

# LESSON 8



## Collective Marketing

*One step by 100 persons is better  
than 100 steps by one person.*

- Koichi Tsukamoto

**Collective Marketing:  
Everyone Plays a  
Bigger Game**

**Jon Schallert, President  
The Schallert Group, Inc.  
[www.DestinationUniversity.com](http://www.DestinationUniversity.com)**

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**Key Objectives of this Video**

- 1. Understanding the advantage of collective marketing as a group**
- 2. Examine the top collective marketing tools to use**
- 3. Looking at best-practice examples**

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**Key Objectives of this Video**

- 4. Using cross promotions and bounce-back promotions effectively**
- 5. Taking advantage of Obscure Holidays and Birthdays to capture free publicity**

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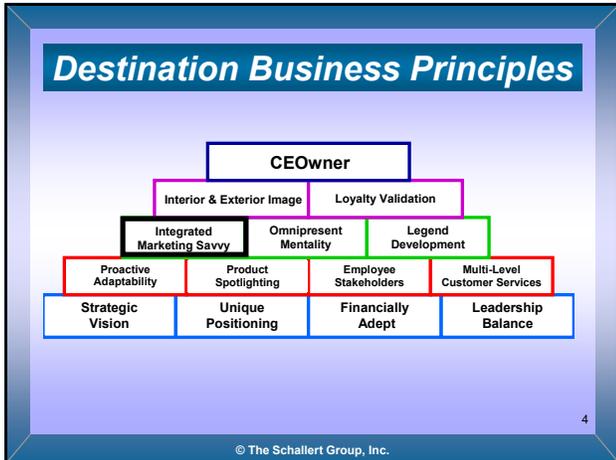
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**Top 3 Advertising Principles**

***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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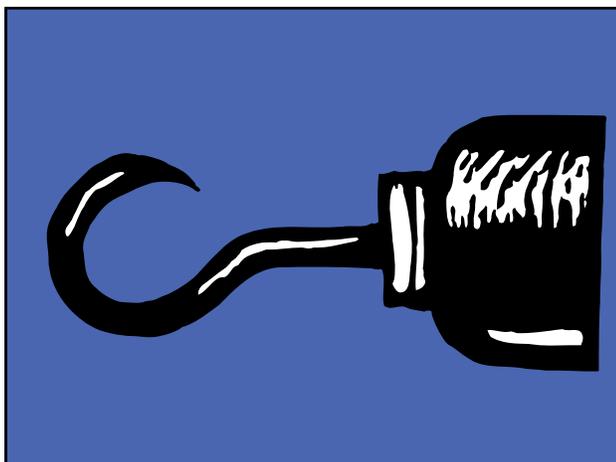
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**Collective Marketing**

- *Come back and email (or text) the collective list*
- *The individual business participating benefits much more with the group collection effort*

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**ON THE BORDER** *join* ★ **CLUB CANTINA** ★  
MEXICAN GRILL & CANTINA

Let's get the party started! Join now and receive an email offer for Free Queso or Sopapillas!

First Name Please write legibly and use all capital letters.

Last Name

Email Address Some employers block external email. Consider using your personal email address.

Continue email address on second line if needed.

Birth Day Month Day Year Zip Code Cell Phone (to receive mobile messages & offers)

**How often do you visit On The Border?**

1st Time

Less than once per month

At least once per month

At least once per week

At On The Border, we promise to not sell, rent or distribute your information. You must be 18 years or older to join. By providing your email address and/or cell phone number, you are opting-in to receive emails and/or text messages from our company. Cell phone number is optional. Standard text rates apply. You may ask to stop receiving emails and/or text messages from us at any time.

