

LESSON 7



Marketing Your Destination Business

*Success is going from failure to
failure without loss of enthusiasm.*

- Sir Winston Churchill

Marketing Your Destination Business

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationUniversity.com**

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Key Objectives of this Video

- 1. Understanding the Top 3 principles of advertising**
- 2. How to use the 5 forms of High Integrity Media**
- 3. Review the 5 Indispensable Marketing tools for a Destination Business**

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Destination Business Principles

CEOwner			
Interior & Exterior Image		Loyalty Validation	
Integrated Marketing Savvy	Omnipresent Mentality	Legend Development	
Proactive Adaptability	Product Spotlighting	Employee Stakeholders	Multi-Level Customer Services
Strategic Vision	Unique Positioning	Financially Adept	Leadership Balance

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Top 3 Advertising Principles

1. It takes 10 – 16 times the money to get a new customer than it costs to bring an existing customer back

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Top 3 Advertising Principles

2. Every ad either helps or hurts your Unique Positioning

3. It takes an advertising message a minimum of 8-12 times to impact a consumer

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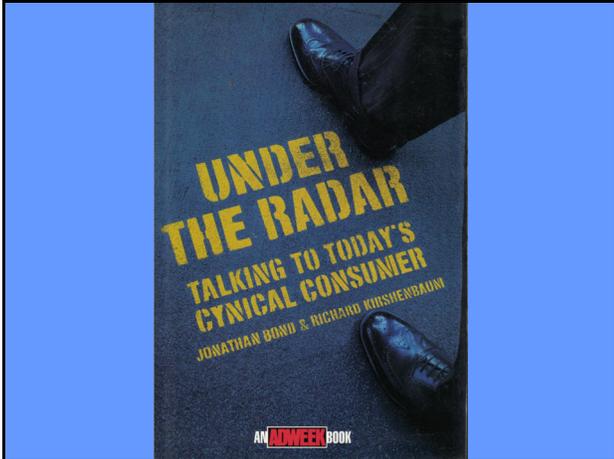
Traditional Media

- *Print*
- *Direct mail*
- *Radio and television*
- *Specialty products*
- *Billboards*
- *Email marketing*

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“High Integrity” Media

- *Word-of-mouth*
- *Testimonials*
- *Referrals*
- *Internet & social media*
- *Public relations (12X)*

“High Integrity Media”, as detailed in *Under the Radar: Talking to Today's Cynical Consumer* by Jonathan Bond & Richard Kirshenbaum

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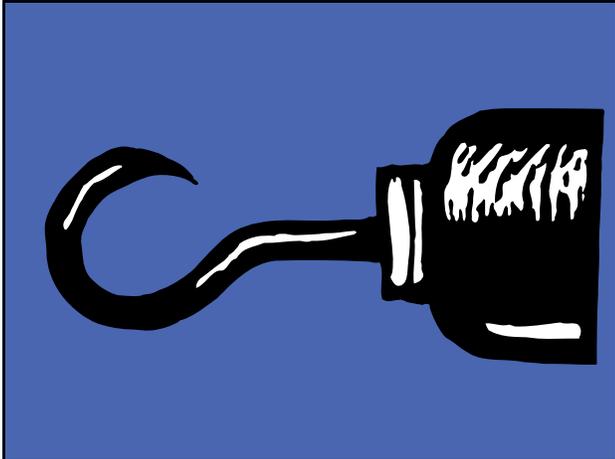
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Top 3 Advertising Principles

1. It takes 10 – 16 times the money to get a new customer than it costs to bring an existing customer back

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Where the
good Times
Roll

THIRD STREET BAKERY
Sandwich Shoppe
& Catering

I LOVE THIS PLACE because

Name: _____ From: _____

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Indispensable Marketing Guide

- *Changeable website with blog component*
- *Google My Business*
- *Facebook*
- *Fivestars loyalty program*
- *DataAxle.com*

