

Marketing Seminar from GCS

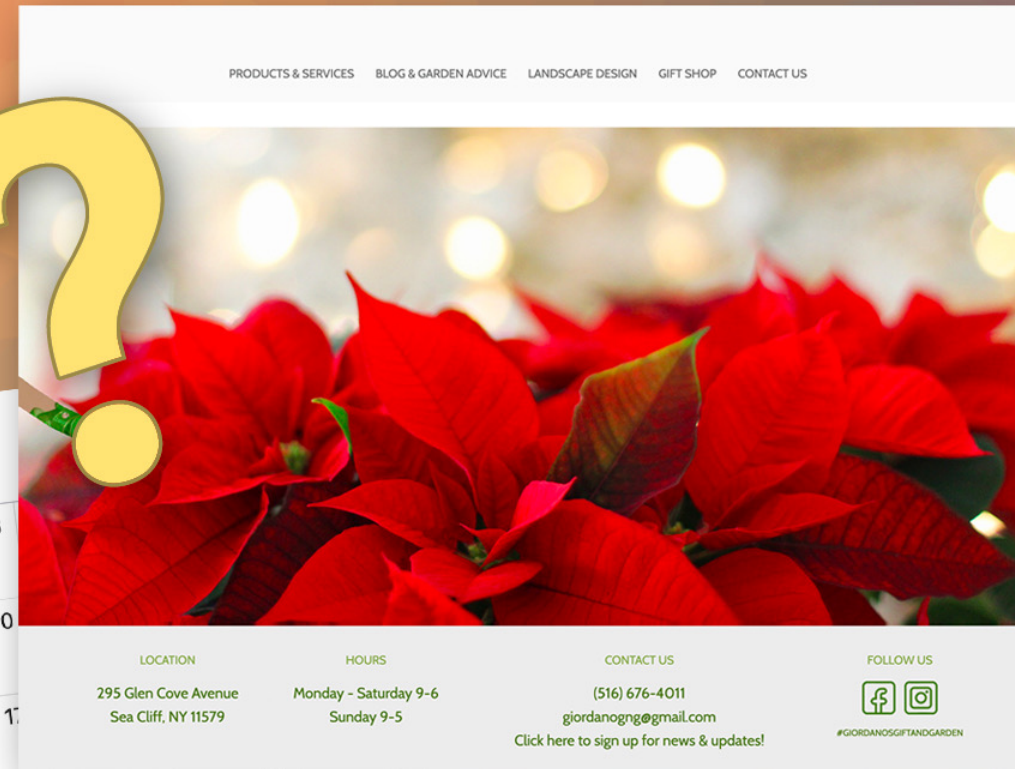


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Owner of GCS

35+ Years Experience in Independent
Garden Center Advertising

Customer Communication

Are you
communicating
the right thing
to your
customer?



Communication 101

Today we will learn **why**,
how, **what** and **where** of
communications.

Why... What's Your Brand?

What do people say
about your business...
when you are
NOT in the room?



Why... What's Your Brand?

After specs, price
& quality, customers
look at **subjective
confidence** of
a brand.



Why... What's Your Brand?

A brand is simply not a logo...
it is a complete set of expectations.



Why... Develop Your Brand?

- 1. Brand Definition** - Mission, core values, voice?
- 2. Customer Intelligence** - Who is your customer?
Needs? Values?
- 3. Innovation** - Regularly reviewing products? Market potential?
- 4. Communication** - Consistent message? Relevant message?
Trust building?

Why... Brand Definition

Logo - simple, timeless,
versatile, appropriate,
memorable

Tag line - encapsulates
your mission



Why... Know Your Customer

Who are your customers?

Demographics, age, region, income, tastes? Do all customers have the same needs, values and problems?

Why... Communicate With Your Customer

80% of consumers say 'authenticity of content' is the most influential factor in their decision to become a follower of a brand.*

78% of consumers believe that organizations that provide custom content are interested in building good relationships with them.**

In making purchase decisions, consumers say that trust in content is the most influential factor in their decision to become a follower of a brand.*

78% of CMO's think that custom content is the future of marketing.***

Sources: *Pardot Engagement | **Stats: CMO Council | ***Hanley Wood 2013

How... To Communicate

Outbound Marketing:
promote a product
to customer
Paid advertising,
direct mail,
email blasts



