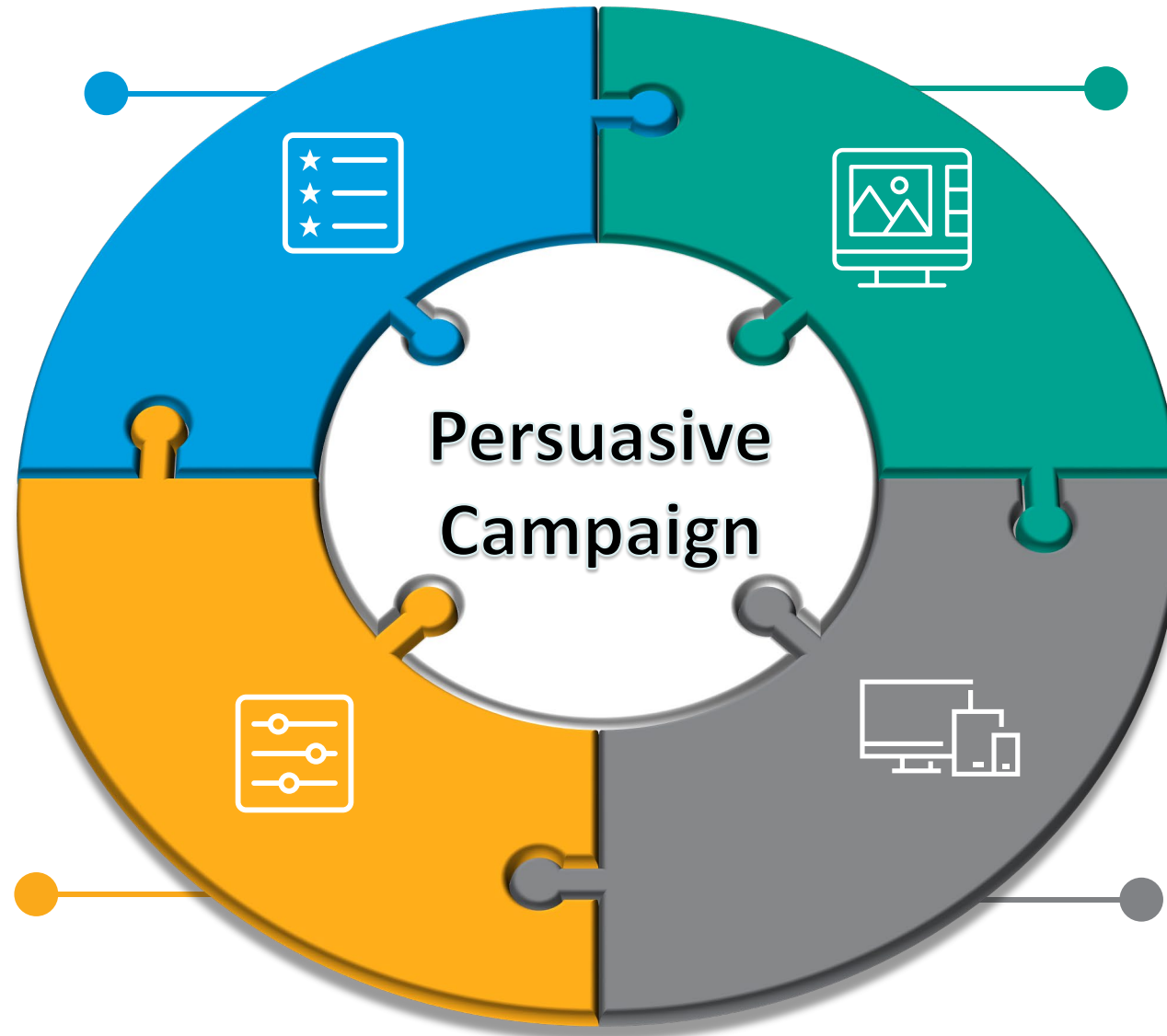


Name

A **name** gives the campaign cohesiveness.

Message

The creative **message** persuades the target consumer.