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Websites & Blogging

- *Websites with a blog: Creates search engine optimized pages with each post*
- *Wordpress: Most powerful*
- *Instasite (uses Facebook)*

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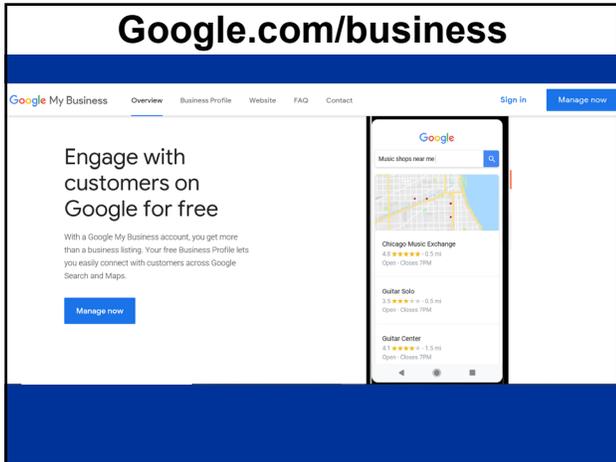
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InstaSite: Facebook to Website

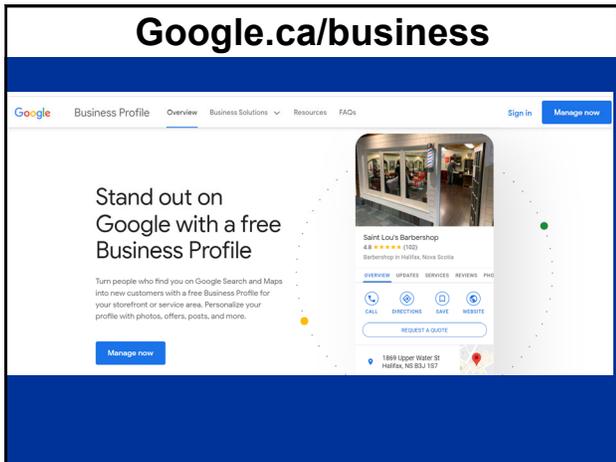
- *Converts your Facebook page into a search engine optimized website*
- *\$30/month, \$300/year*
- *Contact information is in our Indispensable guide*

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Using Google My Business

- *Once set up, you can enhance your business listing*
- *Photos, videos & real-time updates*
- *Provide service to customers and ask for a recommendation*

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Using Google My Business

1. Go to *Google.com/business*
2. Search for your business name
3. Click *“Write a Review”*
4. Ask them to use your city, state, and company name

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Using Google My Business

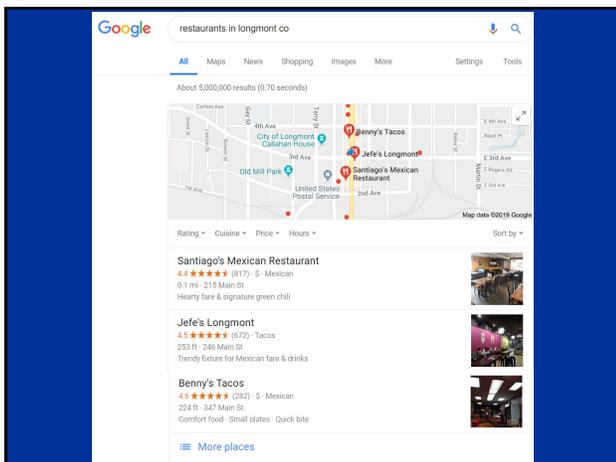
5. ...and other key business phrases in their review that will elevate your search engine rankings

- Top 3 ranked businesses will appear at the top of the page

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Newest Facebook Update

- The number of Likes your business has means nothing!
- Create: “Meaningful social interactions” where opinions are solicited & received
- Sharing without comments now has less value

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The Facebook Pixel

- Critical addition to your website if you’re using Facebook
- Tracks activity that comes to a website from Facebook ads
- Connect with those prospects for 180 days!