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**2009 SUMMER TOUR**

**ADVENTURES IN FUN AND PRIZES**

**BEER**

**PASSPORT**

To 33 Days Of Fun & Prizes In Boulder County

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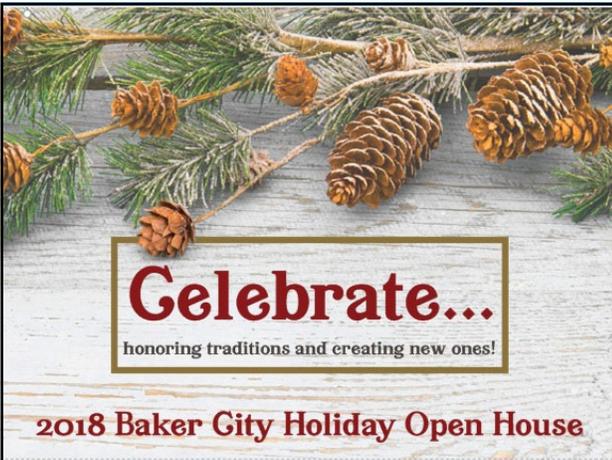
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**Friday & Saturday ~  
November 2<sup>nd</sup> & 3<sup>rd</sup>**

Twelve fabulous merchants to visit,  
wonderful things to see and taste and  
**TWELVE winners!**

Pick up your card at BELLA in La Grande or Baker City,  
visit eight or more participating merchants and  
be entered to win one of twelve gift certificates.

|                               |                               |
|-------------------------------|-------------------------------|
| <b>J Tabor Jewelers</b>       | <b>Peterson's Chocolatier</b> |
| <b>Geiser Grand Gift Shop</b> | <b>NEW! The Trailhead</b>     |
| <b>Tawny's Toy Box</b>        | <b>MADHabit</b>               |
| <b>Hearts &amp; Petals</b>    | <b>No. 1911</b>               |
| <b>Queen City Modern</b>      | <b>BELLA Main St. Market</b>  |
| <b>Cody's General Store</b>   | <b>Sycamore Tree</b>          |

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EVENTS ABOUT US WHAT'S NEW BUSINESS DIRECTORY CONTACT US

**shavana**  
STREET

Tuesday, August 27, 2019 | 6 p.m. - 8 p.m. | FREE

**Tunisia in Concert & Ice  
Cream Social On  
Havana Street in the  
Rose Garden**



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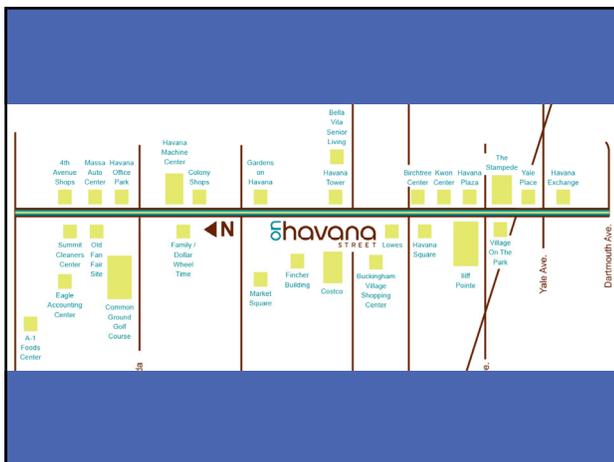
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**Effective Cross Promotions**

- *Different businesses with similar Top 10% Customers businesses help customers move from one business to another by promoting each other*

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**Bounce-back Promotions**

- *Entice customer for an unplanned return visit*
- *Market to customers during high traffic time periods*

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**Bounce-back Promotions**

- *And drive customers back to your business during low traffic times*
- *Helps even out revenue during off-season times*

