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Connect | Create | Inspire

MARKETING PLAYBOOK

By Ryan B. Spelts



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inspire and inspire you to love
your home.

March 2020

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businesses and their impact
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businesses and their impact
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BREAKFAST!

January 2020

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Ogden CONNECTION
Classic Music
Featuring:
Shirley Horn
The Women
First Annual Art Contest

February 2020

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NORTH OGDEN CONNECTION
It's time for the
FAIR!
Taste of Summer
RECIPES
SMORES, PUMPKIN CAKE &
APPLE BUTTER CHEESEBURGERS

August 2019

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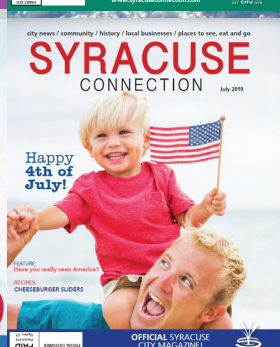
www.pleasantviewconnection.com
OFFICIAL CITY MAGAZINE!



ROY CONNECTION
Welcome to 2019!
This month's soup recipe will
warm you up page 13

January 2019

www.royconnection.com
OFFICIAL ROY CITY MAGAZINE!



SYRACUSE CONNECTION
Happy 4th of July!
Featuring:
How you really eat American!
RECIPES:
CHEESEBURGER SLIDERS

July 2019

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OFFICIAL SYRACUSE CITY MAGAZINE!



Ogden CONNECTION
PREMIERE ISSUE!
Ogden Art Scene | Holiday Shopping | Christmas Party Menu

November 2019

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OFFICIAL OGDEN CITY MAGAZINE!



NORTH OGDEN CONNECTION
Are you
lucky?

March 2019

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PLEASANT VIEW CONNECTION
Are you
lucky?

March 2019

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ROY CONNECTION
PHOTO CONTEST

September 2019

www.royconnection.com
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SYRACUSE CONNECTION
PHOTO CONTEST

August 2019

www.syracuseconnection.com
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ROY CONNECTION
PHOTO CONTEST

September 2019

www.royconnection.com
OFFICIAL ROY CITY MAGAZINE!

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Marketing Playbook

CONNECTIONPUBLISHING
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Marketing Playbook

“The real fact of the matter is that nobody reads ads. People read what interests them, and sometimes it’s an ad.”

– Howard Luck Gossage



TABLE OF CONTENTS

5 ADVERTISING The master key to business	17 MARKETING LAYERS Multiple avenues for your messages	27 LOSS LEADER Make money while Losing money
8 BUDGET How much should you spend on marketing?	19 Special Events Doing something epic to stay at the top of consumer’s minds	29 VIDEO MARKETING Effective Video Marketing
11 BRANDING How much is your brand worth?	22 COLOR Using color to grab attention	30 STICKY Make your brand sticky
14 “FREE” The most powerful word in the English Language	24 EFFECTIVE ADS How to create effective ads	29 MASTER OF MARKETING The most important job at your company

“Every time a message seems to grab us, and we think, ‘I just might try it,’ we are at the nexus of choice and persuasion; that is advertising.”

– Andrew Hacker



ADVERTISING

Advertising is the master key to unlocking the business you want. It opens the door to new clients, leads, and increased sales. It reveals the method by which every business challenge can be overcome. Becoming a *Master Marketer* is the job of every business owner or leader because a business needs to speak to its customers, clients, and potential clients and the owner is the best person for that job. It is art in its finest form to be able to grab attention and influence people to do business with you.

Effective marketing can lift the status of humble businesses to regional or national powerhouses. It makes the unknown become known. It reinvigorates businesses of yesteryear. It provides the method by which you may take full and complete possession of your life and your business.

Advertising will make your life better, it will create the voice and image you desire in the public eye. Please, don't misunderstand, if you market and then don't deliver on your promises by providing good products or services, it will not help you. If you deliver on your promises, marketing will make your life and business better!

The goal of advertising is to grow your business, to make you more profitable and to make your life better.

All of your hard work and marketing capital is in pursuit of increasing your revenue so you can grow your company, open another location, or put more money in your pocket.

There are many aspects to marketing and advertising, but the best marketing plans are created in layers they are long term, organized, creative, and utilize a mix of traditional and digital marketing to create brand recognition and generate leads. All of it is important.

