



Let's Talk Marketing

Saturday, September 17, 2011

Why Me?



Marketing is my DAY JOB

- Senior Market Research Analyst for Pharmaceutical Projects
- VP Marketing & Strategic Planning for an International Pharmaceutical Advertising Agency
- Director of Marketing for a Travel Vaccine Manufacturer responsible for strategic marketing and promotional communication for US and Canada
- And now....

Interesting Facts



According to the 2009/10 NSAA Demographic Survey—
looking at the Rocky Mountain Region:

- 20.3% of visitors were from the South
- Visitation was up 4.4% from the South (the strongest of any region)

What does this tell us?



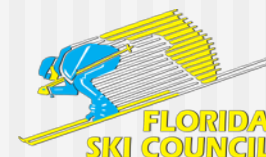
THERE ARE
A LOT OF SKIERS
IN THE SOUTH!

What are your Clubs doing to find them??



What more can we do?

Let's brainstorm!



1. Allocate monies to club LOGO wear
2. Carry Business card for the Club
3. Participate in high visibility charity events—eg Komen Walk for Breast Cancer—have inexpensive T-shirts made for your “team”
4. Participate in local events—club banner/tents at Jazz Festivals, City parades
 - Fashion Shows at your happy hours/socials
 - Ski Pictures on Cell phone

Okay, we've found them... now what?



How do we promote our Clubs?

- In person
- In print/on-line

In-Person = A Presentation....



Definition of a “Presentation”

—every time we attempt to convince anybody, anywhere, of anything...in business, at home, at a social event, over the phone, one-on-one or in groups

Effective Presentations don't just happen!



- Club needs to develop an “Elevator Pitch”
- All Officers, Board Members, Trip Leaders need to be trained to deliver an effective presentation

Elevator Pitch

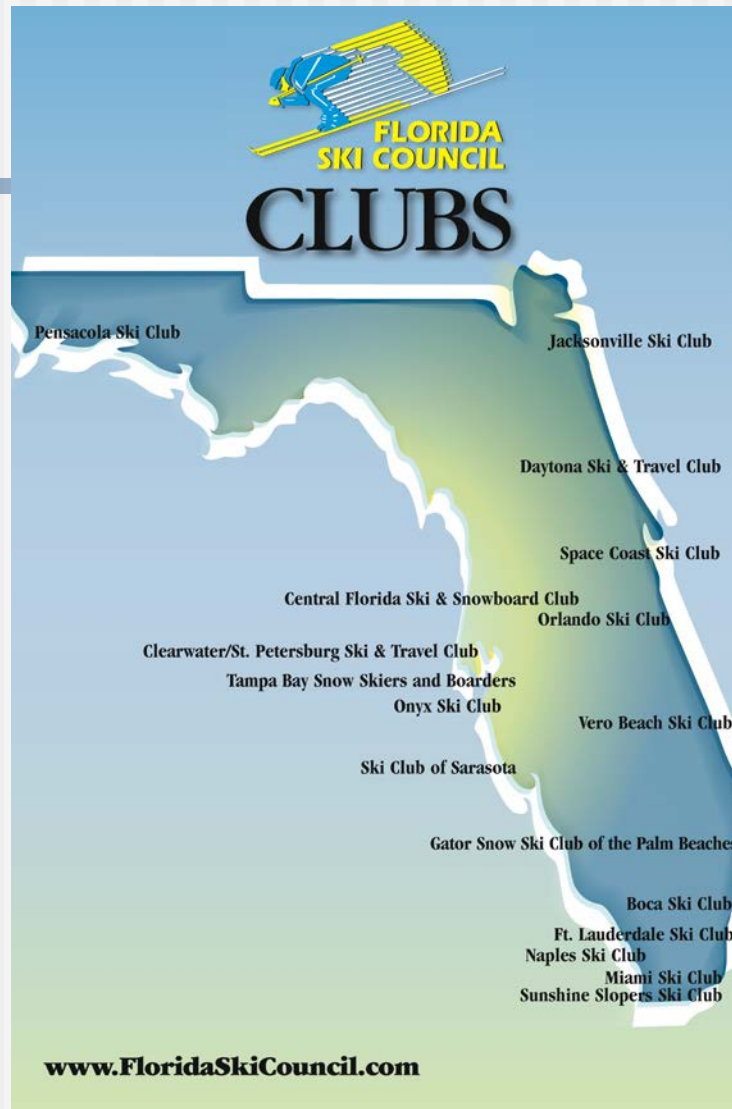
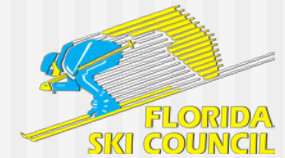


- Defined set of key talking points
- Initial point to engage your target (question/s)
- Hook to pique their interest (key benefit relevant to them)
- Personalize your message by bringing your experience with the Club into the picture
- Close—get email or deliver materials
- Hand them something with Club name on it (VISUAL)
- All Officers, Board Members, Trip Leaders need to be trained to deliver an effective presentation

Elevator Pitch in action



- Peter Glenn Show (October in Ft. Lauderdale)
- 5 South Florida FSC Clubs
- In addition to individual club materials, we used the FSC Identity



- **Visual emphasis of the statewide network of ski clubs (not just a single Club)**

“Why would I ski with a SKI CLUB?”

