



Recession busting marketing

How to
stand out from the
crowd

Nottingham, July 2009

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Carolyn McKeever from Cade Consulting

What does marketing mean to us?

NO!

YES!

££££'S

Raising awareness of your business, products and services via free and low cost ideas.

Today we are going to FOCUS on the HOW not the WHAT

1. HOW to develop your customer offer
2. HOW to be your own PR manager
3. HOW to pull an 'Hour a Week' marketing plan together

YOUR CUSTOMER OFFER

- What will make you STAND OUT from your crowd?
- Think... FREE, % discounts, cold hard cash AND Buy One Get One Free...

FREE

- Introduce a new service or product or targeting a new area
- Encourage repeat or multiple purchasing – Buy 3 get 4th FREE

% DISCOUNT

- Get customers to make larger purchases – cross selling and up-selling

£ off

- When your prices are a barrier to purchase
- To reactivate dormant customers
 - (Remember, this doesn't need to cost you; just increase your price by whatever you are discounting it by...)

BOGOF

- Get rid of old / end of season stock

NOW - THINK of your OFFER!

Write it down...

GIVE THEM A REASON TO CHOOSE YOU

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- New Desktops & Laptops
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Jonathan Wild
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THEY WANT BUSINESS!

SO WHAT?

FREE, % DISCOUNTS AND CASH OFFERS

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EVENING POST

FREE FRENCH LESSON

FREE French tutor lesson

TENNIS AND Golfing

The Star reader Offer

Ten FREE Digital Prints For All Readers - At Sainsbury's!

FUJIFILM

If you like to choose the best for your baby, you'll love naturebotts.

Our online store is packed with fantastic eco friendly ideas that won't cost the earth. From nappies and natural remedies to sleepbuddies and shoes, we'll be right there with you as your baby grows.

5% off your first order with code BOTT509

www.naturebotts.co.uk 0845 226 2186

EAST

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£125
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www.peppermintphotography.co.uk

HOW TO SPREAD THE WORD

- EMAIL
 - Customer and prospect e-zines, e-newsletter and e-mails
 - DIY or package
 - www.constantcontact.com
 - From \$15 a month
- LEAFLETS / POSTCARDS
 - Inserts, door drops, postcards
 - Life Magazine; £25 design, £135 for 5k A5, delivery £25/000
 - www.life-magazines.co.uk
 - Speak to your local printer, price up online and haggle locally (Willsons)
 - Deals on regular / reciprocal deals (do you have something they want)
 - Google 'leaflet deals' online; design, print & deliver
 - Leaflets 250 x 1/3 A4 = £70 MAX
 - Postcards 250 x A6 card = £45 MAX

HOW TO SPREAD THE WORD

- BUSINESS CARD SIZED PROMO CARDS
 - Great size, people keep in wallet / phone book etc.
 - www.vistaprint.com
 - £3.08 for 250 !!!
- CHRISTMAS CARDS / VOUCHER CARDS
 - www.printing.com
 - 125 A6 Voucher cards £250
 - www.printbuyingdirect.co.uk
 - 250 A5 Xmas cards £269
 - 250 A6 Xmas cards £212

PR – IT'S FREE AND WE LOVE IT!

- IDEAS for PR – Your 'angle'

Be creative!

- Use your customer offer idea the media LOVE freebies, competitions and reader offers
- Charity support; get everyone in your company to run a 5K for charity wearing your products
- Biggest, fastest, oldest idea
- Funniest product / service request
- Best customer
- Change of direction; Ad Lady Starts Farm, Accountant becomes Piano Teacher
- Cute / cool / scary/ photo opportunity
- Local community support; sponsor play area
- Mirror topical idea; funniest expenses claim, low cost duck island...

PR – IT'S FREE AND WE LOVE IT!

5 SIMPLE STEPS TO GET PUBLICITY

1. **THINK** of your angle and write your press release
2. **FIND** the right people to contact (news desk or promotions)
3. **CALL** your local press contacts
4. **SEND** press release by email.
5. **FOLLOW UP** by phone.

HOW TO WRITE A PRESS RELEASE

Attention grabbing headline

5 W's
(What, who, where, when, why)

Background information

 **naturebotts**
think the world of your baby

Press Release
Release Date: 23 06 09

Babygroes are still number one!

New survey by online eco mother and baby retailer naturebotts shows parents still prefer traditional clothing for their newborns

Mums still like to dress their babies in cream and white and favour traditional sleepsuits and babygroes over more fashionable clothing alternatives.

That's the findings of a study for eco-friendly baby retailer naturebotts (www.naturebotts.co.uk) who found six out of ten mothers opt for traditional clothing for their newborns, despite the growth in baby fashion clothing. Mums are also no longer choosing pink or blue for their baby to wear, but instead preferring to opt for cream or white – a more natural look.

The study also found 8 out of ten mums feel that their children's clothing is important to them, and half of the mums now want organic cotton clothing for their babies, especially undergarments that are worn close to the skin.

