

# **Spend Less\$ On Marketing & Still Go BIG!**



**Presented by Bryce Root  
Small Business Advocate & Marketing Strategist**

# HELLO

my name is

- Name
- Profession



SMALL BIZ MARKETING 

[RootGroupMarketing.com](http://RootGroupMarketing.com)

**Who Wants to  
Drive **More**  
Foot Traffic,  
Sales & Brand  
Exposure?**

90%

**Local  
Businesses Who  
Are Reactive  
Marketers &  
Spend Too Much  
On Marketing**

**Today, I'll Show You**  
**How to Spend Less**  
**On Marketing & Still**  
**Go BIG**

# **Here's the Secret**

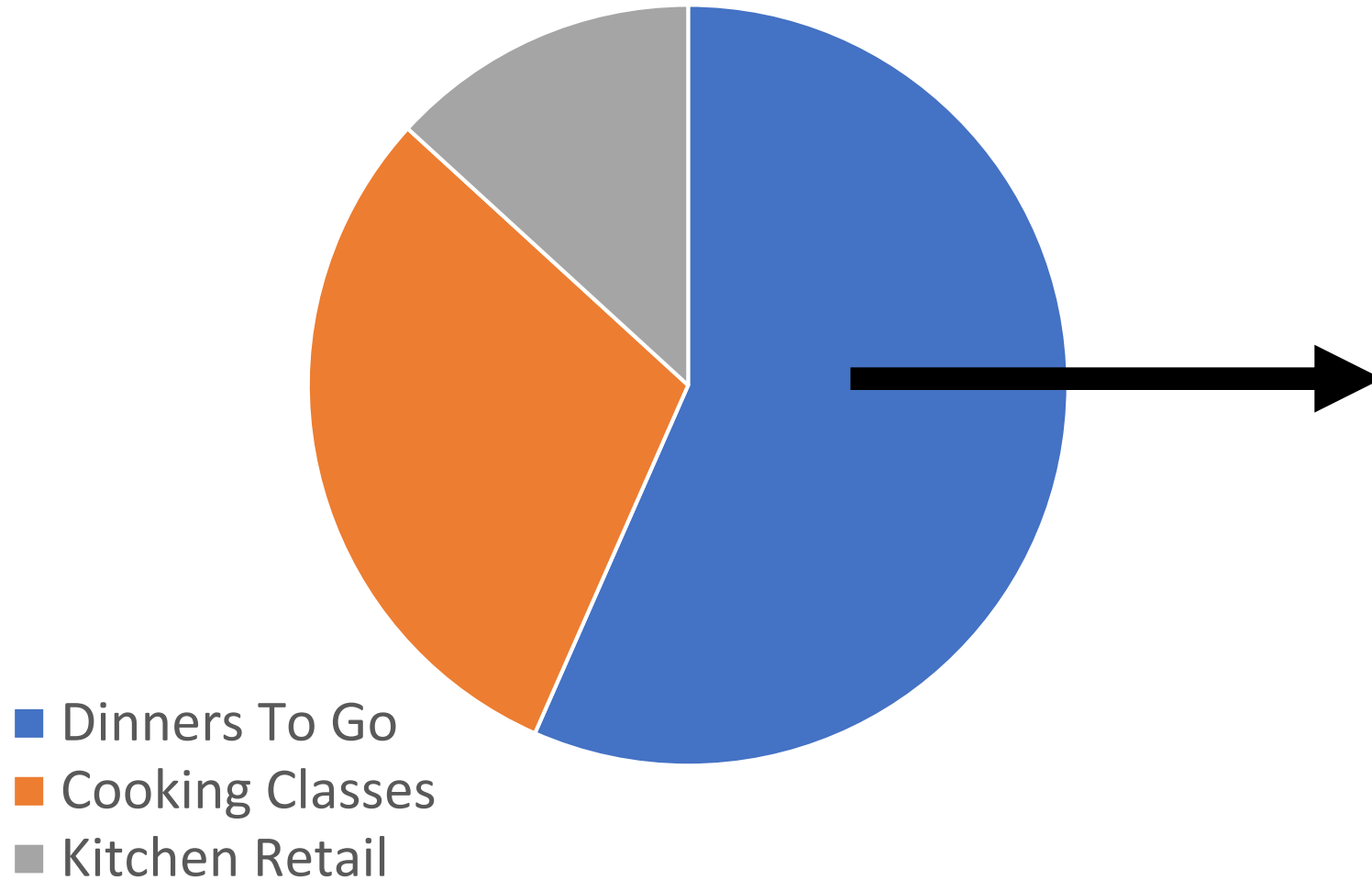
Know Your **Target & Optimal**  
Customer(s) Inside & Out

Who is Your **Optimal** Customer?