Your Trip is already planned

- ✓ Accomodations are booked at properties we know
- ✓ Airline Seats are reserved
- ✓ Parties, activities, mountain lunches, dinners, happy hours are set

Lift Tickets & Equipment Rentals are arranged

There's a Trip Leader you can rely on

- ✓ Who knows the Resort
- ✓ Capable of handling travel situations

There will always be someone to ski with

- ✓ Ski at your level
- ✓ Ski when you want to

DISCOUNTS for Lift Tickets, Ski Lessons & Rentals

- ✓ 25-50% discounts on Lift Tickets
- ✓ 15-33% discounts on Ski School & Rentals

...Or you can do it ALL YOURSELF



www.FloridaSkiCouncil.com

GIVE US A TRY... Boca Ski Club • Central Florida Ski & Snowboard Club • Clearwater/St. Petersburg Ski & Travel Club • Daytona Ski & Travel Club • Ft. Lauderdale Ski Club • Gator Snow Ski Club of the Palm Beaches • Jacksonville Ski Club • Miami Ski Club • Naples Ski Club • Orlando Ski Club • Onyx Ski Club • Pensacola Ski Club • Sarasota Ski Club • Space Coast Ski Club • Sunshine Slopers Ski Club • Tampa Bay Snow Skiers and Boarders • Vero Beach Ski Club

Handouts that spelled out the advantages of skiing with a Club

Everyone delivered the same message:



- *“Have you decided where you’re going to ski this year?”*
(engage with a question)
- *“Have you ever skied with a club? Well why not?”*
(Focus attention on the person)
- *“We have 17 member clubs around the state, with trips every week during ski season. One of them is going where you would like to ski, or when you want to ski.”* (Position the club as an answer to their needs)
- *“Besides the fact that the trip is all planned for you-- air, lodging, ground transfers, ski clubs-- get major discounts on lift tickets. For example, lift tickets in Breckenridge are \$93 per day! We get them for \$50”* (tell them a tangible benefit)

Expanding the Elevator Pitch



- From there you can keep expanding on benefits—tailor to the person’s reactions/comments
- *“I’ve skied in New Zealand and then we toured Australia”*
- *“Our trips have all sorts of activities, happy hours, dinners, mountain lunches, crazy hat & boxer short day. Some even had cooking classes”*
- *“The club has a dine-around every month at a different restaurant”*
- *It’s great for the kids, the discounts really help and they always have someone to ski and play with.”*

Marketing In-Print/On-line



- Little harder than in person – no personality, no enthusiasm, no flexibility to shift directions or tailor to the person
- Really think about what we are communicating and how we're saying it
- Sell sheets, club brochures & websites:
salesmanship in print

What are we selling?



- **2 Things**
- Tangible: **Ski Trip**
- Conceptual: **Skiing with the Club**
- They've never done it, so we have give them the answer to **WIIFM**

What we're saying



- In printed sell sheets
- 30-35% selling the resort itself
(% terrain, # lifts, gondola, etc)
- 30% selling lodging property
- 25-30% pricing and package offerings
- **How does this relate to selling the concept of skiing with a club?**

Basic Marketing 101



“Features Tell.....

BENEFITS SELL”

What are we “selling”?



- With the internet, do we really need to “sell” the resort or the details of the lodging property?
- We don’t work for either--we need to focus on selling US (clubs)
- We need to speak TO our target, about things that matter to them
- They WANT to go skiing.....it’s our job to make them **WANT to go skiing with US**

What made you go skiing with your Club the first time???



Our Speak



- Identified 4 benefits that we think sums up what club offers
- Convenience
- Camaraderie
- Knowledge/Experience
- Value
- But these are OUR words, not necessarily the words that resonate with our potential traveler

Their Speak--WIIFM



- These are the concepts--we have to translate these to answer “needs”:
- Convenience-*airline tickets, transfers, lodging, lift tickets all booked for you, we’ve already arranged for rentals, we’ve organized great parties and activities, apres ski*

Their Speak--WIIFM



- These are the concepts--we have to translate these to answer “needs”:
- Camaraderie- *you’ll always have someone to ski with, eat with, shop with, there are other kids on the trip, there are other green/blue/black skiers on the trip*

Their Speak--WIIFM



- These are the concepts--we have to translate these to answer “needs”:
- Knowledge/Experience-- *there is an experienced trip leader who will handle any issues that might come up, we know the lodging property, there won't be any surprises, we know the resort, and where to eat*

