

CREATIVE MARKETING

Marketing Experiment

Break out into 3 groups and separate so no one in your group can see what the others are doing

To Understand Marketing you have to
know the difference between
Marketing and Branding.

If you don't know your "Branding"
you can never create successful
Marketing campaigns.

MARKETING VS. BRANDING



The Difference Between Marketing and Branding by James Heaton

What is the difference between marketing and branding?

In a recent conversation with a very senior person at a financial institution my colleague was told, "I think private wealth managers will have a hard time seeing the value of branding—they see marketing as a cost center, not a driver of sales." Hold it. How did we go from branding to marketing in one sentence like that?

What is marketing? What is branding? How do they differ?

There is a spectrum of opinions here, but in my view, marketing is actively promoting a product or service. It's a push tactic. It's pushing out a message to get sales results: "Buy our product because it's better than theirs." (Or because it's cool, or because this celebrity likes it, or because you have this problem and this thing will fix it, etc.) This is oversimplification, but that's it in a nutshell. This is not branding.

Branding should both precede and underlie any marketing effort. Branding is not push, but pull. Branding is the expression of the essential truth or value of an organization, product, or service. It is communication of characteristics, values, and attributes that clarify what this particular brand is and is not. A brand will help encourage someone to buy a product, and it directly supports whatever sales or marketing activities are in play, but the brand does not explicitly say "buy me." Instead, it says "This is what I am. This is why I exist. If you agree, if you like me, you can buy me, support me, and recommend me to your friends."

Branding is strategic. Marketing is tactical.

Marketing may contribute to a brand, but the brand is bigger than any particular marketing effort. The brand is what remains after the marketing has swept through the room. It's what sticks in your mind associated with a product, service, or organization—whether or not, at that particular moment, you bought or did not buy.

The brand is ultimately what determines if you will become a loyal customer or not. The marketing may convince you to buy a particular Toyota, and maybe it's the first foreign car you ever owned, but it is the brand that will determine if you will only buy Toyotas for the rest of your life.

The brand is built from many things. Very important among these things is the lived experience of the brand. Did that car deliver on its brand promise of reliability? Did the maker continue to uphold the quality standards that made them what they are? Did the sales guy or the service center mechanic know what they were talking about?

Marketing unearths and activates buyers. Branding makes loyal customers, advocates, even evangelists, out of those who buy. This works the same way for all types of businesses and organizations. All organizations must sell (including nonprofits). How they sell may differ, and everyone in an organization is, with their every action, either constructing or deconstructing the brand. Every thought, every action, every policy, every ad, every marketing promotion has the effect of either inspiring or deterring brand loyalty in whomever is exposed to it. All of this affects sales.

Back to our financial expert. Is marketing a cost center? Poorly researched and executed marketing activities can certainly be a cost center, but well-researched and well-executed marketing is an investment that pays for itself in sales and brand reinforcement.

Is branding a cost center? On the surface, yes, but the return is loyalty. The return is sales people whose jobs are easier and more effective, employees who stay longer and work harder, customers who become ambassadors and advocates for the organization.

Branding is as vital to the success of a business or nonprofit as having financial coherence, having a vision for the future, or having quality employees. It is the essential foundation for a successful operation. So yes, it's a cost center, like good employees, financial experts, and business or organizational innovators are. They are cost centers, but what is REALLY costly is not to have them, or to have substandard ones.

MARKETING VS. BRANDING



WHAT IS YOUR PRODUCT?

Playing Tennis

WHAT IS YOUR "BRAND"?

A lifetime sport that can be played and enjoyed by people of any age and of every ability. Whether you're picking up a tennis racquet for the first time or you've played the game for years, you'll find that tennis is a sport whose bounty of benefits is unmatched by any other sport or activity. It's a great way to stay fit, make friends, spend quality time with your family life – and have fun! Tennis is a sport that can add years to your life and life to your years. When you find yourself in the game, you'll find yourself in a happier, healthier place.

WHAT ARE YOU MARKETING/SELLING?

