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Maly Marketing™

Make Your Mark.

INCREASE ROI ON MARKETING

2013 Agri/Eco-Tourism Workshop

INTRODUCTION

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@SteveMaly



GOALS

- Current Marketing Trends
- #1 Way to Increase ROI of Current Marketing Efforts
- Marketing Tips & Tricks
- Optimize Your Results

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GOAL



FunToCollect.com

MARKETING TODAY

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MARKETING

- 8.4x as Many Ads
- 3x More Expensive
- 3,000 Ad Messages per Day



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TRADITIONAL MARKETING

- 87% of Buying Decisions Start Online
- 25 out of the 25 Largest Newspapers Ad Revenue Declined
- 10x as Many Channels on TV
- Ave Person Spends 16 Hours/ Week Online
- $14 Billion Lost in Yellow Page Industry

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2010 2011

WHAT DO WE DO?



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#1 WAY TO INCREASE YOUR MARKETING ROI

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EDUCATION BASED MARKETING



VS



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EDUCATION BASED MARKETING

Establishing Yourself or Your Company as the Expert in the Marketplace Through Education

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EDUCATION BASED MARKETING

- Pulls 8x Better than Product Based Marketing
- #1 Re-Tweeted Content is Education Based
- #1 Viewed Videos on YouTube is Education Based
- #1 Reason People Visit Blogs

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EXPERTS



EXAMPLES

- Tourism: How to Experience Everything you Want in Your Travels While Saving $100s
- Vacations: Taking a Vacation for 5 Days Has Shown to Increase Productivity at Work by 60%
- Gym: How to Decrease you Chance of Heart Disease by 56%

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7 MUSTS OF MARKETING

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7 MUSTS

- Direct Mail - Targeted
- Brochures - Value Driven
- Public Relations - News Releases
- Personal Contact - Email Blasts
- Market Education - Tradeshows
- Internet - Sites & Social Media
- Advertising - Publications, Wraps, Billboards, Etc.

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CONSISTENT

- Can’t Do One Thing and Think Its the Magic Bullet
- Everything Should Have Same Brand Standards and Overall Message
- Email Blasts are the Easiest, Most Cost Effective Way to Do This

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MARKETING TIPS

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BEST BUYER STRATEGY

- Concentrate on Your Absolute Best Buyers (Approx. 50)
- 80/20 Rule
- Direct Market them Consistently
- Bull Dog Mentality
- Take Your Ad Budget and Concentrate It

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PERSONALIZE

- Secret of Person's Name
- Handwritten
- Show Your Personality
- Humanize Everything

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ONLINE

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KEYWORDS

- What You Type into Google
- Have Copy in Website Based Around Keywords
- 2-4% of All Copy (especially in headers and sub-headers)
- KeywordSpy.com



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RATINGS AND REVIEWS

- Google.com/Places
- Leave Reviews Online
- Shows Unbiased Love/ Hate
- Adds to Credibility



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Lincoln County Historical **Museum** - **North Platte** Canteen
npcanteen.net/lchm.html
Sep 17, 2012 – Lincoln County Historical **Museum**
http://www.**lincolncountymuseum**.org/. Western Heritage Village. **North Platte**, **Nebraska** ...

NORTH PLATTE VALLEY **MUSEUM**
www.npvm.org/
Step back in time as you visit the **North Platte** Valley **Museum** in Gering, **Nebraska**, a private non-profit **museum** situated on the Oregon-California and Pony ...

North Platte Area Children's **Museum**
www.npchildrens**museum**.com/
1 Google review

A 314 N Jeffers St
North Platte
(308) 532-3512

Lincoln County Historical
plus.google.com
3 Google reviews

B 2403 N Buffalo Bill Ave
North Platte
(308) 534-5640

Cody Park Railroad **Museum**
plus.google.com
1 Google review

C 1402 N Jeffers St
North Platte
(308) 535-6719

Fort Cody Trading Post
www.fortcody.com/
4 Google reviews

D 221 Halligan Dr
North Platte
(308) 532-8081

Buffalo Bill's Ranch
plus.google.com
1 Google review

E North Platte
(308) 535-8035

More results near **North Platte, NE** »

Cody Park Railroad **Museum** - **North Platte**/Lincoln County

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YOUTUBE

- 800 Million Unique Users per Month
- 5,400 Hours of Video Will Be Uploaded During this Presentation
- 35% of Videos Viewed on Mobile Device
- Great for Search Optimization and Engagement



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TRADITIONAL MEDIA

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DIRECT MAIL

- Highly Targeted
- Personalize
- Incentive They Can Hold Onto
- Find a Way to Track
- Consistency



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BROCHURE

Bring Value

Less Sales, More Education

Something Else than a Tri-Fold



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EMAIL BLASTS

- Free = Opens
- Needs to Have High Value
- Set Expectations
- Don't Let Opt Outs Bother You

Constant Contact®
Connect. Inform. Grow.

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AFFILIATES

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AFFILIATES

- Who are Your Buyers Currently Around?
- Spa and Car Dealership
- Cleaner and Country Club
- Wineries and B&Bs
- Leverage Relationships and Joint Marketing

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TAKEAWAYS

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TAKEAWAYS

- Have a Plan
- Know What your Goals Are
- Consistency is Key
- Educate
- Humanize
- Think Small

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FREE CC TRIAL

- Free Constant Contact 60 Day Trial
- Free Personal Coach Walking you Through Constant Contact
- Free Analytics and Results

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ADDITIONAL OFFERS

- Free 20 Tips on How to Dominate Facebook Marketing
- Free 30 Minute 'Pick My Brain' Session
- Online Marketing Report and Recommendations for $99

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