Babywear sales soared by 30 per cent between 2005 and 2007 with the growing contingent of older mums spending more on dressing their new arrivals. The naturebotts survey confirmed this statistic with nearly 50% of mums saying they spend more on their children's clothes than their own.

Co-founder of Naturebotts, eco expert and mother of three, Caitlin Castillo, says "It's great to hear traditional baby clothes are back and that organic cotton is also growing in popularity. As a mum of three, I agree with our customers and have loved to see my new daughter Olive wearing organic babygroes that are much softer and kinder for her delicate skin."

Naturebotts sells a range of eco friendly baby clothes and will be running special offers on Green Baby clothing throughout July. Check out the website at www.naturebotts.co.uk for more details.

-- Ends--

About naturebotts

Online and telephone retailer naturebotts (www.naturebotts.co.uk) was set up in September 2001 by new mum, Caitlin Castillo, after trying to find an eco-friendly nappy for her son who suffered with atopic eczema.

This month saw the company launching a brand new website packed full of fabulous, eco-friendly products for baby's every need, including Moltex and Bambo nappies, naturebotts own Aloe Vera biodegradable baby wipes and degradable nappy sacks, homeopathic remedies for a gentler approach to first aid, baby clothes, bath-time essentials, changing bags and lots more... Orders over £60 get free delivery. Order online before 3pm for next day delivery.

Notes for editors

For further information, high-resolution images or to speak to Caitlin, please contact:
Julie Wilson
Sore Thumb Marketing
Tel: 01636 671438 or 07751 743459
Email: julie@sorethumbmarketing.co.uk

Company logo and image

Quote

Contact details

NOTTS LOCAL MEDIA TITLES

Title	Contact	Phone Number	Email
NOTTINGHAM			
Nottm Eve Post	Local Journalist for your area	0115 9482000	TBC
Nottm Eve Post	Richard Tresidder - business editor	0115 9482000	richard.tresidder@nottinghameveningpost.co.uk
BBC Radio Nottm	News desk	0115 955 0500	radio.nottingham@bbc.co.uk
Trent FM	News desk	0115 8731520	news@trentfm.co.uk
Nottm Tapper	Simon	0115 9696000	simon.tapper@btconnect.com
Grantham Journal and Bingham Diary	Neil Graham	01476 562291	neil.graham@press.co.uk
Newark, Southwell or Bingham Advertiser	Picture desk or relevant local journalist	01636 681234	TBC
FHP Magazine	Kathryn Clifford	0115 924 2681	kc@fhpmagazine.co.uk
Nottingham Magazine	Kirsty MacAulay	020 7978 6840	kirsty@3foxinternational.com
Lifestyle and You Magazine	Stuart Graham	08000 432 653 x 201	stuart.graham@yourlifeandstyle.co.uk
Its All About You magazine (Newark)	Stephanie Bilton	01636 650132	stephanie@itsmediadarling.co.uk
Nottinghamshire Today Magazine	Katherine Taylor	01159 102184	katherine.taylor@nottinghameveningpost.co.uk
Nottm and Trent Valley Journal	Business supplement team	0115 981 4043	businessbrief@aol.com
Nottm and Trent Valley Journal	Robert Macpherson	0115 981 4043	Features@NottinghamJournal.com
City Life Magazine	Mhiri	0115 9242433	editor@citylifemedia.com
Business East Midlands Magazine	Amanda Woolley	0845 6022816	amanda.woolley@bemmag.co.uk

- Do's and Don'ts
 - **DO** follow up your release
 - **DON'T** get hoodwinked into paying for advertising
 - **DO** supply photos
 - **DON'T** get disheartened if your first try doesn't yield anything
 - **DO** try and position yourself as an expert in your field
 - **DON'T** be intimidated by journalists
 - **DO** remember they have a whole paper to fill, EVERY DAY!

PR EXAMPLES

Business success



Photo opportunity



Local expert



Competition winner



National reader offer



'HOUR A WEEK' MARKETING PLAN

Month & Activity	Jul	Aug	Sep	Oct	Nov	Dec
Customer offer	5% OFF	FREE	10% OFF	£10 OFF	FREE	BOGOF
Email						
Postcard door drop						
Local advert						
Xmas voucher card						
PR						

- Have a marketing planning DAY
 - Agree 6 months ahead what your offers will be
 - Agree content; press releases, emails, door drops / ads etc.
 - Agree actions and deadlines, assign responsibility and budget
 - Diarise an HOUR a WEEK for marketing
- If you do this then ALL your marketing can be done in an hour a week.

TO RECAP; GET OUT THERE!

Decide on your offer, be your own PR manager, do your plan...



Emails
E-Zines
PR
Networking

eNewsletters
Promo biz cards

Xmas cards
Flyers
Postcards
Local media advertising



How to Stand Out From The



THANKS
FOR
LISTENING

Any questions?