

Marketing Toolkit:

Planning and Measurement Strategies



Topics for Discussion

- Navigating marketing opportunities
- Strategic marketing plan
- Evaluating marketing efforts
- Social media
- Coupon promotions

Navigating marketing opportunities



Thoughtful Navigation

- Who are your consumers?
- Where are your consumers?
- What do they care about, talk about, want to know from you?
- Create a listening strategy
- Outline a budget—accounting for time to facilitate social media

Strategic Marketing Plan

- What business are you in?
- Outline goals and objectives
- Tactics
- Who is your target market?
- What is your strategy to generate demand?

Evaluating Marketing Efforts

- Measuring the Power of Free
- What Can You Measure?
- Commitment, not a campaign.

Navigating Social Media



Social Media Strategic Plan

- Social Media Audit
- Positioning Statement & Measurements of Success
- Identifying Goals, Objectives & Tactics
 - *Social Media Design*
 - *Determining Timeline*
 - *Identifying Content*
 - *Ownership of Social Media*



Social Media Measurement

- Organize your measurements and metrics.
- Apply a long-term outlook.
- If hard ROI metrics are difficult to track, consider a range of softer metrics that link back to desired business outcomes.
- Determine a dollar value for customers that opt in and engage your brand via social networks.
- Ongoing social listening and tracking.



Coupon Promotional Campaign

- Rising food costs driving couponing
- QR (quick response) code users seeking deals
- Mobile coupons becoming mainstream
- Coupon ROI (Return on Investment)



Coupon ROI

- Determine a tracking process
- Simple spreadsheet or POS system to track the coupon usage
- Share info with employees.
- Assign tracking responsibilities
- Determine your offer. Ease of use.
- Brand identity.



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