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Using Facebook Effectively

- 1st : Boost the post. This is the easiest but least targeted
- 2nd : Ads Manager
- 3rd : Facebook Live
- 4th : Create Events

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Fivestars: Loyalty Rewards

- *Minimum 50 customers per week*
- *Must have Wi-Fi in your business*
- *Engages new customers nearby, automatically*

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Fivestars: Loyalty Rewards

- *Currently showing over 5 new visits from every customer in the first year*
- *Easy to do a video conference to preview its benefits*

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Get.Fivestars.com/Destination

Preferred Fivestars pricing for Jon Schallert's clients!

Schedule your demo with Fivestars below.

Business Name *

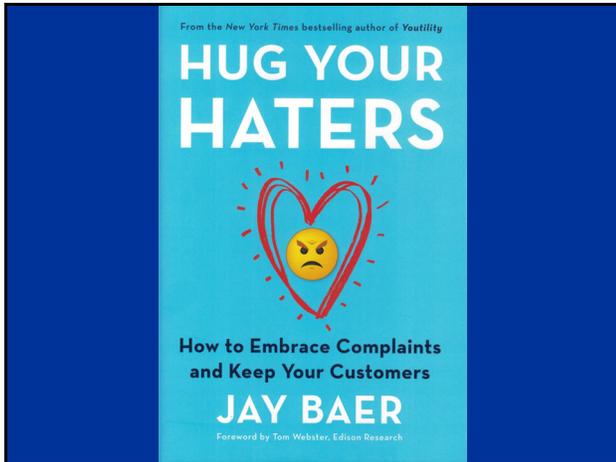
Your Name *

Your Mobile Number *

Business Phone Number *

Email *

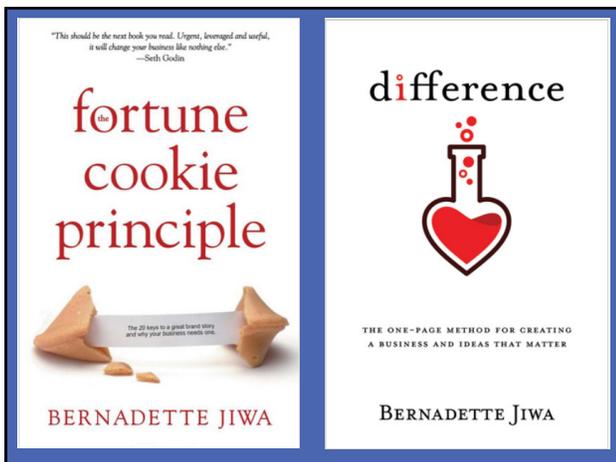
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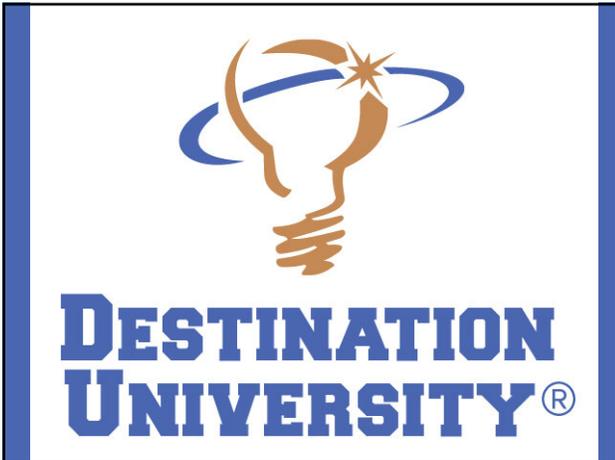
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Key Takeaways: Lesson 7 – Marketing

1. Determine who are your Top 10% Customers and go after them. You're likely to find that there won't be enough of them inside your local marketplace, and you'll have to go outside your local "Time Zone" to find more.
2. Remember that it takes 10-16 times the money to bring in a new customer, versus bringing an existing customer back. Plan for capturing database information from customers to bring them back for an extra unplanned visit.
3. There are so many marketing tools that you can use, but it's important to make sure your foundational marketing tools are in place that spread word-of-mouth, utilize the internet and social media, and generate free publicity.

