

RMDZ Marketing Workshop

How to Successfully Market and Sell

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Let Me Hear From You

- ❑ Top three action items that are working
- ❑ Top three areas of concern
- ❑ Key walk-aways



Green is Good

But “greed” is more useful.

Remember, businesses want to make money.



Plan Development

- ❑ Provides a framework and strategic approach
- ❑ Allows progress to be tracked
 - Monthly, Quarterly and Annually
- ❑ Ensures outreach aligns with original goals
- ❑ Ensures key timelines/benchmarks are made



Creating Success

- ❑ One-on-one meetings are key
- ❑ Marketing efforts should support one-on-ones
- ❑ Share best practices with each other
- ❑ Combine regional push with statewide, CIWMB-led efforts



One-on-one Meetings

- 4 key steps to creating value
 - Do your research
 - Develop an agenda (be prepared)
 - Ask questions: Uncover their needs/hear their concerns/learn about their goals
 - Provide answers that focus on the benefit(s) to them
 - Increased profit
 - Increased market share
 - Cost reduction
 - Siting/permitting issues



Conducting One-on-Ones

- Goals of the meeting:
 - Meet with the buyer/decision maker
 - Find out what they do and if you can help them
 - Discover what they know / don't know
 - Ask open-ended questions
 - Listen more than you talk
 - Offer solutions
 - If I could reduce your material costs by 25%, would you be interested?

Remember: Don't Make Any Assumptions



Follow-up to one-on-ones

Step 1: Stay in touch

Step 2: Tailor follow-up activities

Another meeting

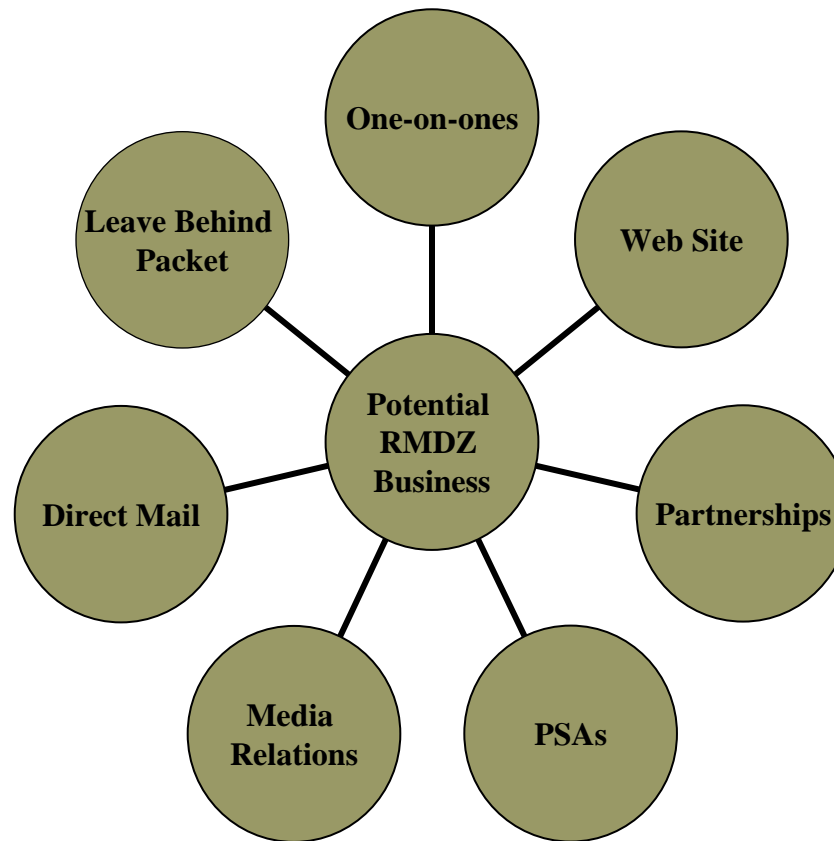
E-mail

Follow-up packet

Phone call

Step 3: Create value – offer ongoing services

Importance of Integrated Marketing





Marketing Outreach

- Leave Behind Packet
 - Brochure, map, video testimonial
 - **Purpose:** Demonstrates the “benefit/value” of the program