This workbook is designed to help you make a plan and learn the basics of effective branding, marketing, and advertising. Write in it, turn to it, and learn to win with your marketing.

Each month is listed with multiple theme options and a place to write in your theme and any specials you plan to run each month. You can then make this workbook available to your staff so everyone knows what the plan is.



*“Many a small thing
has been made large
by the right kind of
advertising.”*

-Mark Twain

G O A L S

By focusing on your goals, you can build the business you want. Marketing can help you get there, but you must set goals and know where “there” is.

When you start to grow and your advertising starts to work, you will reach a point where you can't do everything. That means it is time create a system so you can continue to effectively grow to meet the demand. You can build a business that works for you, not you for it. Goal setting is key to this progression and so is marketing. No one needs a system to run a one-man show. If you want a great lifestyle business, you will need to become a master goal setter, system creator, and marketer.

A business owner should embrace the vision that marketing is one of the most important jobs that must be done, and should seek to become a master of communicating the company's offerings to the public. A business owner that is in control of their business is always in control of their marketing objectives.

You should hold an annual planning meeting and decide what your advertising plans are for the year. That plan should include themes you will use in your marketing. It can include specials you will run or products or services you wish to focus on for each month of the year. This guide will give you some resources and ideas on themes you can use.

You can also search the internet for ideas. If I am ever stuck trying to figure out an idea for an ad or special, I will search something like this: “Car Wash Ads February.” Then, I will look at the images tab and find many ideas from other car washes around the country. I can usually find a few inspiring ideas from those searches. You should revisit your plan every month and review it quarterly with your team. Your team will have ideas and insights that can be great additions to your plan.

Volume Last Year: _____ Volume Goal: _____

Use this book as a simple basis for your growth and marketing plan. Let's make this your best year yet!



B U D G E T

Marketing costs money; however you shouldn't view it as an expense but rather an investment. Effective marketing comes down to two key aspects: Platform and Message. You must pick a platform which matches your client base. You must then create messaging that, not only engages your potential clients, but tells a story of how you will make their lives better when they do business with you.

The truth is, real marketing costs money. You are paying for the audience of the platform on which you are advertising. Whether it is a TV Station, Radio Station, Facebook, or our magazines, you are paying for the chance to be seen by the audience of that platform. Focus on platforms which have the best audience for your message. Then make sure your message effectively gets your potential clients to respond. It comes down to platform and message. They both have to be right to make it work.

The long-time advertising adage says it takes up to seven impressions for a customer to respond to advertisement. While true, you must also advertise effectively for it to pay off. It can take seven or more impressions because a potential customer will go through five stages before patronizing your business. First is the "recognition" stage - who are you and what do you do? Second is the "interest/judgement" stage - do you have something interesting or important to me? Third is the "consideration" stage - is there is a compelling reason I should do business with you or switch my business over to you? Fourth is the "Exploration stage" - what other options do I have or is there a persuasive reason to pursue this right now? Fifth and finally the "action" stage - should

“Stopping advertising to save money is like stopping your watch to save time.”

– Henry Ford

I make the effort to do business with you?

You aren't done yet, though, because you also want that customer to like and trust you enough to come back again. The goal of your marketing is to take your potential customers through this process and then earn their business. You should also continue to remind them that you exist. I have heard from many business owners that when they have “taken a break” from advertising, clients remarked to them that they

thought they might have gone out of business because they stopped seeing their ads.

Be consistent. “Trying it” is not a good approach to marketing. When you become consistent on a platform, you become part of that platform. If you are creative with the messaging, you can become part of the content. You can become content that your audience looks forward to seeing. Think Superbowl Ads, many fans enjoy watching those as much as they enjoy the game. They have become part of the content and have added value to the platform.

How much should you spend? This is a very subjective question that cannot be answered by anyone but you. You should, however, set aside money every month to use towards advertising. The U.S. Small Business Administration recommends that you should spend 7-8% of your revenue on marketing. If you don't set aside money and use it on marketing efforts, you will spend it on something else and not get the benefit that can only come from advertising.

This doesn't mean you should just try any marketing idea that comes along, but it does mean that you should spend your budget! Make decisions on what are the best advertising platforms for you and then stick with it. Building a business and a brand is a marathon, not a sprint.