Marketing Objective

A specific **Marketing Objective** is the hinge pin of the persuasive campaign.

Products

Products and media assets to deliver the message to the target consumers.

I wish I had more
energy.

I wish I had more energy.

- Brother and his family moved in with us.
- Sleeping on an old mattress.
- Hurt my knee in a fall.
- Car's transmission is bad.
- My wife is unhappy.



ingles

Low Prices...Love The Savings!™



The Ingles Information Aisle

with Leah McGrath



Challenges & Opportunities

1. Introduce Starbucks Coffee and Ingles partnership.
2. Capitalize on the Ingles Advantage Card.
3. Increase sales of lunch buffet during the work week.
4. Create a better awareness of our Registered Dietician.

Criteria

3 "I's"

1. Impactful
2. Idea
3. Implement

ingles
Low Prices...Love The Savings!™

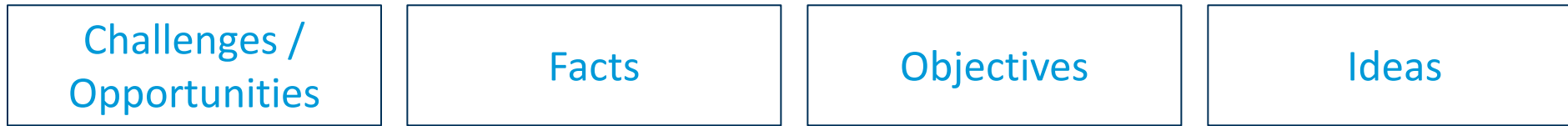
Critical Marketing Components

1. **Product:** Lunch buffet.
2. **Target Consumer:** young professional 30-year-old guy.
3. **Consumer Trigger:** Hungry for a quick lunch that isn't fast food.
4. **Location:** At any Ingles Location (on premise).
5. **Time:** Annual with concentration on Jan – Apr and Aug – Nov.
6. **Competition:** Other Meat and 3 restaurants, small chain restaurants like Applebee's and Chili's.
7. **Value Proposition:** farm-to-table preparations that are made fresh, homemade and ready to serve when you are ready to eat.
8. **Current Advertising:** TV Radio and Print. Interested in local events.
9. **Brand-Building messaging:** "Farm-to-Table made fresh daily."
10. **Activation messaging:** None at this point.



Marketing Objectives

1. To persuade a young professional 30-year old guy to believe that the Ingles Supermarkets buffet has farm to table freshly made home cooked lunch that is quick and affordable.
2. To persuade a young professional 30-year old guy to try the lunch buffet at Ingles during the work week because of their freshly made home cooked lunch.



Ingles Challenges & Opportunities

1. Intro Star Bucks
2. Advantage Card
3. Lunch Buffet
4. Registered Dietician
- Etc...

Ingles Marketing Facts

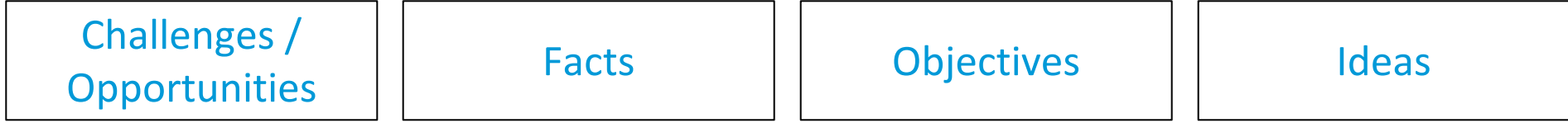
1. Product
2. Target Consumer
3. Trigger
4. Location
5. Time
- Etc...

Ingles Marketing Objectives

1. To persuade a young professional 30-year old guy to believe that the Ingles Supermarkets buffet has farm to table freshly made home cooked lunch that is quick and affordable.
2. To persuade young professional 30-year old guy to try the lunch buffet at Ingles during the work week because of their freshly made home cooked lunch.

Ingles Ideas

- 1.
- 2.
- 3.
- 4.
- 5.
- Etc...