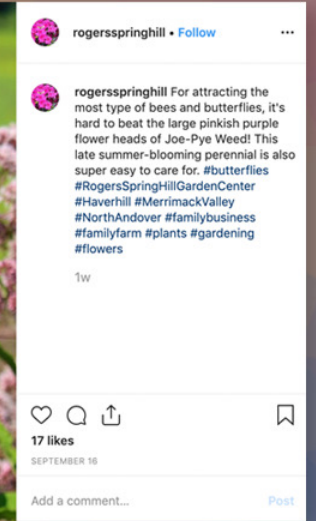
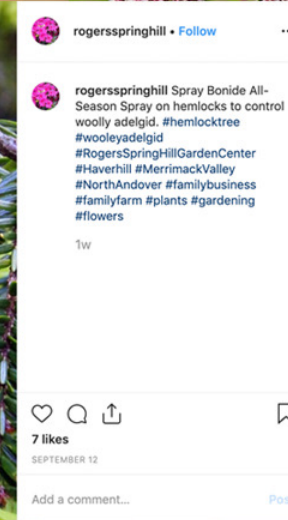
direct mail postcard



email blast

How... To Communicate

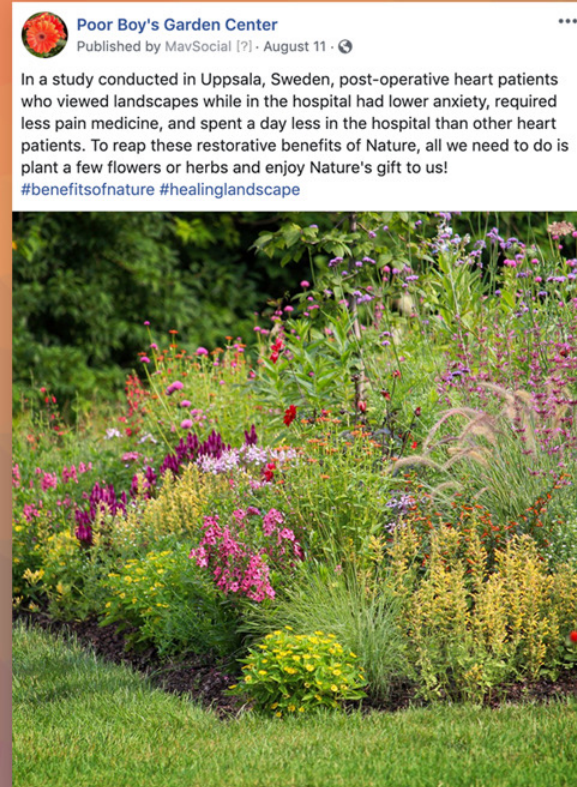
Inbound Marketing:
draw customer interest
Blogging, social media,
SEO, video content,
content generation,
newsletters



social media posts

What... To Communicate

Tell your customer how you fulfill their needs rather than listing what you do.



facebook post

- Newsletters
- Articles
- Videos
- Demos/Seminars
- E-Mags
- Bulletins
- Case Studies
- Reports

What... To Communicate

Communicate a problem and how you can provide a solution.

It won't be long now before your trees and shrubs begin dropping their leaves. Composted leaves are an excellent source of organic material to enrich your planting beds, but sometimes we don't have time to wait on Mother Nature. If you don't have room for composting, or the time for waiting, Bumper Crop Organic Soil Amendment is the answer to your dilemma. Mycorrhizal Fungi, Kelp Meal, Lobster and Crab Shells, Worm Castings, Sphagnum Peat Moss, Perlite, Dehydrated Hen Manure, Coir, Composted Cow Manure, Aged Bark, Dolomitic Lime, and Peruvian Seabird Guano all come together in this one product to bring you the best compost ever! #masternurserygardencenters #soilamendments #compost



facebook post

- Newsletters
- Articles
- Videos
- Demos/Seminars
- E-Mags
- Bulletins
- Case Studies
- Reports

What... To Communicate

Educate, Educate,
Educate - new
plants, methods,
services, offerings.



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Where... To Communicate

- **Direct Mail**
- **Website**
- **Blog**
- **Eblasts**
- **Social Media**
Facebook, X, Instagram, Pinterest
- **Paid Media Outlets**
Print Ads, Digital Ads (Google, Social Media)
- **Unpaid Media Outlets**
Press Releases, Editorials, etc.

Where... To Communicate



3.03 billion active monthly users worldwide. 98.5% access account via mobile phone. 23.6% of users are 25-34. Too big to ignore.



450 million are monthly active users with a demographic that skews toward the urban, educated, higher income. 38.5% of users are 25-34.



2.35 billion use Instagram every month. 27.4% of American users are under 25-34. 25.1% of American users are 18-24.

Communication Summary

Consistent

Does your message establish your brand?

Relevant

Is your content relevant to your target audience?

Trust

Does your content foster a relationship?



CONSISTENT



RELEVANT



TRUST

Communication Summary

Engaged

Does your audience value your communications?

Reach

Are you reaching your target customer & enhancing your brand?

Leads

Does your content create conversations/new leads?



ENGAGED



REACH



LEADS

Closing Thoughts... Myths

1.

Write it and they
will come.

2.

Marketing = Sales

Closing Thoughts



Results take time - reputations aren't built overnight

Fans & Followers aren't customers

Don't let a teenager manage your digital marketing

PLAN and SCHEDULE!

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