7% - 8%
of Annual Revenue

Utilize this book as a planning guide it is a resource to help you come up with themes for your marketing each month. It will also give tips to help you spend your marketing budget wisely and effectively. Refer back to it often to ensure you are sticking to your plan or so you can make on-the-fly adjustments as needed.

J A N U A R Y

Start the year off right! Set the pace and momentum for a record year. Think of a theme that will help you get off on the right foot.

Possible Themes

New Year
Snowball Fights
Winter Wonderland
Sledding
Keep Warm
Penquins or Polar Bears
Winter
Chinese New Year
Hibernation
Popcorn Day (Jan 19)
Mittens or Beanies
Snowmen
Martin Luther King

January Marketing Theme

January Specials or Sales

“JANUARY, the first month of the year, a perfect time to start all over again.”

— Charmaine J Forde



B R A N D I N G



TIFFANY & CO.

Walmart 

I sometimes hear advertisers say, “I only want to generate leads with my advertising.” They forget the impact that overall branding has on their business. “Branding” has been a buzzword for many years. Maybe you have wondered why the experts tell you to build your brand. Here is a great example of why it matters.

A study was done to determine the impact of branding in a marketplace. People were brought into a room and shown a pair of genuine diamond earrings and told that they were authentic diamonds. They were then asked their opinion on the price of the earrings if they were purchased from different retail stores. The earrings were exactly the same but the prices guessed by study attendees were significantly different because of the value and impression of the brands. Here were the average assumed prices:

Unbranded: \$550

Tiffany’s: \$873

Walmart: \$81

Your Brand Matters!

When you generate leads with a powerful brand, the return on advertising investment is greater by multiples!

(Kellogg on Branding, The Marketing Faculty of the Kellogg School of Management, 2011, Tybout and Calkins)

F E B R U A R Y



Possible Themes

Valentines

Love

Hugs and Kisses

X's & O's

Sweethearts

Hearts

Pink

Couples

Gift Certificates

Friendship

Fairy Tales

Presidents' Day

Groundhog Day

Cooking

Mardi Gras

Dragons

Bubble Gum Day (7th)

Pizza Day (9th)

Cherry Pie Day (20th)

National Tooth Fairy Day
(28th)

February Marketing Theme

February Specials or Sales

*“When customers love
your product, they
become ambassadors.”*

– Tom Padula

M A R C H



*“The only thing that
overcomes hard
luck is hard work.”*

– Harry Golden

Possible Themes

Shamrocks • St. Patricks Day • Fly a Kite • March Madness
Basketball • Luck • Daylight Savings • Dr. Seuss • Lady Bugs
Easter (sometimes) • Topsy Turvy Weather • Early Spring • Birds
Baby Animals • Aquamarine • Daffodils • National Peanut Butter
Day (1st) • Flapjack Day (7th) • Employee Appreciation Day (6th)
International Women’s Day (8th)

March Marketing Theme

March Specials or Sales



FREE is the most powerful word in the English language ... at least from a marketing standpoint. Using a FREE giveaway has long been used to generate interest and draw attention to a business. I have a friend who worked at Walgreens while he was in college. They decided to run a test within their stores. They sold the same T-Shirts in each test at the same price. They just presented the prices differently. This test of selling simple \$5 T-shirts told a fascinating story about marketing and how the right wording or message makes all the difference in selling and attracting attention. If you have been in a Walgreens, you have seen their kiosk carts in the middle of the aisles. The Tests they ran were as follows:

T-Shirts
Buy 1 Get 1 FREE
\$9.99

Buy 2 T-Shirts
\$9.99

Buy 1 Get 1
50% off
\$6.69

T-Shirts
\$4.99

Can you guess which special sold the most T-Shirts? If you guessed Buy 1 Get 1 FREE, you are right. It outsold the others by a huge margin. The price on the highest-selling kiosk was actually the highest price listed, though the overall price was the same. T-Shirts sold at a much higher rate with a higher average order, simply by effectively using the word FREE.

Here is the catch, though. If you give something away for FREE that every one of your competitors gives for FREE too, then it won't work. Consumers are savvy enough to know that everyone they call is also going to give them a FREE quote or FREE estimate or FREE home valuation. It has to be something that people see a value in something, that is above and beyond what others in your industry are giving. Look at this like a loss leader. You will read about those later in this book.

What is something of value that you can give away for FREE?