CHANGING *the* CONVERSATION



Preparation Step

Develop a Valid Business Reason.



Pathway to Building Partnerships

First Communication

- How you “get the appointment” is different for each client.
- Prepare a valid business reason to meet.

First line of communication

- Subject line
- Voice introduction
- In-person conversation.

Content of communication.

- What do you know about their business?
- Why should they meet with you?
- Who are you?

Send two forms of communication.

Valid Business Reason to Meet

- Subject lines matter!
- Don't bury the lead.
- Lead with the business opportunity or challenge – not your solution.
- Selling the meeting – tell them what you want.






Opportunities & Challenges

1. With the nicer weather comes people wanting to shelter outdoors.
2. Members of Ace Hardware's *Ace Rewards* program get their grills assembled, delivered and set up for free while Lowe's and Home Depot have either an assembly or a delivery charge or both.
3. Great opportunity to sell grills and to get people to sign up for an *Ace Rewards* membership.



The Email - Business

 Send	To...	<input type="checkbox"/> RandyC@acestores.com
	Cc...	
	Subject	You are clearly beating Lowe's and Home Depot

Randy:

I checked with every single Lowe's and Home Depot in this area and nobody offers free assembly, delivery and setup at no charge like you.

This competitive advantage will not only create sales for you but give people a reason to join the Ace Rewards program!

I work for Spectrum Reach, creating marketing campaigns for businesses just like yours. I would love to help you take advantage of this opportunity. While we have a wide variety of TV Networks and digital tools to reach your target consumers, all of our campaigns are custom.

I hope you will give me 30-minutes on Wednesday or Thursday to discuss how I can help.

Thanks in advance for your time, Randy.

Roy



Roy Costner | Manager Sales Effectiveness | Training

P 864-679-1749 | C 864-270-3675

401 Borrkfield Pkwy, Suite 200 | Greenville, SC 29607

SpectrumReach.com

The Email – Council



Costner, Roy B

Costner, Roy B

FW: Jackson County is poised to attract a record number of new visitors.

Hey Don,

Everyone in Jackson County, NC knows they live in an area full of lakes, rivers and unparalleled beauty of the Great Smokey Mountains. As every state and county begin to phase into finding their new normal, we all want to get out and find a way to enjoy life again. Over 50% of the population in Western NC and Upstate SC are looking for safe healthy ways to “get out of the house” and explore. Some may not be ready to hop on a plane but Jackson County has done an extraordinary job at inviting people to make the drive to visit.

Similarly Pickens County, SC has exceptional beauty and now we have explored creative ways of using ARPA funding to help keep our county beautiful.

I’m Roy Costner, County Council Chairman and I am hoping to set up a 20 minute call to share ideas. We want to learn how you market you county and we would love to share our innovative ideas on ARPA funding.

I will follow up with a phone call tomorrow to set up a time for us to meet. I am looking forward to speaking with you!

After doing some research on Jackson County, I can’t wait to share with everyone about the fly-fisherman’s paradise on the Tuckaseigee River!

Thanks!

Roy





Questions?

**Proactively
Building
Partnerships**

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Effective Communications

Roy.Costner@charter.com
864-270-3675



BRIGGS & RILEY

WHY?



BRIGGS & RILEY
THE ENLIGHTENED TRAVELER

briggs-riley.co

OUR GUARANTEE REIGNS

Our lifetime guarantee covers wear and tear,
and even airline damage. Simple as that.®





WHY NOW?