# Mid-Town Foodie Fix

## Revenue Sources



"Soccer Mom" - 45%



"Serious Dating Couples" - 35%

# Who Is Your **Optimal** Customer?



**“Soccer Mom” - 45%**

- Discretionary income
- Consistent weekly customer w/ classes & dinners
- Usually on auto bill system
- Easy to market to & sign up

**VS**



**“Serious Daters” - 35%**

- Has slight preference for dining out
- Inconsistent customer/ promo-dependent
- Does not use auto bill system
- Difficult to reach with marketing, but easy to sign up

# Primary **Target** Customer

Do You Know Them Inside & Out?



1. Who are they?
2. What is a **Typical Week** for Them?
3. Where Do They **Hang Out/Eat/Shop**?
4. What are They **Frustrated** With?
5. How Can You Make Them **Happier**?

# Primary Target Customer

Do You Know Them Inside & Out?



## Who are they?

- Married w/ 2 kids, both in elementary school
- Age: 34-53
- Husband works over the hill
- She works at least part-time
- Household income \$170K +
- Geographic radius: 2 mile radius
  - Downtown to Twin Lakes Beach
- Schools kids attend: \_\_\_\_\_ & \_\_\_\_\_

## Where Do They Shop/Dine

- Shoppers' Corner, New Leaf, Whole Foods
- Lillians, Buttery, Akira, Crow's Nest
- Downtown: Synergy & Gap
- Online: Lululemon, Patagonia, Amazon, Zappos

# Primary Target Customer

Do You Know Them Inside & Out?



## Entertainment

- Social media: Instagram / Facebook
- News/Information: Facebook, Daily Show, NPR
- Preferred communication: Text/email
- Girls Nights & Weekends Out
- School fundraising events
- Magazines/Newspapers: Don't have time
- Family excursions
- Music: Pandora
- Media: Netflix and Hulu, binge-watching

## Hobbies/Activities/Concerns

- Yoga, Pilates, walks w/ girlfriends
- Weekends are centered around kids' sports, birthday parties & activities
- Family vacations: Winter, spring & summer
- Supports local non-profits: Save Our Shores, school parents' clubs, 2<sup>nd</sup> Harvest Food Bank
- Focus: Family health, supporting local whenever they can, environmentalism when it can fit into their crazy schedule

# Primary Target Customer

Do You Know Them Inside & Out?



## Pain Points / Frustrations

- Poor customer service everywhere
- Having to drive everywhere for everything
- Traffic
- Technology not working like it should
- No time to themselves
- Motivation to work out
- Keeping healthy mentally and physically
- Fighting/preventing aging

## How Life is Made Easier

- An app that keeps them organized
- Nannies & babysitters
- Car pools
- One-stop-shop everything
- Quiet time
- Time for socializing
- More time

# Primary Target Customer

Now It's Time to Speak with Them



**Now Take Them to Lunch or Coffee & Repeat for Secondary Target Customer**

- Confirm your educated guesses
- Always phrase it, “How do you & your friends...?”
- Ask what an average week is like for them?
- Find out how they like to be marketed to
- Ask about all the previously mentioned categories, these gold nuggets of information will be priceless!

**How This Helps You  
Spend Less**



**Create Consistent Brand  
Communications That  
Instantly Resonate**

**Create A “Wow-Factor”  
Customer Experience**

# **Create a** **Highly-Targeted** **Marketing Action Plan**

Refer Back To Your Target Customer Interviews  
To Infiltrate the Densest Gatherings of Them



# **Top Priority Business Goal**

- Increase foot traffic by a specific target customer by 20%
- Double appetizer order sales
- Double Q4 sales of this particular service



**Which Target Customer Is  
Associated w/ This Goal**



**Which Marketing Tactics Will Reach  
The Densest Population of Your  
Target Customer?**

# **What Will You Do Each Month?**

- Plan out a calendar filled with key dates that impact your target customers & your business
- Map out the focus & marketing vehicles for each month
- List out what you need to make that happen & its cost



**Schedule Your Marketing &  
Keep Your Plan Realistic**



**Integrate Tracking Into Every Marketing  
Tactic You Implement**

# Ready to Fire Up Your Marketing?

1. Drop Your Biz Card In to [Win One FREE Hour Strategy Session w/ Bryce in May](#)
2. Sign Up For Bryce's Bi-Weekly E-Newsletter
3. Visit [RootGroupMarketing.com](#) for Bryce's entire DIY Marketing Library & B/Vlog

**Q**

**&**

**A**