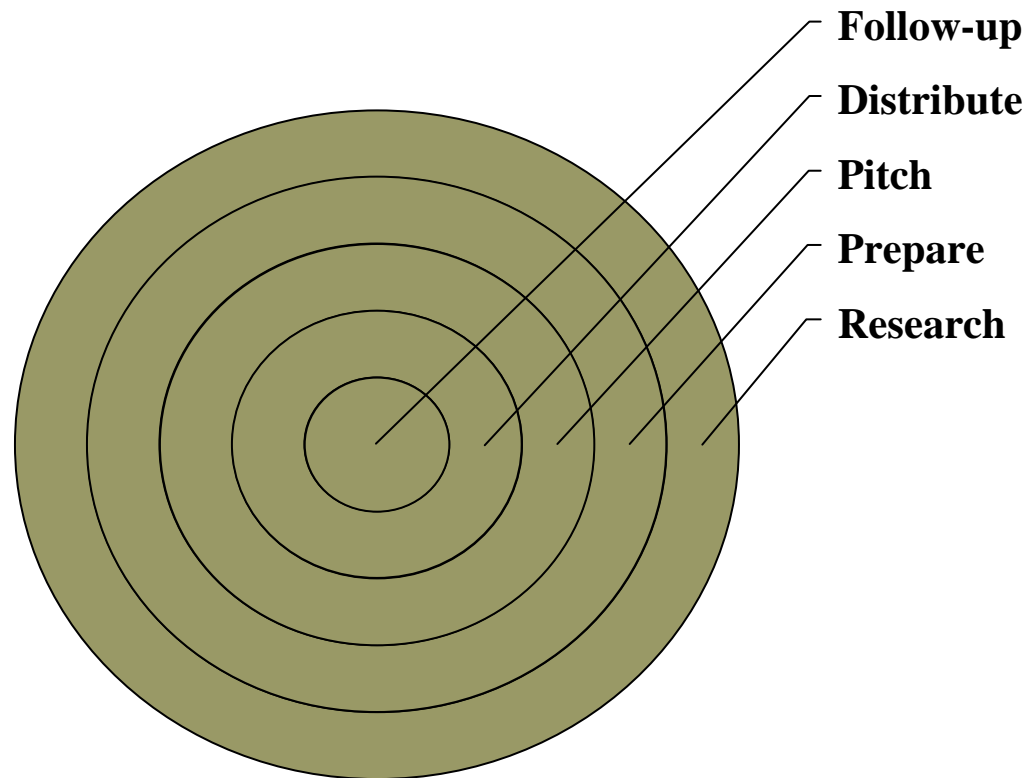
- Web Site
 - Revise web site/develop microsite designed for RMDZ program
 - **Purpose:** Provides engaging, comprehensive information tailored for specific target audience(s). Explains why they should participate.



Marketing Outreach: PSAs

- ***Type:*** Radio, print, television and online
- ***Purpose:*** Informs and drives customers to web site
- ***How to Implement:***
 - Recommend CIWMB handle creation/distribution of TV/online PSAs
 - Radio and print should be tailored for regional use
 - Radio PSA Placement (5 Steps to Success)

Radio PSA Placement





Radio PSA Placement

- **Do your research**
 - Identify outlets in region
 - Research current efforts
 - Develop contact list: Public Service Director

- **Prepare**
 - Practice your pitch
 - Draft a pitch memo and have it reviewed

- **Conduct pitch**
 - Develop a pitch memo with key facts – what is the problem, solution, issue or benefit
 - Keep call short and to point
 - Ask for other opportunities: online placement or talk shows
 - Track your calls

- **Distribute PSAs – CD or MP3**

- **Follow-up and respond to requests**
 - Confirm commitment to air
 - Request schedule of airings
 - Check back regularly



Marketing Outreach: Media Relations

- **Type:** Mainstream and specialty/trade publications
- **Purpose:** Celebrates successes, demonstrates what “peers” are achieving, drives customers to web site
- **How to Implement:**
 - Create media list (environmental, business, trade, etc.)
 - Conduct desk-side briefings to get to know reporters/editors
 - Send/pitch only relevant stories
 - Don’t send huge packets or long releases
 - Most reporters prefer e-mail
 - Use templates provided from OPA
 - Promote stories during
 - America Recycles Day
 - Earth Day



Media Relations

- The days of the big press packet are gone...
 - Pitch e-mails
 - Feature articles
 - Letters to the editor
 - Opinion editorials
 - 1 page press releases
 - Blogs



Marketing Outreach: Direct Mail

- **Types:** Various formats, usually double-sided – think political season
 - Costs can range from 40 – 75 cents per piece
 - Provides a 1 to 5 response rate
 - Often not a cost effective tool
 - **Remember HTML e-mail and Rich e-mail as other options**

- **Purpose:** Reach appropriate businesses in region to become active in program (need to determine if goal is “education” only or “sales”)

- **How to Implement:**
 - Create target list
 - Develop an eye-catching, relevant mailer (or e-mail) that has a call to action
 - Distribute/mail → avoid Mondays, aim for Tuesday delivery
 - Use qualified vendors to help create
 - Good supplement to one-on-ones



More about HTML e-mail

A few facts...

- First appeared in 1988
- HTML enables you to deliver graphic-enforced messages to prospective clients/customers
- Can leverage look/feel of existing materials
- Cheaper than standard direct mail: 15 to 40 cents/piece
- Response rate better – some campaigns have generated 25 to 30% or more

Word of caution: consumers receive thousands of unsolicited e-mails annually.



Marketing Outreach: Partnerships

- ***Types:*** Chambers of commerce, trade associations, local elected officials/government, etc.

- ***Purpose:*** Engage appropriate business contacts in region to become active in program or assist RMDZ businesses

- ***How to Implement:***
 - Create list of key partners (prioritize)
 - Conduct outreach via meetings/phone, attend networking meetings as appropriate
 - Act as liaison and explain value you bring



Questions & Answers