A Healthier Lifestyle
Tournaments
Fun

A Way to Meet Friends
Leagues
Fitness

A Mental Break from Life
Social Interaction
Etc.

MARKETING VS. BRANDING



WHAT ARE SOME KEY SELLING POINTS FOR YOUR MARKETING CAMPAIGN?

The Health Benefits



- An hour of singles can burn 580-870 calories. (*Mayo Clinic*)
- Playing 3 hours of tennis a week and you'll cut your risk of death in half from any cause. (*20 year study on 10,000 people from Harvard University*)
- Playing tennis is great for your heart, playing just a few times a week lowers your risk of cardiovascular disease by 56%. (*2016 Harvard University Study*)
- Playing tennis improves your coordination, balance, reaction time and agility, and leads to stronger and healthier bones. This holds true no matter what age you start playing in life.

The Mental Benefits

- Tennis keeps your brain active, requiring critical thinking and problem solving!
- Tennis players scored higher in vigor, optimism and self-esteem while scoring lower in depression, anger, confusion, anxiety and tension than other athletes or non-athletes. (*Southern Connecticut State University study*)
- Regular tennis also gives you a physical outlet for stress, giving you an opportunity to work out the muscle tension in your body. It also improves your cardiovascular health, which helps your body better handle daily stress.



The Social Benefits

- Tennis develops social skills and offers a way to expand your social network as you meet people across the net, on teams and in leagues.
- Tennis outperforms all other sports in developing positive personality characteristics. (*According to a study by Dr. Jim Gavin at Concordia University*)
- If you play tennis primarily as a form of exercise, doing so as part of a team or group means you're more likely to commit to that exercise and develop a routine.



MARKETING VS. BRANDING



You can put together all the best tennis programs in the world, offer the best lessons, create the best tournaments and activities... But if you can't get new people onto the courts it's all a waste of time and money.

That's where marketing comes in. To attract people to play tennis, you need to target your marketing to the right customer group or groups for maximum effect.

Many people say the best marketing is simply the great attributes of tennis itself. Telling people the truth about all the good things that tennis has to offer, tennis is good for you, tennis is wonderful. But "marketing" involves a lot of different areas —advertising, customer relations, promoting leagues and tournaments, etc.

Ask the Right Questions

Who are our local tennis players and potential tennis players?

Where do they live?

Am I offering the kinds of programs and services that they want?

How does playing tennis compete against Pickle Ball in our area?

TO MARKET EFFECTIVELY YOU HAVE TO UNDERSTANDING YOUR AUDIENCE



Baby Boomers: Born 1946-1964 (54-72 years old)

Who are Baby Boomers?

The group who still leaves and listens to voicemails. Baby Boomers were born between 1946 and 1964 and grew up during the American-dream, white-picket-fence era of post WWII. As their younger counterparts have taught boomers how to use technology, this generation is slowly embracing it. According to Pew Research, by 2014, 65% of adults aged 50-64 used social networking sites, with the vast majority engaging with Facebook to revive “dormant” relationships.

The Boomers are the most likely to misunderstand Facebook marketing ads clogging up their Newsfeeds but still be receptive to direct marketing/sales tactics; they like to talk to real people. Boomers have the highest value as consumers in the market today! They spend the most money on each shopping trip, and as they are hitting retirement, they are more likely to splurge on items that aren’t on the grocery list. Surprisingly, this generation even spends the most on technology—everything from premium cable to the latest smartphone.

Generation X: Born 1965-1980 (38-53 years old)

Who is Generation X?

The neglected middle child. Gen X is the smallest generation, born between 1965 and 1980 and often referred to as the bridge between Millennials and Baby Boomers. Gen Xers are now juggling child care, homeownership, and reaching the peak of their careers. Think of the 40-year-old who went to high school in the 80’s and hated the first Bush era, and is now working in green energy and has little kids to contend with. This generation remembers how video killed the radio star and are more pessimistic about having enough money to retire.

