

Increasing Revenue via Target Marketing



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Introduction

- Effective marketing equates to understanding your customer
- Marketing is not discounting
- Marketing is not a static process
- Marketing dollar allocation is more important than how much is spent
- There must be Marketing Accountability
- The entire club must have a universal marketing campaign
- Everybody sells!!!

Executive Summary

80% of your revenue is derived from
20% of your customers

■ What Next?

- I. Identify your Core Customer = The 20% of your customer base
- II. Know the Core Customers buying habits, signals and what drives this group by asking!
- III. This can be done through “The Generational Trends” of your customer
- IV. Develop a marketing plan based on your CORE customer
- V. Hire a sales person/sales team
- VI. Increase your revenue by growing your CORE customer base!

Step I to Increasing your Revenue

I. Identify your Core Customer (the 20%)

- What he/she likes to eat
- The number of children
- The age of the children
- Their marital status
- Their address
- Their profession
- Their income range
- The value of their home
- Where they like to shop
- Do they access the internet
- Have they been members of a club prior to your club
- Other hobbies

Step II to Increasing your Revenue

Ask your customer through these avenues

- Execute a survey
- Create focus groups
- Customer profiling
- Get outside help!

Step III:

Know the Generational Trends

- American Society divided into four different generations
- Each Generation has different core set of values
- Why is this helpful?
 - Identify “hot buttons” in purchasing power
 - Drive more effective programs
 - Many clubs have specific customer generations
 - Targeted marketing will increase your revenue

A. Silent – 1927 to 1945

- Era of conformist
- Children experienced 16 years of The Great Depression and wars
- Industrialization Era
- Sacrifice for the Corporate America
- Untrustworthy of non-conformist
- Hard workers and loyalists

Silents – 1927 to 1945, cont.

- Men in control; women attend school to find husband
- Passionate about grandchildren
- Many “Snow Birds” are part of this generation

Marketing to Silents

- Coupons
- Direct mail effective
- Education and lecture series
- Nostalgia is “hot button”
- Marketing should tell a story
- Do not retire; most redirect
- Emotional sell
- Benefits over features
- Embrace maturity NOT age

C. Baby Boomers – 1946 to 1964

- Embrace Idealism!
- Nuclear Family
- Values built from Silents
- Believe work hard and loyal to corporation
- Racial gap continues to shrink
- Workaholic generation
- Loyal to parents

Baby Boomers – 1946 to 1964, continued

- Value-centered philosophy
- NOT brand loyal
- Fact based decision makers
- Believe in staying young
- Devoted to children and grandchildren
- ANOTHER workaholic generation
- Options oriented generation w. instant gratification
- Spontaneous

Marketing to Boomers

- Boomer Women have incredible power & wealth due to the vast number –
79 million
- Hot button is Family
- Direct purchases associated with grandkids and kids
- Event marketing very effective

D. Generation X – 1965 to 1981

- Uncertainty
- Latch-key generation – 40% grew up in single-parent households
- “ME” generation
- Self-focused and Self-immersed
- Friend focus
- First generation to have own TV channel

Marketing to Generation X

- Resist traditional media pitches
- Visual generation
- Speed matters = website
- Roots return to Traditional values
- See value in after-the-sale components
 - (i.e. warranties; bounce backs)

Millennials – 1982 to present

- Still forming values
- Close relationship with family
- “WE” centered generation
- Sense of nation, patriotism
- Technologically savvy
- Less time watching TV

Marketing to Millennial

- Internet based ANYTHING
- Optimistic messages
- Rich/poor gap is widening
- Animals work in marketing
- Trends toward religious values

Step IV: Developing the Plan

- Direct 80% of marketing expenses toward increasing revenues from your CORE customer
- Develop programs geared toward your CORE customer based on the his/her values
 - Marketing to millennial (juniors): use technology based initiatives
 - Marketing to silent (seniors): use direct mail

Step V: Hire a SALES Person

- Hire a sales person that has SALES experience
- All leads directed to Sales person
- Sales person ONLY sells
- Hire Sales person member not in industry
- Implement specific goals
 - Quantifiable
 - Achievable

Strategy VI: Measure ROI

- Each specific marketing initiatives has specific goal
- Quantify sales based on revenue achieved through the marketing effort
- Determine success rate based on ROI

Other Notables

- No more than four marketing initiatives in one month
- 60 to 90 day life cycle on any initiative
- ENTIRE team participate in marketing initiatives
- Marketing budget based on overall club spending
- All aspects of club create cohesive marketing initiative (i.e. menus; social activities)



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