April

April Marketing Theme

April Specials or Sales

Possible Themes

April Fool's Day
Good Friday
Autism Awareness Day (2nd)
Rain Boots and Umbrellas
Let Spring Begin
Garden Starts
Bugs and Insects
Flowers
Earth Day (22nd)
Recycling
Rainbow
Baby Animals
Caterpillars and Butterflies
Easter
Zoo
National Picnic Day (23rd)
Blueberry Pie Day (28th)

M A Y

May Marketing Theme

May Specials or Sales

Possible Themes

Mother's Day • Flowers • Gardening • Warmer Days
Spring Flowers • Baby Animals • Memorial Day • Graduation
Cinco de Mayo • Frogs • Kentucky Derby • Green Grass
Teacher Appreciation Day • Day of Prayer (7th)
Apple Pie Day (13th) • NASCAR Day (15th) • Utah Day (31st)



Marketing Layers

**All Client
Communication**

Advertising

Social Media

Website

In-Store Signage

Advertising or marketing messages should be done in layers for maximum results. Each layer of your communication should be consistent, and you should repeat yourself over and over again. When you have picked a theme for the month and have your special's or sales dialed in, make sure you communicate that in each layer of your marketing. This means that your associates need to know how to communicate it properly. It should be spelled out on any outside advertising pieces you use, as well as your social media pages and your website. Then make sure that in-store signage is consistent with your message as well.

When introducing a new product or service, you should utilize multiple layers. Maybe this means uploading video to social media and your website, writing an article for your local magazine, getting a spot on a local news channel, and putting up a billboard. Making sure you are consistent across multiple platforms in marketing and messaging is the key to success in getting the word out about you and your business.

J U N E



June Marketing Theme

June Specials or Sales

POSSIBLE THEMES

Father's Day

Summer

Monday Fun Days

Swimming/ Sunscreen/ Sandals

Boats

Water skiing

Camping

Fishing

Donut Day (First Friday)

Best Friends Day (8th)

US Army Birthday (14th)

Flag Day (14th)

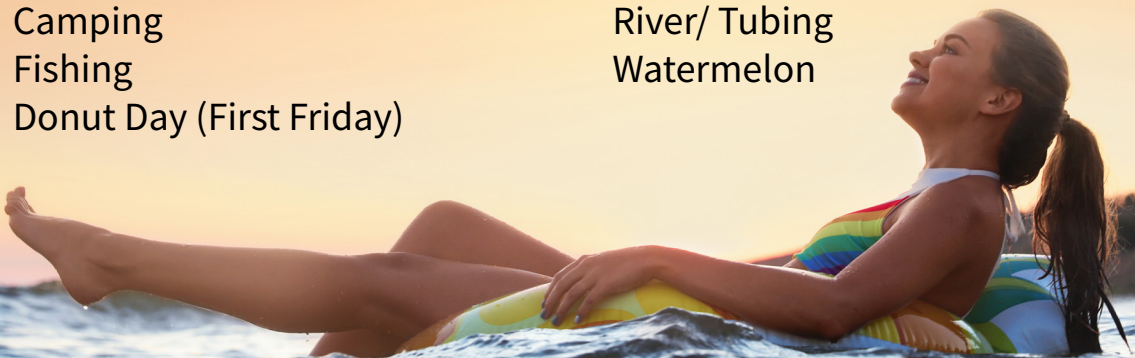
Go Fishing Day (18th)

First Day of Summer

Fishing

River/ Tubing

Watermelon





SPECIAL EVENT

Special Event Marketing is a great way to drive sales and make an impact people will remember. Epic events can have results that last for years. 74% of event attendees say they have a more positive opinion about the company, brand, product, or service being promoted after an event. Events can be targeted and themed. Paying attention to current news and trends is a great way to tie into the public consciousness.

Here is an example of a company that benefited from holding a special event: A mattress store, which had multiple locations, had one store that had been open for four years. They were only performing at about half of the volume of the other locations. They decided to have a special event to help people build awareness that, although was off the beaten path, was still easy to get to. They approached local media and radio with the news story that they were going to have this big event. They got the local high school involved, the ROTC did the flag ceremony, the cheerleading squad ran the hula hoop contest, plus, they invited their families to the event. One of the biggest attractions was mattress dominoes, which set up by the football team. The day of the event, a person in a Gorilla costume was put on on the main drive to wave in traffic with a big banner that read: “Going Bananas! Crazy Mattress Sale.” This all culminated in a great event that made a big difference for the business. The store had averaged about \$30K per month prior to the event, but after, they never dipped below \$60K per month. It also stayed in the public’s mind for years afterward and was often mentioned by customers when purchasing a new mattress.