Gen Xers are busy! They’re dealing with children, paying mortgages and tuition, and working a LOT. Turns out, they’re also on online—more than 80% of this generation reports that they are on Facebook and Twitter. They are more on par with technology adoption and use with millennials, and are more likely to be politically loyal throughout their lives than either of the other generations. Gen Xers claim to be the most dedicated to lists while shopping, but also fessed up to making the most unplanned purchases on their shopping excursions. This generation is our true hybrid when it comes to marketing. They grew up without the online shopping experience, so they still enjoy a trip in-store, but have fully embraced online shopping as well.

Millennials/ Generation Y: Born 1981-1996 (22-37 years old)

Post- Millennials/ Generation Z: Born 1997-Present (0-21 years old)

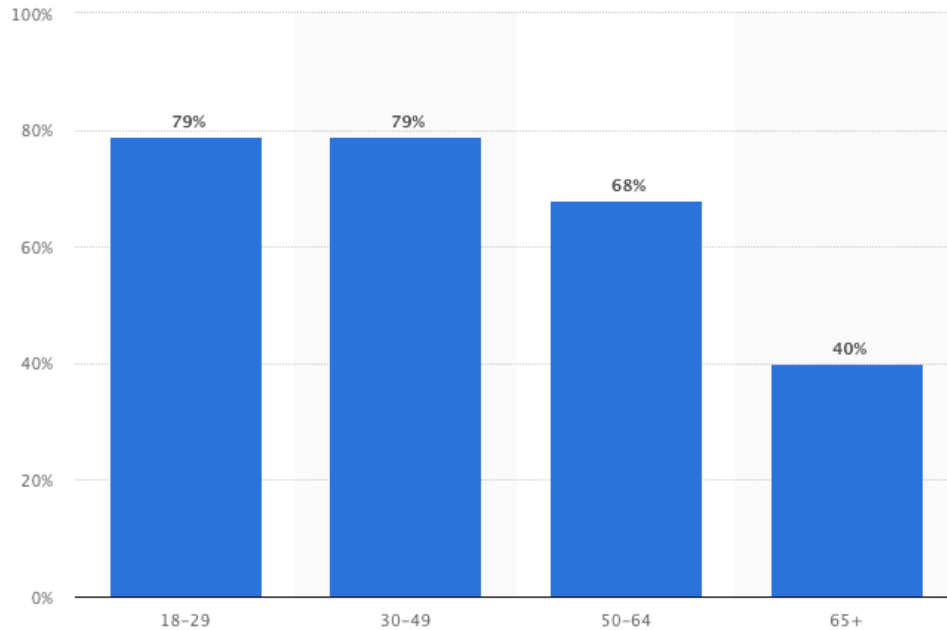
Who Are Millennials?

The generation that is slowly taking over the workforce and out-numbering Baby Boomers, Millennials were born between 1981 and 1999 and came of age during the early 2000's. This generation is most widely talked to and about on social media and in pop culture. Millennials began entering the workforce as the economy crashed, and as a result, are the largest generation of entrepreneurs. They are notoriously soft-hearted and soft-shelled, valuing social issues far ahead of economics. According to the Brookings Institute, 64% of millennials would rather make \$40,000 a year at a job they love than \$100,000 a year at a job they think is boring.