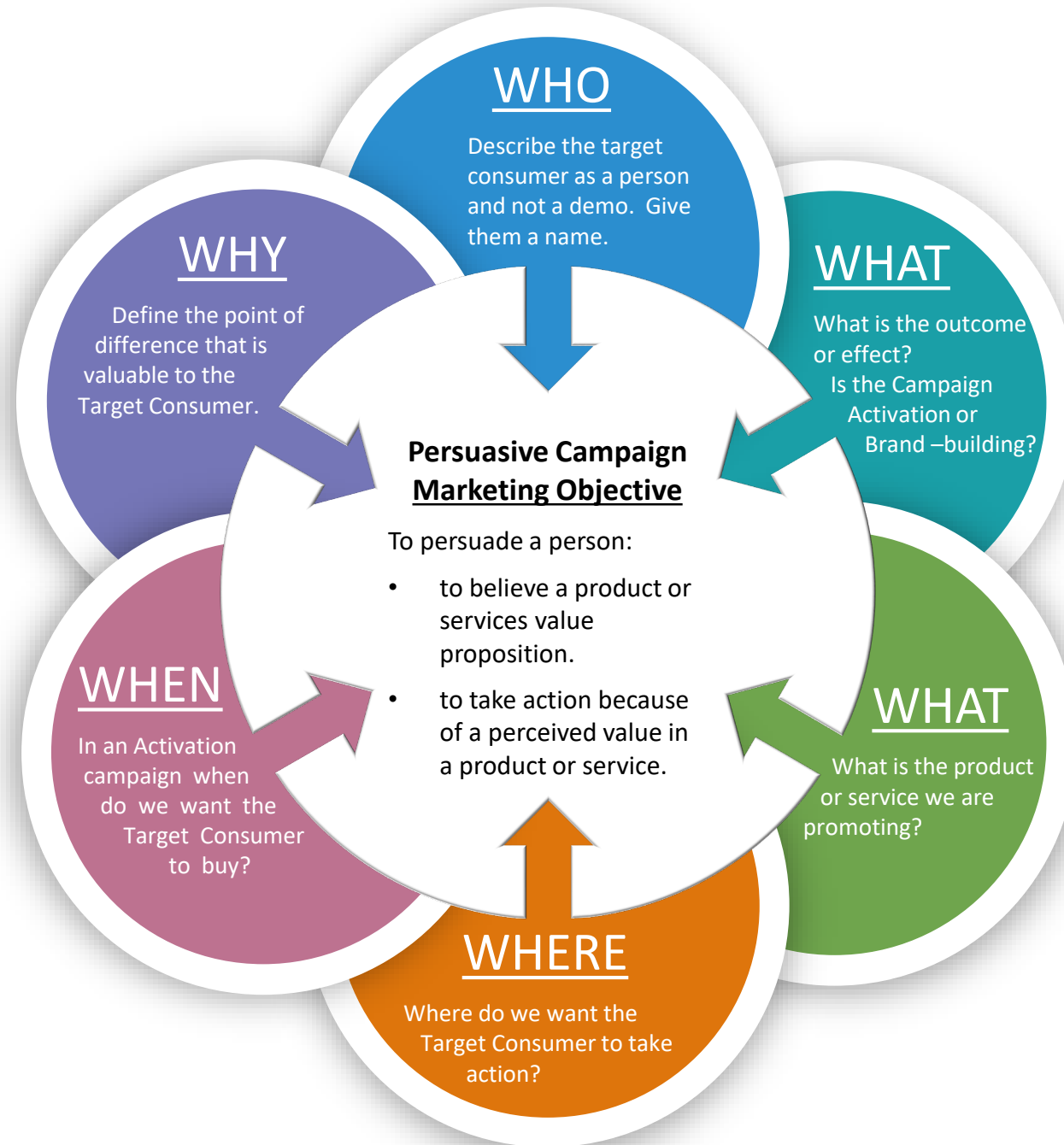
SALE

UP TO \$300 OFF

★ LIMITED TIME ONLY ★



Crafting a Marketing Objective



Crafting a Marketing Objective

- When crafting a Brand – Building marketing objective for a persuasive campaign, you must:
 1. Identify the Person
 2. Define what it is you want them to believe.
 3. Describe the valuable Point of Difference for their...
 4. ...product or service.
- When crafting an Activation marketing objective for a persuasive campaign you must also add:
 5. Where you want the target consumer to go.
 6. When do you want the target consumer to get there with a valuable reason to do so.