What's Your Most Important Takeaway from this Lesson?

PARTICIPANT EXERCISE: LESSON 7
Jon Schallert: *Marketing Your Destination Business*

Interview Time: 32:47

1. Right now, what are your best forms of marketing that cost the least and bring the most profitable customers into your business?

2. Thinking of Jon's marketing suggestions in the video, what new marketing ideas and marketing tools are you going to consider using?

3. How do you currently capture database information from your customers so you can invite them back to your business for an additional visit?

PARTICIPANT EXERCISE: LESSON 7

Jon Schallert: *Marketing Your Destination Business*

4. How are you currently capturing testimonials from customers who make positive comments about your business? Whether you are or aren't capturing testimonials now, be prepared to share the top comments you frequently hear from your customers that you should be collecting.

5. How are you currently using Google to grow your business?

6. In what ways are you currently using Facebook to grow your business? In what ways would you like to start using Facebook, after listening to the video?

Jon Schallert's Indispensable Marketing Tools for Destination Businesses

1. Businesses today must have a search engine optimized, easily-changeable website with a blog component.

The top two website softwares that I recommend are Wordpress and Instasite.

Wordpress is the most powerful, easily used software that allows you to have a custom-looking website with a blog component to it. There is a free and a paid version of Wordpress, and the version you pay for is the more powerful.

Instasite is less powerful but simpler. It is perfect for an owner who does not have a website, but who has a business Facebook page. Instasite converts your Facebook page to a functional, search engine optimized site in minutes. Additionally, the price is affordable at \$30 per month, or \$300/year.

For help with your Wordpress website or setting up an Instasite, contact:

Elizabeth Collins, President, Webcom Resources
913-370-7373
elizabeth.collins@webcomresources.com
www.webcomresources.com

2. Business owners today must also capitalize on the power of Google My Business.

Google My Business allows you to set up business pages where customers can post positive reviews about your business. Once the reviews are posted, positive reviews can help elevate your company in the search engines.

To get customers to submit a review to your Google My Business page, tell them to:

- a) Go to Google.com/business
 - b) Search for your business name
 - c) Click “Write a Review”
 - d) Ask them to use your city, state, and company name in the review, along with other key business phrases that are significant to the product you sell, and their review will help elevate your search engine ranking.
 - e) Only the top 3 ranked businesses will appear at the top of a Google search, primarily impacted by the reviews a business has collected.
3. Facebook, using Facebook Live videos, Facebook’s Ads Manager, and promoting Events in Facebook.

In the past, posting on Facebook had a 2.6% organic reach. Now, it’s closer to 0% with Facebook’s recent algorithm changes!

What this means is that you must now pay to reach your targets and those who have Liked your page. Essentially, the number of Likes your business has means nothing!

When running a Facebook ad:

- a) Ignore boosting your post! It’s the easiest to do, but the least targeted and least powerful
- b) Instead, promote your Facebook ads in the Ads Manager area of Facebook.
- c) Start using Facebook Live videos. These videos receive priority over every other video format, so use Facebook Live videos whenever possible.
- d) Finally, create Events on Facebook as often as you can because Events are freely promoted through Facebook, and you can track who clicks on the “Interested” or “Going” buttons for 180 days.

4. For business owners who want to target consumers with pinpoint accuracy, there's nothing better than using DataAxle.com. DataAxle.com operates as DataAxleUSA.com and DataAxleCanada.ca.

DataAxle.com is the largest consumer and business database company in North America. Targeting with direct mail and a database list that clones your existing customers is one of the most powerful, neglected marketing tools.