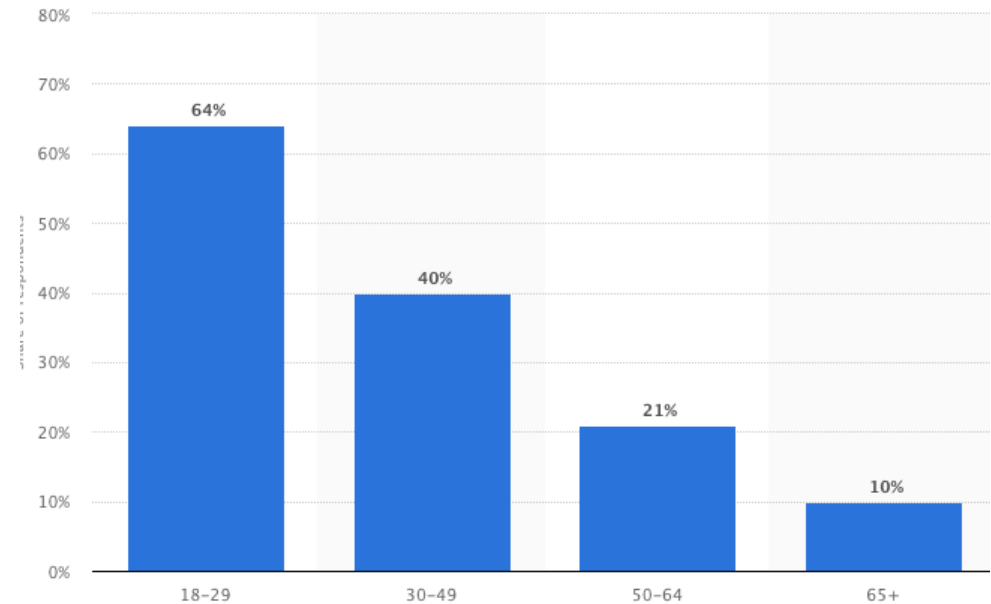
That said, Millennials are an economic force! With \$200B in annual buying power, smart marketers are turning to new channels to hook this generation. Millennials are reshaping the way that goods and services are being marketed by staying unresponsive to traditional marketing tactics. This generation decides where to eat based on Instagram pictures, chooses hair stylists from Facebook and has their groceries delivered to their door.

NOW THAT YOU KNOW YOUR AUDIENCE, WHAT SOCIAL MEDIA DO THEY USE?

FEB 2018 PEW RESEARCH



FEB 2019- FACEBOOK USERS BY AGE



INSTAGRAM USERS BY AGE

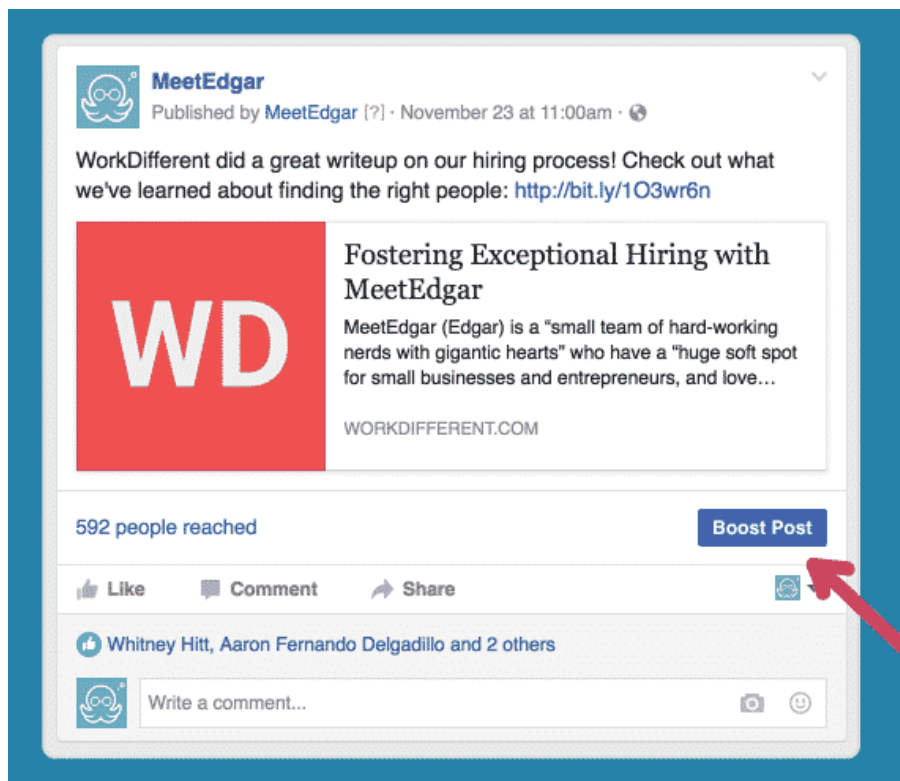
Age may be the most important demographic distinguishing between Facebook and Instagram. As the following graphs reveal, Facebook skews significantly older than Instagram. Although the majority of Millennials uses both platforms, Instagram's user base decreases drastically after the 18-29-year-old age group, while Facebook maintains a significant user base even with the 65+ age group. Under 18, Instagram is the clear winner.