Another example is a local bakery in a high traffic area whose sales were slow. They decided to go for the Guinness World Record “Largest Éclair.” The media loved the idea, and the bakery got a huge amount of free coverage. Directly following the event, business increased 80%, and then evened out to an ongoing 34% increase.

(Steve Reich, R Marketing Department, 2017)



J U L Y

July Marketing Theme

July Specials or Sales

Possible Themes

Independence Day (4th)
Cherries, Berries, Watermelon
Picnics
Parades
Baseball
Popsicles and Ice Cream
Red, White and Blue
Rockets and Fireworks
Hot
Dog Days of Summer
Swimming
Beach
Ocean
Camping
BBQs
Olympics
Clam Bake
Give Something Away Day (15th)
Vanilla Ice Cream Day (23rd)
Family Reunions

Remember, simplicity is key. Laundry lists of items or services are not effective. Say the absolute minimum possible and use imagery to create the best response. For this to be most effective, only feature one service or product per ad. You will have another ad next month to feature another one, so keep it simple.

“In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create.”

– David Ogilvy

COLOR

People make subconscious judgement about an ad or product within 90 seconds of initially viewing, and up to 90% of that judgement is based on color alone.

Brand and logo colors create your color identity. Using those colors increases brand recognition.

Color increases recognition by 80%.

Color increases memory.

*What are your primary colors?
What are your secondary colors?*

A U G U S T

August Marketing Theme

August Specials or Sales

“Researchers found that all face images caused brain activity, but adult images lit up the back of the brain while baby pictures lit up an area in the front of the brain associated with emotions.”

*-University of Oxford,
Department of Psychiatry*

Possible Themes

BBQs
Beach, Pools
Swimming
Golf
Frisbee
Sky Diving
Root Beer Float Day (6th)
Purple Heart Military
Dad Jokes
Ice Cream
Tooth Fairy
S'mores, Campfire, Tent
Puppies, kittens, babies



*“It drives creative directors crazy,
but the old cliché – puppies and
babies – works.”*

-Tom Lyons

HOW TO CREATE AWESOME ADS!

1. Bold Clear Headlines - The headline is almost always the most important single factor in a display ad. Avoid the temptation to become so creative that your meaning is lost or obscured. It should be bolder and larger and set apart from the body of the ad. It should grab attention and create the desire to continue reading. Sometimes, the only part of your ad that a customer even sees is the headline. Make it count!

1

2. Pictures and Graphics - Use stunning imagery that is appealing and relevant. The proper image will keep a clients eyes on your advertisement that much longer. If the image is relevant, it will sell product or service for you.

2

3. Color that Pops - Stay simple but bright and clean to draw the eye. White or open space can also be powerful in an ad. Keep ads simple, avoid laundry lists of offerings, and focus on one offering (maybe two, at most) per ad. Colors should be complimentary to the advertising platform you are using.

3

4. Your Logo (brand) - Branding is a valuable part of all advertising. Creating familiarity with your brand makes people more likely to do business with you. We all do business with companies we know, like, and trust.

4

5. An Offer (optional) - Unless your ad is simply for branding, make an offer that creates actions. Offers should be big, too good to pass up, even a loss leader. Bring people in and give your business the opportunity to either earn their repeat business or to up-sell . Without a powerful offer, you will only get customers who are actively searching for your service at the moment they see your ad.

5

6. W.A.P.S. - Include your contact information. Website, Address, Phone, and Social Accounts.

6

Speaking to your audience through your advertising helps build your brand and gives your clients a sense of your company's personality. We have all fallen in love with a TV or movie character after extended exposure. This same personal attachment can happen to a company because of, and in response to advertising. With this in mind, put personality into your ads. Speak to the heart of your business and consistently remind your clients who you are and why you do what you do. For good examples think of the following brands:

Nike - Just Do It!

Apple - "Hi, I'm a Mac and I'm a PC"

Budwiser - "Wasssup!"