Their Speak--WIIFM



- These are the concepts--we have to translate these to answer “needs”:
- Value--*we have significant discounts on lift tickets, ski school, rental equipment, photos, we have group parties, dinners, lunches, we give you the most for your money*

Reviewing last year's Club trip sell sheets



- Few showed the difference in cost of lift tickets (Club vs Window)
- Even less showed difference in any other savings
- Most mentioned in passing *“parties, mountain lunch and other activities”*
- No one “hyped” these events-gave details or an agenda (a day-by-day agenda is a powerful selling tool!)
- Few hyped “skiers from all around the state” on FSC trips
- Sell the sizzle

Listening to our Skiers

- Council Post Trip Surveys??
- Club Post Trip Surveys



Finding the right buzz words



- FSC has developed an add-on Questionnaire for Clubs to use along with their own trip evaluation questionnaire
- Vehicle to “listen to our travelers” so that we can speak the same language in our club materials
- Will give TL copies of the questionnaire at Registration, with a postage paid envelope to mail back the questionnaires

Finding the right buzz words



1. Is this your first time skiing with a club?
q Yes q No (*Skip to question 2*)
- 1b. What made you decide to ski with a club this year?
2. How would you describe your trip
3. Is this the first FSC trip you have gone on? q Yes q No
 - Other than the skiing, what was your favorite part of this trip?
 - If you could change something about the FSC activities on this trip, what would it be?
 - In your opinion, what would you say are the 3 biggest advantages/reasons to ski with a club?

Finding the right buzz words



- Can do the same thing at the Club level
- Add a couple of questions onto your Post Trip Survey
(“is this your first trip”, “what made you decide to ski with the club the first time”, “what’s the best thing about a club trip”)
- Create a drawing at a meeting or happy hour, ask everyone to fill out a slip why they decided to ski with the club the first time. Use the slip of paper to draw-prize of drink tickets

Now we know the buzz words...



Sell sheets

- promotional brochures
- goal of the sell sheet (and website) is to bring the potential member into the picture

- How?.....previous comment about advertising

Copywriting 102: **Headlines**



- **Headline has to:**
 - Contain a benefit/importance to the reader
 - Solve a problem or offer something enticing to the reader
- Only have headline and first sentence or 2 to capture the reader's interest
- Don't short-change your headline

Copywriting 102: Copy



- Body copy should be written as conversation; the reader should feel that you are talking directly to them
- Sell the Sizzle before the facts—think Informercial
- Think of every line of copy as WIIFM
- Read each line and apply the “so what” test
- Read it outloud!

Copywriting 102: **Benefits**



- Make sure it is a real benefit—not a “fake benefit”
- *“Balance Blood Sugar Levels Naturally”*
- **Forehead Slap test:** Have you ever woken up from a dead sleep, slapped yourself in the head and exclaimed
“Man...I need to balance my blood sugar naturally”
- No one is going to pull out wallet to buy
- **Real benefit**—no one wants to balance their blood sugar , but EVERYONE wants to avoid blindness, cold numb painful limes, amputation that go along with diabetes

Copywriting 102: **Benefits**



Get to the **emotional root** to get people to open wallet or join:

Example: An RSS Reader (Google Reader)

- **Feature:** “Contains an artificial intelligence algorithm.”
- **Why it’s there:** “Adds greater utility by adapting & customizing the user’s information experience.”
- **What’s in it for them:** “Keeps the things you read the most at the forefront when you’re in a hurry.”
- **Emotional Root:** “Stay up to date on the things that add value to your life and career, without getting stressed out from information overload.”

Copywriting 102: Benefits



Don't minimize the benefits of an Council trip or a Club trip!

- Rather than:

“2 FSC dinner parties, mountain lunch and a Nastar racing”.....

“

“

Copywriting 102: Structure



- End should be as compelling as Headline...
and have a definite CALL TO ACTION
- Limit sentences to no more than 17 words.
Vary lengths.
- Use action verbs (*“Outshines” rather than “are the best”*)
- Use active voice

Copywriting 102: **Format**



- Long paragraphs kill momentum
- If sentences are short can have more than 3
- If sentences are longer, no more than 3 in an paragraph

- Make your copy “one bite at a time—easy to chew”
- Bullet points
- Numbered lists
- MiniHeads (subheads)
- Bold type

- Pictures draw you eye to text you want them to read

Copywriting 102: Eye Format



- White space is not wasted space!
(It reduces eye strain and makes continued reading easier)
- Fonts matter
- In print: Times New Roman 12 pt
- On the Internet: Arial 12 pt
(or if smaller, Verdana 10 pt)

This is an example of 12 pt Times New Roman

This is an example of 12 pt Arial

This is an example of 10 pt Verdana

Let's build a sell sheet