Jon Schallert's clients receive a 30% discount on most mailing list orders by mentioning that you heard about DataAxle.com from Jon. When you call, contact the representative below if you want your 30% discount (applicable on most lists):

Steve Cho, Senior Account Executive

DataAxle.com

402-836-1441

steve.cho@dataaxle.com

5. Want to bring customers in your doors more often? Use Fivestars, the #1 customer loyalty Incentive program.

Our business contact at Fivestars is Colin Johnson. He provides our clients with preferred pricing, no installation fees, and a video conferencing demonstration of the Fivestars program. IF YOU CALL FIVESTARS AND TALK TO SOMEONE OTHER THAN COLIN, YOU WILL LIKELY BE CHARGED A HIGHER COST THAN OUR CONTACT AT FIVESTARS.

Also, you should know that Jon Schallert and The Schallert Group receive no commission of any kind on your participation with Fivestars. Our only purpose in giving you Colin's information is for you to receive the best available pricing for this powerful program.

To contact Colin, call 240-707-0047, or email colin.johnson@fivestars.com.

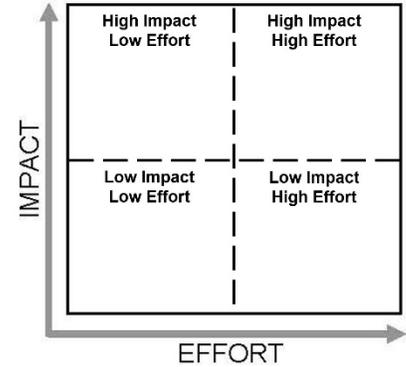
You can also go directly to this webpage and type in your information. Colin receives all inquiries sent through this page: *Get.Fivestars.com/Destination*.

DESTINATION TRAINING IMPACT / EFFORT COMMITMENT

Write down three (3) specific business goals that you are going to implement. Write each goal in the 3 numbers spaces below, with the month and year when you are committing to make this change. Bring this completed sheet with you to the last class.

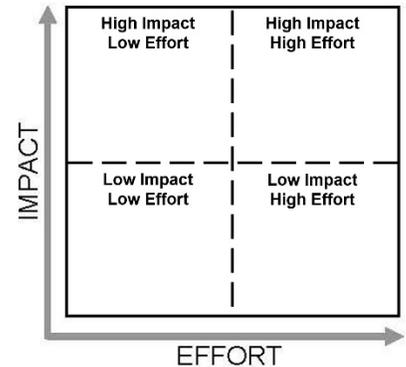
1. By _____(month), _____ (year)

I am going to accomplish this business goal: _____



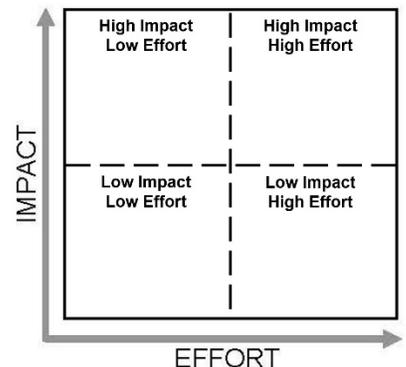
2. By _____(month), _____ (year)

I am going to accomplish this business goal: _____



3. By _____(month), _____ (year)

I am going to accomplish this business goal: _____



NAME: _____ EMAIL: _____

BUSINESS: _____ DATE: _____

LESSON 7: JAY BAER

TITLE: *Loving the On-line and Off-line Complainers*

Time: 20 minutes, 48 seconds



ABOUT THIS INTERVIEW:

Jay Baer, author of *Hug Your Haters: How to Embrace Complaints and Keep Your Customers*, discusses his research and case studies on addressing customer complaints and turning your “haters” into raving fans. In this interview, Baer stresses that the worst thing you can do is to ignore customer complaints and that empathy goes a long way. He outlines specific steps that independent business owners can take to gain raving fans from haters and their audiences, too!

ABOUT JAY BAER:

Jay Baer, CPAE is an inductee of the Professional Speaking Hall of Fame, which has fewer than 200 living members. He is a 7th-generation entrepreneur, has published six best-selling books, started five multi-million dollar companies, and consults for many of the world’s largest brands. He puts this experience to work for every audience, delivering massively relevant and highly customized programs that help attendees grow their businesses by exceeding customer expectations at every turn.