Primary research reveals that despite more than 80% of all high school students in the U.S. having Facebook accounts, most prefer Instagram for daily use.

FACEBOOK BOOSTS VS. ADS



Boosted posts are a simpler, quicker alternative to creating a Facebook ad that lets you “boost” the visibility of a regular post and specify a target audience. You can pay to “boost” your posts, moving them higher in the newsfeed of both Facebook and Instagram, thereby increasing the chances of your fans, and other targeted users, seeing them.



Facebook ads are like “supercharged” boosted posts. These targeted advertisements look like regular Facebook posts in almost every way, but have sophisticated marketing segmentation and analytics on the backend that you can use to tailor your Facebook and Instagram ads to target specific groups of customers by gender, age, location, and lots more.



FACEBOOK ADS DETAILED TARGETING



Audience

Define who you want to see your ads. [Learn more.](#)

Create New

Use a Saved Audience ▼

Custom Audiences ⓘ

Add a previously created Custom or Lookalike Audience

[Exclude](#) | [Create New](#) ▼

Locations ⓘ

Everyone in this location ▼

United States

📍 United States

📍 Include ▼ | Type to add more locations

[Browse](#)

[Add Locations in Bulk](#)

Age ⓘ

18 ▼

-

65+ ▼

Gender ⓘ

All

Men

Women

Languages ⓘ

Enter a language...

INCLUDE people who match at least ONE of the following ⓘ

Add demographics, interests or behaviors

[Suggestions](#)

[Browse](#)

Detailed Targeting ⓘ

[Exclude People](#)

☐ Expand interests when it may improve performance at a lower cost per result. ⓘ

Location. Target users based on people who live or have recently been to a certain country, zip code, city, or region.

Age. Self-explanatory. Target on a custom age range.

Gender. Also self-explanatory. You can target all genders, or men or women exclusively.

Language. Use the languages users speak to show the right ad to the right audience.

Demographics, interests, and behaviors. These are all looped into one section called “detailed targeting” and allow you to target people based on things like whether they’re parents, homeowners, like vegan food, or work in the B2B fields.

Exclusionary targeting. Make sure that certain people *don’t* see your ad, even if they otherwise belong to your target audience, such as if they already like your page.

INSTAGRAM



Instagram used for uploading pictures, Communicate with other new peoples. Also Instagram is a social networking app made for sharing photos and videos from a smartphone. Similar to Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed. Instagram is an entirely visual platform. Unlike Facebook, which relies on both text and pictures, or Twitter, which relies on text alone, Instagram's sole purpose is to enable users to share images or videos with their audience.

Discover what your audience wants: Most brands treat Instagram like a “lifestyle magazine.” Instead of directly marketing their products, they instead depict a certain lifestyle that their users might aspire to. Your sports organization, for example, might show people leading an active, healthy lifestyle. To find out what your community members want, follow them on Instagram and see what content they like and share.

Connect with your audience: Too many organizations simply post photos on Instagram and forget to take part in a wider conversation. Like and comment on your followers’ posts and regram the best ones.

Post consistently: Most experts recommend posting at least twice a week.

Value quality over quantity: Instagram moves at a slower pace than sites like Twitter, so don’t clutter up your followers’ feeds by posting more than once or twice a day.

Create a consistent look and feel: When you visit some of the best brands on Instagram, such as Starbucks or Redbull, you’ll notice that they have a consistent aesthetic. Redbull, for example, loves to show high-octane, colourful adventure photographs. Starbucks prefers a more personal touch, often using hand-drawn images. Brainstorm what words you would like people to associate with your Instagram account. Is your sport edgy? Intense? Professional? Welcoming? Fun?