Kay Jewelers - "Every Kiss Begins with Kay!"

Pepsi Taste Tests

Dos Equis - Most Interesting Man

The Marlboro Man

Got Milk?

CHEAP YUM! ALL MONTH LONG!!



Waffle Cones

\$2

All Month Long

Expires 6/30/2020

Sweet Dreams Ice Cream Parlour
123 Ice Cream Street
Ogden, UT

www.sweetdreamsicp.com | 801-888-8123

The Key to effective Advertising is to be consistent. Long-term plans and long-term efforts work best. Making a commitment to advertising over the long haul is the only way to make advertising work effectively. This is why they are called campaigns. Holding annual sales that clients look forward to can be very effective. Branding is most effective over the long haul. Advertising is most effective over the long-haul, so plan for the long haul.

S E P T E M B E R



Possible Themes

- Back-to-School
- Harvest Time
- Labor Day
- Cooler Days
- Hiking
- Grandparents Day
- 9/11 Remembrance
- Hunting Season
- Bowling Day (3rd)
- Pizza
- School Bus
- Pencils, Notebooks, Erasers
- Football
- School Colors
- Local Schools
- Labor Day
- Teddy Bear Day (9th)
- Milkshake Day
- Bald is Beautiful Day (13th)
- Ice Cream Cone Day (22nd)

September Marketing Theme

September Specials or Sales

“Creativity about life, in all aspects, I think, is still the secret of great creative people.”

– Leo Burnett

LOSS LEADER

When a business sells a product or service at cost, or even for a loss in order to attract business, this is called a loss leader. It can be a powerful tool in attracting attention and bringing customers to your business. A true loss leader is similar to offering something for FREE, it has to be otherwise of value and desirable. In other words, someone has to want it for it to work as a loss leader.

When I was a young child, my father owned three gas stations in the Las Vegas valley. He would run loss leader promotions frequently. His most popular offering was milk for half price. He loved to say “It is great to sell milk for a loss when most customers also fill their gas tank and purchase other items.” This is the point of a loss leader sale; additional sales or upsales, are where you make your money. You might also offer a starter package that is offered very inexpensively, but customers have the option to buy upgraded packages that have more features and benefits but are also sold at a higher profit margin.

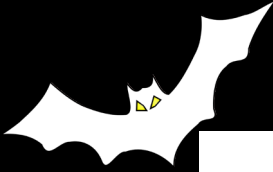
I know a business consulting firm that gives away a FREE, 3-day business retreat, valued at \$3,000, to business owners. They are then able to upsell a more profitable one year arrangement at the end of the retreat.

To be successful, a loss leader campaign needs to be planned out properly and naturally lead to upgrades or additional sales. Everyone in your organization should be aware of the plan, why the product is sold for such a discount, and the best way to introduce people to upgrades.

Another way to utilize this principle is to put together a bundle. Creating a bundle that sells for a higher dollar amount than a client typically spends is a great way increase your average order. A client who normally spends \$90 a quarter on a massage might get one massage per month if he or she could buy three for a discount to be used within three months.

Memberships are a form of loss leaders. If a restaurant sells a \$20 per month unlimited soda membership, there might be a few customers that the restaurant loses money on but the majority would be profitable. Memberships also create great cash flow on the books.