To Persuade (Who? – Target Consumer) to (What? – “Believe” or “Do”) the (What? - Product) at (Where? - Place) during (When? - Timing) because (Why? -Valuable Point of Difference).

Elements of Crafting a Marketing Objective

WHO

Describe the target consumer as a person and not a demo. Give them a name.

- **Who** is the Target Consumer?
- Think of them as a real person.
- List their attributes.
- How old are they? (Avg. age)
- Give them a name.
- Note that Target Consumers and Products are related.

WHAT

What is the outcome or effect? Is the Campaign Activation or Brand -building?

- **What** do we want the Target Consumer to believe?
- **OR:** What do we want the target consumer to do?
- Is the “belief” or “action requested” valuable to the target consumer?

WHAT

What is the product or service we are promoting?

- **What** is the priority product or service?
- Products can be individual in nature.
- Products can be an entire department.
- The product could be the company.
- Are we promoting a specific service or a department of services?

WHERE

Where do we want the Target Consumer to take action?

- **Where** are we persuading the target consumer to go?
- In the store?
- On-Line?
- In the app?
- By phone?

WHEN

In an Activation campaign when do we want the Target Consumer to buy.

- **When** are we asking the target consumer to take action?
- Is it based on certain times during a week?
- Is it weekends, or evenings?
- Is it a particular holiday?

WHY

Define the point of difference that is valuable to the Target Consumer.

- **Why?** Define the valuable point of difference.
- What makes them different from their competitors that the Target Consumer believes is valuable?
- If the product or service is already in the consideration set why buy now?

Crafting a Marketing Objective

Sample Client: County Council ARPA funding.

Challenge: To create financial opportunities for the multiple non-profit organizations who suffered during the pandemic; and to do this without picking winners and losers.

Concept: Pay \$250 per mile for any non-profit to clean up litter on our roads throughout the county. \$75k is allocated out of ARPA funding and we begin to solve an expansive litter problem while giving any 501c3 the opportunity to do fund raising for their organization.

WHO

Describe the target consumer as a person and not a demo. Give them a name.

To Persuade Brian and Betty to...

WHAT

What is the outcome or effect? Is the Campaign Activation or Brand -building?

To Persuade Brian and Betty to **do something...**

Crafting a Marketing Objective

Sample Client: County Council ARPA funding.

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Concept: Pay \$250 per mile for any non-profit to clean-up litter on our roads throughout the county. \$75k is allocated out of ARPA funding and we begin to solve an expansive litter problem while giving any 501c3 the opportunity to do fund raising for their organization.

To Persuade Brian and Betty to **do something...**



To Persuade Brian and Betty to **sign up for litter clean up of 1 – 10 miles....**



To Persuade Brian and Betty to sign up **on the Pickens County Website** for litter clean up of 1 to 10 miles...

Crafting a Marketing Objective

Sample Client: County Council ARPA funding.

Challenge: To create financial opportunities for the multiple non-profit organizations who suffered during the pandemic; and to do this without picking winners and losers.

To Persuade Brian and Betty to sign up **on the Pickens County Website** for litter clean up of 1 to 10 miles...

To Persuade Brian and Betty to sign up on the Pickens County Website for litter clean up of 1 to 10 miles **before June 1st...**

To Persuade Brian and Betty to sign up on the Pickens County Website for litter clean up of 1 to 10 miles before June 1st... **because their organization can earn up to \$2500 while providing a needed service to the county.**

WHEN

In an Activation campaign when do we want the Target Consumer to buy.

WHY

Define the point of difference that is valuable to the Target Consumer.

Crafting a Marketing Objective

Possible Marketing Objective for Pickens County:

To Persuade Brian and Betty to sign up on the Pickens County Website for litter clean up of 1 to 10 miles before June 1st... because their organization can earn up to \$2500 while providing a needed service to the county.

WHO

Describe the target consumer as a person and not a demo. Give them a name.

WHAT

What is the outcome or effect? Is the Campaign Activation or Brand –building?

WHAT

What is the product or service we are promoting?

WHERE

Where do we want the Target Consumer to take action?