Tell a story: They say that a picture’s worth a thousand words. Your photos should help you tell the story of your organization’s success.

Be authentic: Instagram users respond positively to authentic content. If your photos are too highly edited or your captions sound robotic, your audience will tune out.

Monitor trends: Be aware of ongoing social media trends by monitoring Instagram and other social media platforms. For example, several months ago a cancer agency started a #NoMakeupSelfie hashtag that went viral. Sports organizations that posted photos of their athletes with sweaty faces after a workout were rewarded with high engagement.

Tag users and locations: To increase your post’s engagement, tag individual users or geo-tag the location where the photo is taken.

DIRECT MAIL

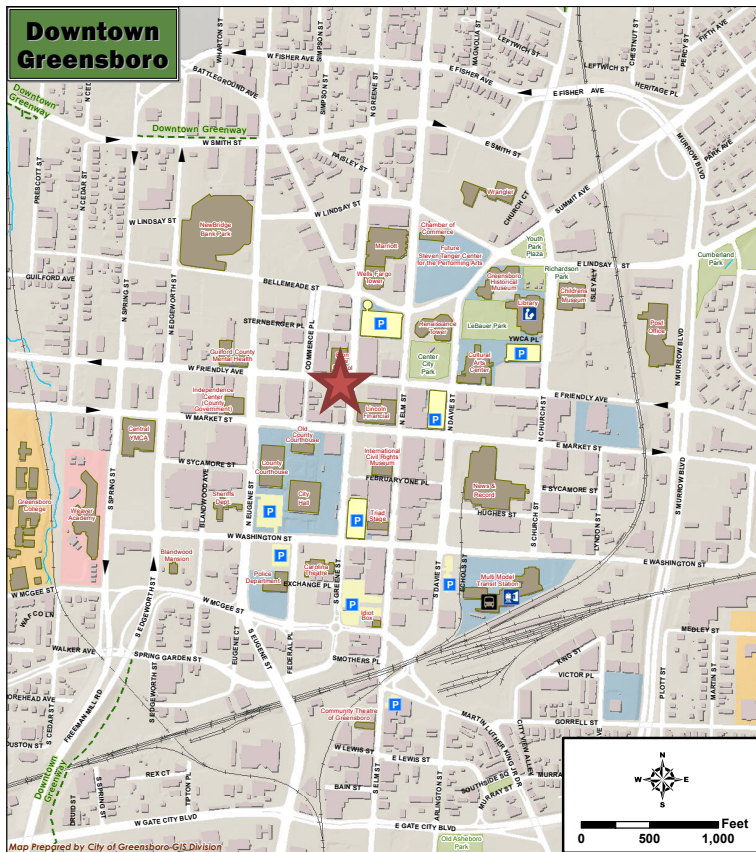


Mailing List- \$150

.24¢ postage x 1000= \$240

Actual Postcard printing costs
for 1000 cards= \$94.50

TOTAL COST FOR 1,000 POST CARDS: \$500
TOTAL COST PER PERSON: .50¢



Valassis Resident Occupant List - List Count Report

Count Info

Search ID: DONNY-21347
Search Description: DONNY-21347 VLS
Run: 08/30/17
Modified: August 30, 2017
Search Notes: August 30, 2017

