



How to Market on A Shoestring Budget

January 17, 2008

By Liz Goodgold

It all Starts with the Brand

- Brands must have a singular _____ **purpose** _____.
- Cannot be all **things** _____ to all **people** _____.

Pull at Our Hearts

- Always create an **emotional** connection
- Use **shame** to coerce action
- Use **case studies**, stories, etc.

Create an Infomercial

- Moved from ___**30**___ seconds to ___**7** seconds
- Assume everyone has **_ADD_**_____
- Strive for the **_head whip**_____ effect
- **_Permission**_____based conversation
- Create **opportunities** to use this infomercial
- Universally **employed** by your brand ambassadors

3755 Carmel View #2 • San Diego, CA 92130 • 858-550-7000 • 1-800-NUANCING (800-682-6246)

www.nuancing.com • www.duhmarketing.com liz@nuancing.com ©2007 The Nuancing Group

Understand Your Marketing Goals

- Increase **Attendance**
- Increase ___**membership**_____
- Increase ___**donations**_____
- Increase ___**in-kind gifts**_____
- **Educate** the community

Master the Media

- Learn to speak in **soundbites**
- Invest in **media training**
- **Practice, practice, practice**
- Create media **hooks**
- Always relate to the current **news**
- Create video news releases

Maximize Your Web Presence

- Using ___**hot**___ spots
- Power of SEO: ___**search**_____ **engine**_____
- ___**optimization**_____
- #1 readability issue is ___**reverse**_____ type
- Visitor does not navigate _____**linearly**_____
- Write on-line ___**book**_____ reviews
- Post your **press releases** at your own site at every video site

3755 Carmel View #2 • San Diego, CA 92130 • 858-550-7000 • 1-800-NUANCING (800-682-6246)

www.nuancing.com • www.duhmarketing.com liz@nuancing.com ©2007 The Nuancing Group

Digital Marketing

- The _____ **customer** _____ is in control
- Email open rates average _10_ and ___19___%.
- _Subject _____ line is king
- Must not look like ___phishing _____
- Avoiding the _____spam _____ filter
- Offer ___incentives _____ for email addresses
- Enter the world of _____user _____ generated content
- Why _____contests _____ work
- If in doubt, ___test _____

Sell it To Sponsors

- Make it **relevant** to their brand and Identify the **benefits** to the company
 - Increase **customer** loyalty
 - Help **retain** and **recruit** employees
 - Increase **sales** and profits
 - Create brand **trial**
 - Generate **positive** p/r
 - Separate themselves from **competitors**
- Create **products**, if possible

3755 Carmel View #2 • San Diego, CA 92130 • 858-550-7000 • 1-800-NUANCING (800-682-6246)

www.nuancing.com • www.duhmarketing.com liz@nuancing.com ©2007 The Nuancing Group

Build Strategic Alliances

- Alliances must be relevant and appropriate
- Goal is to increase brand awareness and lower costs
- Must be win-win for both parties
- Opportunities are everywhere

Create The Experience

- Say goodbye to the transaction and “hello” to the experience
- Think like your members/donors
- Treat the customer as king
- Every interaction counts
- Customer Service is an opportunity for differentiation and loyalty
- Don't forget the thank you

Create Compelling Offers

- Members-only events, Q&A with the author, performer, special entrance, special bathrooms, _____ line, etc
- Look at things \$\$\$\$ can't buy
- Preferred Options
- Reinforce benefits of becoming a member
- Make it easy to buy

3755 Carmel View #2 • San Diego, CA 92130 • 858-550-7000 • 1-800-NUANCING (800-682-6246)

www.nuancing.com • www.duhmarketing.com liz@nuancing.com ©2007 The Nuancing Group

The Ooops Factor

- It's not a matter of ____ **if** _____, it's a matter of ____ **when** _____
- Have a ____ **plan B** _____
- Be ready to move **quickly**
- Have ____ **offers** _____ on hand

Rules of Marketing

- No one reads; they merely ____ **skim** _____
- Write all of the benefits in the ____ **headlines** _____
- Replicate the ____ **tone** _____ of the brand

Market Bold: “Freedom lies in being bold.”—Robert Frost

- ____ **Step** _____ out of the ____ **ordinary** _____
- Sell bold ideas ____ **conservatively** and _conservative ideas _____ **boldly** _____

Thank you!

Please feel free to write Liz@nuancing.com or call me (858-550-7000) with questions.

Completed worksheets are posted at www.duhmarketing.com under “Attendee Forum” and labeled
“Nonprofit Management Solutions Completed Handout”

3755 Carmel View #2 • San Diego, CA 92130 • 858-550-7000 • 1-800-NUANCING (800-682-6246)

www.nuancing.com • www.duhmarketing.com liz@nuancing.com ©2007 The Nuancing Group