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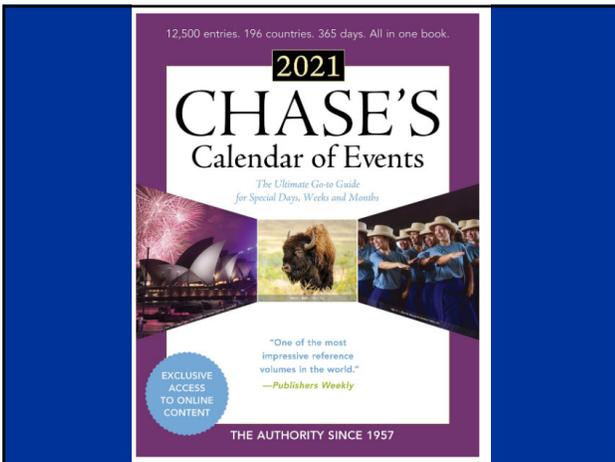
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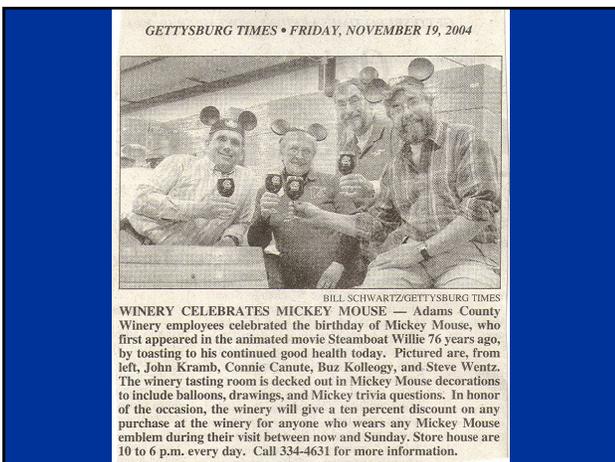
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## Destination Creation Course Recommended Books and Interview List

The following books and authors are mentioned in Destination Creation Course.

### INTERVIEWS AND AUTHOR BOOKS:

- |                    |                                                                                                                                         |                            |
|--------------------|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| ➤ Jay Baer         | <i><u>Hug Your Haters: How to Embrace Complaints and Keep Your Customers</u></i>                                                        | Lesson 7                   |
|                    | <i><u>Talk Triggers: The Complete Guide to Creating Customers with Word of Mouth</u></i>                                                | Lesson 5                   |
| ➤ Marti Barletta:  | <i><u>PrimeTime™ Women: How to Attract, Convert, and Keep Boomer Big Spenders</u></i>                                                   | Lesson 4<br>& Lesson 4 (S) |
| ➤ Andy Core:       | <i><u>Change Your Day, Not Your Life: A Realistic Guide to Sustained Motivation, More Productivity, and the Art of Working Well</u></i> | Lesson 3 (S)               |
| ➤ Shep Hyken:      | <i><u>Amaze Every Customer Every Time</u></i>                                                                                           | Lesson 6                   |
| ➤ Bernadette Jiwa: | <i><u>Difference: The one-page method for reimagining your business and reinventing your marketing</u></i>                              | Lesson 7 (S)               |
|                    | <i><u>The Fortune Cookie Principle: The 20 Keys to a Great Brand Story and Why Your Business Needs One</u></i>                          |                            |
| ➤ Laura Vanderkam: | <i><u>168 Hours: You Have More Time Than You Think</u></i>                                                                              | Lesson 3                   |

### INTERVIEW – NO BOOK

- |                 |  |              |
|-----------------|--|--------------|
| ➤ Howard Hyden: |  | Lesson 6 (S) |
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### BOOKS – NO INTERVIEW

- |                                            |                                                                    |                           |
|--------------------------------------------|--------------------------------------------------------------------|---------------------------|
| ➤ <i><u>Chase's Calendar of Events</u></i> |                                                                    | Mentioned during Lesson 8 |
| ➤ Jon Bond and Richard Kirshenbaum         | <i><u>Under the Radar: Talking to Today's Cynical Consumer</u></i> | Mentioned during Lesson 7 |

\* (S) = Supplemental

**TRANSFORM YOUR BUSINESS  
AND COMMUNITY INTO A  
CONSUMER  
DESTINATION**

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*The Schallert Group's Destination Business strategy has helped businesses large and small to capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. When independent business owners apply the Destination strategy to their businesses, they naturally attract more local consumers along with customers from outside the traditional marketplace. Businesses that generate higher revenue and more tax dollars also impact the community in which they reside, making any city, town, or downtown more sustainable.*

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