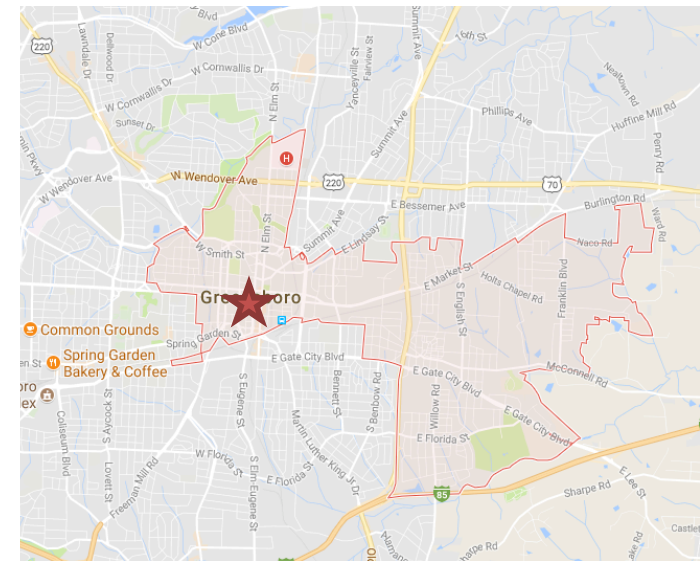
Geography		
ZIP Codes		Total
27401	GREENSBORO, NC	8943
Breakdown by Crrt		
C001		614
C002		172
C005		150
C006		336
C008		521
C009		745
C011		1032
C012		487
C013		555
C015		727
C016		110
C017		606
C018		648
C020		621
C021		734
C022		541
C023		344
Total	Total	Grand Total
		8943

Additional Selections

Dwelling Type	
1	Single Family Dwelling Units
2	Multi Family Dwelling Units
Include Route Types	
C	Carrier Routes
G	General Delivery
H	Highway Contract Routes
R	Rural Routes
Residential/Business Selector	
1	Residential
Sets mail date for seasonal address calculations	
20170830	Date 08/30/2017

**\$134.15 For Entire List
on Excel Spreadsheet**

mailinglistsdirect.com



LOCAL FESTIVALS, EVENTS AND ONE ON ONE OPPORTUNITIES



At its core, marketing is communication. It is the ability to clearly convey a message at the opportune time. Live events provide the opportunity to connect directly with people and clearly communicate your message. Event marketing continues to grow as one of the best ways to connect with people.

- LOCAL FESTIVALS
- HEALTH FAIRS
- COMMUNITY EVENTS
- CHURCH BAZZARS
- NETWORKING EVENTS
- SET UP IN LOBBY OF A BUSINESSES AT LUNCH
- TENT AT PARKS ON THE WEEKENDS



In today's digital-centric world, social media and events go hand in hand. Events themselves have become a source of content for both organizers and attendees. Attendees sharing social media mentions ensures you reach audiences who are not at the event, giving you further exposure.

SIGNS, BANNERS & PRINTED PIECES



Although the Internet is a vast means of communication, it sometimes just does not have that personal feel that printed media does. People are still going out to shops, and printed adverts can take advantage of their potential curiosity. However, just because they might be walking past a poster or a flyer does not mean they are taking notice. Flyers and posters are effective means of communication, but only if they are created carefully and thoughtfully.







LEARN. RALLY. PLAY.

GO FROM COUCH TO COURT IN 6 HOURS!

SIGN UP TODAY FOR \$40 AND RECEIVE

- Six Hours with a Tennis Instructor
- New Adult Tennis Racket
- Try Tennis T-Shirt

LOCATIONS

Baywood Racquet Club
471 Baywood Drive, Winterville, NC 28590
Tuesday - 5:30 PM: September 3 - October 8
Tuesday - 6:30 PM: September 3 - October 8
Wednesday - 10:00 AM: September 4 - October 9
Thursday - 9:00 AM: September 5 - October 10

Elm Street Park
1055 South Elm Street, Greenville, NC 27858
Saturday - 10:00 AM: September 14 - October 19
Saturday - 11:00 AM: September 14 - October 19

Evans Park
513 West Arlington Boulevard, Greenville, NC 27834
Monday - 6:00 PM: September 9 - October 14
Tuesday - 6:00 PM: September 10 - October 15

Greenville Country Club
216 Country Club Drive, Greenville, NC 27834
Tuesday - 6:00 PM: September 10 - October 15
Thursday - 6:00 PM: September 12 - October 17

River Birch Tennis Center
513 West Arlington Boulevard, Greenville, NC 27834
Tuesday - 10:00 AM: September 10 - October 15
Wednesday - 7:00 PM: September 11 - October 16
Thursday - 7:00 PM: September 12 - October 17