WHEN

In an Activation campaign when do we want the Target Consumer to buy.

WHY

Define the point of difference that is valuable to the Target Consumer.



Key Learning Points



Make a list of Challenges /Opportunities.

Client chooses one – becomes the project.



Projects are Different from Marketing Objectives.

Marketing Objectives have specific Elements that Projects do not have.



Make a list of Marketing Objectives for the one project.

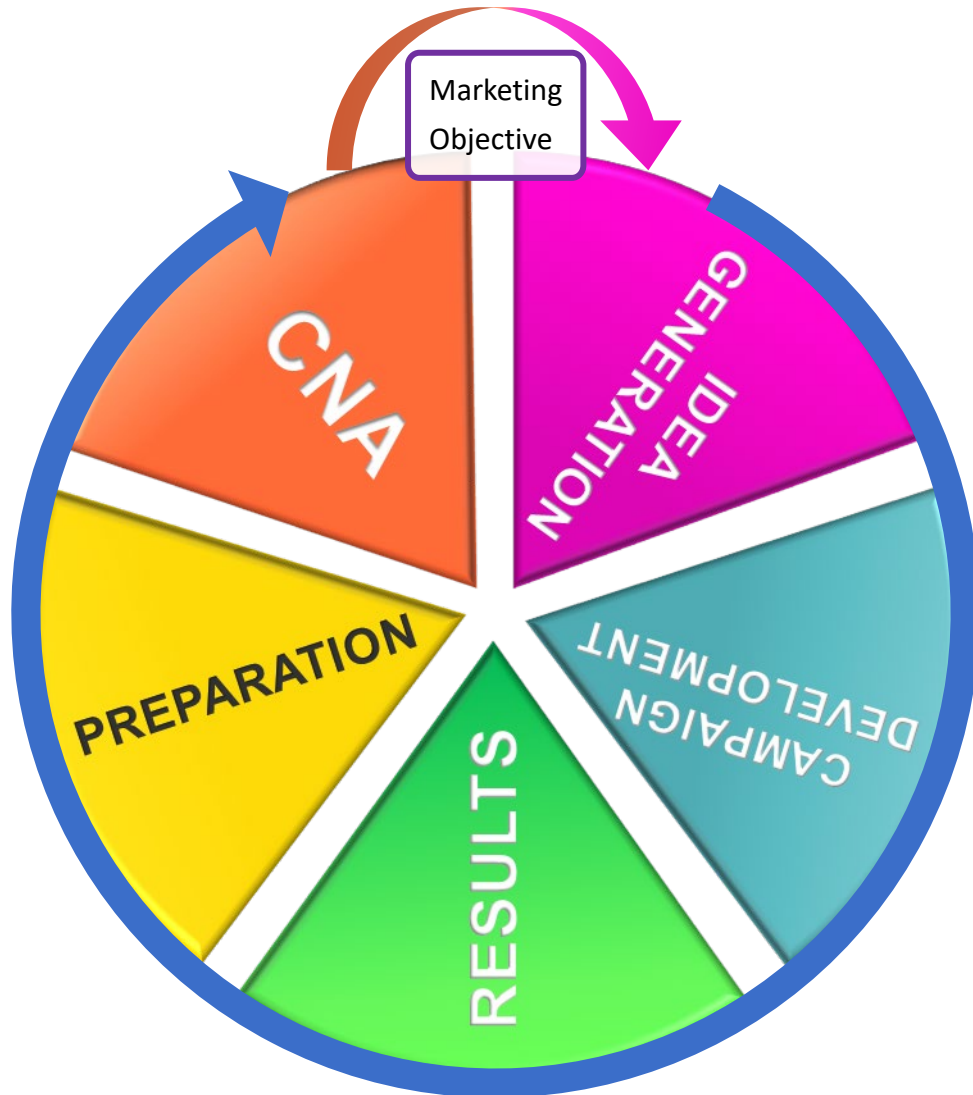
Client chooses one Marketing Objective.

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Proactively Building Partnerships