

Allen Martello

Marketing Your Business

Ridway Rendezvous Seminar 2015

Allen: professional, businessman, doesn't fit Ridway, over compensating, project success, sense of confidence, might have money, appears intelligent

Isaac: rather be anywhere but here, hillbilly, why did you pick me; looks comfortable, friendly, need new jeans

Carly: pretty, outdoorsy female, welcoming, smiley and engaging face

Who do you hire?

- Carly
- Isaac- he needs the job
- Allen- provides confidence in that Allen will help you make your business do well
- -sense of confidence in a Mr Cleaver, sense

Who would you hire to come into your home setting

- Carley- she is dressed appropriately and has the appearance to make you comfortable

Tailor your image to match your business

- Physical appearance (yourself and your equipment, etc)

Branding

- Your logo
- Consistent and carries thru your website, social media, etc.
- Examples:
 - Golden Arches >> McDonalds >>>> food
 - Denny Beeche's Yellow Rock Van
 - Yearly Brand- like the 'Vous- it changes every year

What is your brand?

- How does your business appear?
- How do I get to where I want or need to be?

Customer's making decisions to hire

- How do you and your business “appear”?
 - -honest, dependable, make a mess, do it on time

What we know and don't know

- Technology is key to marketing
- Exposure is important (visibility)
- Know your target market
- Word of mouth is important
- Visual advertisement
- Have to have quality product/service
- Specific match to your product/service
- Know how to use social media
- Have to “go” to the market
- Someone “run” the front office
 - marketing, financial, etc
- How to photo your product
- Understanding use of key words (SEO)
- Networking, LinkedIn
- Trust (spouse!)
- Taxation rules
- How to run on line sales
- Use of the “square” and credit cards
- Budget for marketing
- How to maximize outcomes for total effort

Someone, trustworthy to “run” the front office, marketing, financial, etc.

- Partnerships: combination of key skill sets
 - Artist, sculptor (design and operations)
 - Face and mouth piece (Marketing and Sales)
 - Back office (Finance, taxes, insurance)

Relatives, friends, trusted folks, or hire

Challenges:

- Moving your market from many low cost items, to fewer, higher dollar items
- Many sales are direct result of conversations with the artist/sculptor
- Understanding value of cost to “buy” this help, versus the return on you investment
- Reach out to your local schools to ask for internships (no cost, low cost) to help you.

Zone 6 Events-

How to photo your product-

Best ways to “capture” your sculpture

- Think about how you will use that photo: archive, logo, wallpaper?
- Good lighting- avoid direct lighting (open sunshine)
- Soft lighting up front of object- bounce lighting from sides
- Try to avoid flash- makes object look 2-dimensional (flat)
- Try to use a backdrop (drape) to draw eye to object (hard to do when you live on a farm and the object is huge)
- Exploit the key features of your carving; “don’t take great pictures of the bad side”
- Take a lot of photo’s, review and pick the best one

SEO! Using key words! (search engine optimization for geeks)

- SEO can be oversold and costly, and not necessarily effective
- Use of key words, content and other features ensure that the web will “find you”
- A search engine is a algorithm (software code) that looks throughout the web for your key words and returns most likely “hits”
- Google remembers what you searched on... and clicked on..... And then improves its search with confirmation that you were happy with where they sent you..... and conversely. So it will customize what it returns to you based upon your web searches.
- Remember, these features can be of benefit to you and also.....

Networking

- LinkedIn- was set up to provide a professional site to share information among common user groups- “to get thru a door”
 - -example: I need a contact at McDonald’s and don’t know anyone...use LinkedIn to get introduced to a contact who may get you in the door
- Networking- gathering of professionals to share their ideas
 - get to know a Real Estate agent.... Rent them a carving for an open house
 - Sell carvings to buyer’s, seller’s and agents who may give a housewarming gift
 - Landscapers, builders
- Your local chamber of commerce- monthly events
- Local Artist Council’s, guild’s etc.
- Business Network International (BNI)

- Carver network.... Consider referring a customer to “the best athlete for the job”- even if it’s not you!