Wimbledon Tennis & Recreation Ctr.
1750 Wimbledon Drive, Greenville, NC 27858
Tuesday - 9:00 AM: September 3 - October 8
Tuesday - 10:00 AM: September 3 - October 8
Thursday - 9:00 AM: September 5 - October 10
Thursday - 10:00 AM: September 5 - October 10

The Racquet Club of Washington
123 Avon Avenue, Washington, NC 27889
Saturday - 11:00 AM: September 21 - October 12

www.trytennis.net 336-852-8577

www.trytennis.net 336-852-8577

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An hour of singles tennis can burn 580-870 calories.
(Mayo Clinic Study)





\$40 for 6 hours of instruction, free racket & shirt!

trytennis.net




LEARN. RALLY. PLAY.

www.trytennis.net

GO FROM COUCH TO COURT IN 6 HOURS!

SIGN UP TODAY FOR \$40 AND RECEIVE

- Six Hours with a Tennis Instructor
- New Adult Tennis Racket
- Try Tennis T-Shirt



LEARN. RALLY. PLAY.

\$40 for 6 hours of instruction, free racket & shirt!

Multiple Locations & Times! Register Now!

trytennis.net

DCTA- Downeast Community Tennis Association

OTHER CREATIVE MARKETING IDEAS



Get creative with hashtags

Hashtags will help you increase your reach and find your target audience, but they can also help you develop your brand voice, too. Create a unique hashtag that is used for your area of tennis or programs.

Incorporate “National Days” into your campaign

National Ice Cream Day. National Sister Day. National Dog Day. Whatever it is, pounce on it if it’s at all relevant to you. Use it to create fun tennis events in the community. You can see a full list of every ridiculous “holiday” that ever existed at <http://holidayinsights.com>

Example-

Make a Difference Day: *The fourth Saturday in October*

Initiated in 1990, this is a national day devoted to helping others by doing volunteer work in the community.

The activity can be almost anything. On this day, millions of Americans participate in community improvement projects. It takes the form of cleanup, fixup, painting, and repair in poorer neighborhoods, parks and municipal facilities. It doesn't matter what project you take on. It doesn't matter whether you help a non-profit organization, the community, your town, nursing home, a church, a food kitchen, or any other group in need. What matters is that you participate.

*Make a commitment to help others for just one day. Make a difference on **Make a Difference Day!***

Did You Know? *Each year on Make a Difference Day, ex-President Jimmie Carter gets out his hammer and saw, and helps to build or rebuild housing in underprivileged areas. There is not better example of people helping others than this!*

FOR THIS NATIONAL DAY- MAYBE ORGANIZE A CLEAN UP AT A LOCAL TENNIS PARK!

Photo caption contests

Photo caption contests are a guaranteed way to get more engagement. They encourage users to try to be creative and funny, which is something everyone loves to feel about themselves. Offer a prize for the winner, and you’re good to go.

OTHER CREATIVE MARKETING IDEAS



Use Emojis in your posts

Emojis should be used sparingly, but when used correctly they can help you stand out in a user's feed.



NO MATTER WHAT YOU DO TO MARKET TENNIS IN YOUR AREA- THESE ARE THE 3 KEY THINGS TO KNOW AND DO:

Know your target audience. Understand who they are, what they like and where they look for information. Develop a profile of your prototypical customer, including demographics such as age group and geographic location, and psychographics such as what type of music they enjoy and what they do for fun. The more specific and detailed your profile, the better you'll be able to identify avenues for reaching your audience.

Use your knowledge of your audience to craft effective content. Do your homework so you know what types of language, music and cultural references are most likely to get actionable responses. Use humor and don't be afraid to make your content a bit edgy, especially if you're trying to appeal to an irreverent crowd.

Create emotional connections. People will be much more willing to share your content if they relate to it emotionally. Skilled storytelling generates empathy and moves people to action. Pictures and videos create a stronger emotional connection than words.