Jay Baer, CSP, CPAE has spent 25 years in digital marketing and customer experience, consulting for more than 700 companies during that period, including 34 of the FORTUNE 500. His current firm – Convince & Convert – provides word of mouth, digital marketing, and customer experience advice and counsel to some of the world’s most important brands.

PARTICIPANT EXERCISE: LESSON 7

Jay Baer: *Loving the On-line and Off-line Complainers*

Interview Time: 20:47

1. What do you think of Jay's idea to "embrace complaints"?

2. How has your experience been of what Jay calls "on-stage" haters of "off-stage" haters?

3. How does your company typically respond to negative reviews or complaints from customers?

PARTICIPANT EXERCISE: LESSON 7

Jay Baer: *Loving the On-line and Off-line Complainers*

4. Jay talks about creating an SLA, a “Service Level Agreement” that sets the standards for how your company responds to complaints. What ideas do you have for creating a “Service Level Agreement” for your company?

5. Which of Jay’s suggestions on responding to complaints and haters did you like best and why?

LESSON 7: BERNADETTE JIWA – SUPPLEMENTAL INTERVIEW

TITLE: *Telling Your Story to Grow Your Business*

Time: 25 minutes, 17 seconds



ABOUT THIS INTERVIEW:

Bernadette Jiwa, Branding Expert, joins Jon Schallert from her office in Australia to talk about how your independent business can employ some of the branding secrets of the world's top companies. Here are additional points discussed in this interview with Jon:

- Why the company that “Tells the best story wins”
- Why people like to “connect with the face behind the brand”
- The importance of business leaders empowering their employees to achieve customer loyalty
- The keys for connecting with top customers
- The major mistakes businesses make with social networking review sites like Yelp and Trip Advisor
- Why getting people to buy now is less important than helping people believe in your product or service for a lifetime
- Why it might be time to “stop advertising”
- How business owners can use Bernadette’s “Difference Model” to their advantage
- Advice on how independent business owners can immediately improve their marketing power and connect better with their customers and prospects

ABOUT BERNADETTE JIWA:

Bernadette Jiwa is a business advisor, keynote speaker and bestselling author of eight #1 Amazon Bestsellers. She was named by Smart Company as a Top Business Thinker 2018, and recognized as an expert on story skills and the role of storytelling in marketing and business development.

Bernadette’s blog was voted Best Australian Business Blog in 2012. Smart Company names it one of Australia’s 20 Best Business Blogs in 2014. It topped the list in 2016. Seth Godin listed it as one of the marketing blogs he reads.

Bernadette advises, consults with and speaks to Fortune 500 companies, startups, entrepreneurs and business leaders from around the world, helping them to build meaningful brands that matter to their customers.

She has created brand names, communication and innovation strategies and brand stories that helped to launch and evolve bold ideas – from football boots to a medical journal, businesses to blogs, books to Kickstarter projects, non-profits and more.

PARTICIPANT EXERCISE: LESSON 7 – SUPPLEMENTAL
Bernadette Jiwa: *Telling Your Story to Grow Your Business*
Interview Time: 25:17

1. Bernadette explains that we don't enjoy fortune cookies because of how it is as a cookie, rather we enjoy it because there's an experience connected with it. What experiences does your company provide for your customers?

2. Bernadette says empowering your employees is critical to customer loyalty and telling your story. How have you empowered your employees to help customers on their own, without getting you involved?

PARTICIPANT EXERCISE: LESSON 7 – SUPPLEMENTAL
Bernadette Jiwa: *Telling Your Story to Grow Your Business*

3. Bernadette talks about the importance of giving a business a personality when she references the iced coffee company. Does your company have a personality and an attitude, and if so, how would you describe it?

4. The definition of empathy is “the ability to understand and share the feelings of another”. Bernadette says that empathy is the most important way we can connect to customers. How do you and your employees show both new and existing customers empathy?