OCTOBER



October Marketing Theme

October Specials or Sales

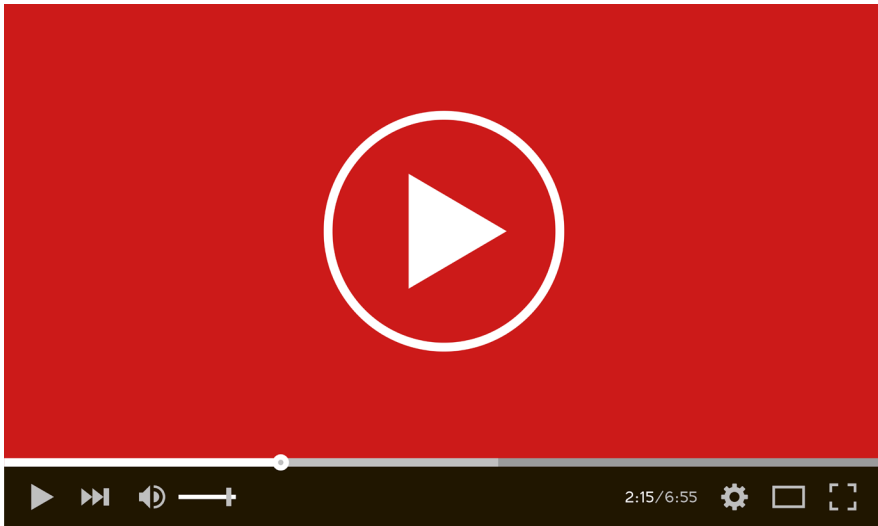
Possible Themes

Bats • Pumpkins • Trick or Treat • Halloween • Cats
Cooler Temps • Spooky • Scarecrows • Witches • Bats
Columbus Day • Cinnamon Buns • Golf Lovers Day (4th)
Fall Leaves • Boston Cream Pie Day (23rd) • Candy Corn Day (30th)
Columbus Day • Fire Safety

“There isn’t any significant difference between the various brands of whiskey, or cigarettes or beer. They are all about the same. And so are the cake mixes and the detergents, and the margarines... The manufacturer who dedicates his advertising to building the most sharply defined personality for his brand will get the largest share of the market at the highest profit.”

– David Ogilvy

Video Marketing

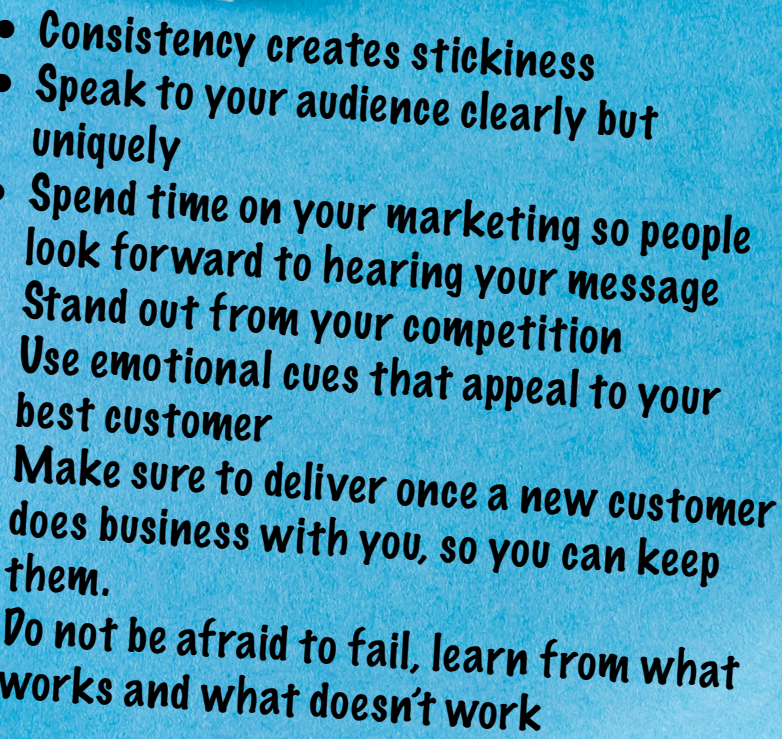


Video marketing is very similar to print advertising. To be effective, it must be a continual process, not repeating the video, but making new videos consistently with a coordinated message and theme. Doing one neat video is just simply not enough. The likelihood of a video being seen without a coordinated marketing backing it is very low. Developing a following and displaying your personality and your company's personality in your marketing is essential. Doing it over and over again is the only way for it to work.

In today's world of social media and general acceptance of less professional videography, simply doing video consistently is much more important than the quality of the production. Set a schedule and shoot every week or every month. Stick to that schedule or don't shoot video. A PR-type professional movie is unnecessary and usually a waste of your marketing dollars. There are subscription-based video companies who will make a monthly appointment with you to shoot a video each month. This is a much better use of funds than doing one big professional video.

Online video combined with print advertising with the same theme and coordinated effort has been shown to be the most effective approach in the modern marketing landscape.

Make Your Brand **STICKY!**

- 
- Consistency creates stickiness
 - Speak to your audience clearly but uniquely
 - Spend time on your marketing so people look forward to hearing your message
 - Stand out from your competition
 - Use emotional cues that appeal to your best customer
 - Make sure to deliver once a new customer does business with you, so you can keep them.
 - Do not be afraid to fail, learn from what works and what doesn't work

“Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does”

– Stuart Henderson Britt

N O V E M B E R

Possible Themes

Thanksgiving
Harvest
Hunting Season
Elections
Food and Nutrition
Friendship
Native Americans
Turkey
Veterans Day
Candy
Bison/ Buffalo
Pickles
Pumpkins
Cranberries
Black Friday
Small Business Saturday

November Marketing Theme

November Specials or Sales



“Transforming a brand into a socially responsible leader doesn’t happen overnight by simply writing new marketing and advertising strategies. It takes effort to identify a vision that your customers will find credible and aligned with their values.”

– Simon Mainwaring

DECEMBER



December Marketing Theme

December Specials or Sales

Possible Themes

Christmas
Holidays
Winter
Gingerbread
Holly
Snow
Reindeer
Elves
Cookies
Candy Canes
Hot Chocolate
Santa Clause
Christmas Trees
Pie
Poinsettia
Toy Train
Chanukah
Christmas Eve

*“A brand for a company is like a reputation for a person.
You earn reputation by trying to do hard things well.”*

– Jeff Bezos

Master of Marketing

You are cut out of a different cloth. To make the decision to be a business owner takes a unique person with an independent, strong personality. Maybe you became a specialist in your trade and then decided that you wanted to have your own business. You may be one of the best at doing what you do and making what you make, it's likely you have never had to deal with the stress and challenge of owning a business: taxes, payroll, expenses, revenue, finance books, licensing, marketing, branding and all sorts of complex efforts that take a lot of your time and create stress. I know from experience that all of these things take away from you being able to do what you have always done best.

When you get to the end of the day and you have handled every fire that came your way, often the last thing you have time for is marketing. You will find though, that the most successful business owners are not the CEO, instead, they are the CMO or chief marketing officer for their business. Finding your own approach and studying the art of marketing should be at the top of your list.

Make time in your schedule to plan and implement your plan. Think about marketing every day. Work on marketing every week. Listen for what customers like about your business and shout from the rooftops about it. Watch for effective marketing among other businesses and especially your competitors. Develop your company's brand, image, and message. Define what makes you unique and tell everyone about it. Don't leave this skill to the marketing companies, you are the only true expert on your business.

Most business owners believe they should be frugal in their advertising. Though being wise is crucial, a business must spend money on marketing to effectively reach their market. Rather than thinking about being frugal with advertising, a better goal would be to be a profitable marketer. Advertising to make money is the key. Become an expert in effectively marketing and growing your business. Develop your skill at marketing, just like you developed the ability to perform your business skill. If you master the skill of marketing, you can reach any height in your business. You can be the top in your field.

“There are a lot of great technicians in advertising. And unfortunately, they talk the best game. They know all the rules ... but there's one little rub. They forget that advertising is persuasion, and persuasion is not a science, but an art. Advertising is the art of persuasion.”

– William Bernbach

Ryan Spelts has always been fascinated with the idea that he could utilize words to have positive influence on others. As a young salesperson, he realized that the right words, used with the right energy and intention, could do a lot of good and make a big impact in his life and the lives of his clients or customers. Having a mind that simply never shuts off and having to deal with a thousand thoughts per minute, Ryan learned to channel those thoughts to the art of advertising and sales. Connection Publishing was one of those thousand thoughts that made it to the light of day. With a desire to bring connection to his community and his own life, he and his wife Melissa founded a print magazine in a time when the world has often said print is dead. Through effective use of words, hard work, and an unquenchable spirit to succeed, they have grown their small publishing company to a significant player in the industry.

Ryan has spent countless hours with clients who wanted to be effective with their marketing dollars and yet didn't know where to even start. He helped many of them develop successful campaigns in his magazines and in other advertising sources. He realized that a lifetime of selling and studying marketing and advertising has given him a unique ability to help businesses effectively market their products and services. He decided to put some of that knowledge to paper, which is where the idea for this book came about.

This book was written to help business owners maximize their effectiveness in marketing. It can be useful to the most seasoned of marketers as a simple guide and assistant to brainstorm good ideas. It can also be used by the novice advertiser who doesn't really know where to start. This book could be the start of a very significant journey to becoming an effective marketer and growing your company and ultimately your wealth through the principles within it's pages.

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