

Marketing 101

Marketing Strategies for the New Consumer

Today the consumer is queen and makes the rules of how, when and where she shops.

Gone are the days when the product was king.



THE NEW CONSUMER AT-A-GLANCE

THE NEW CONSUMER is a value-orientated, practical purchaser. Here she expects to pay less with a purchase that is something to make practical benefits, especially on a high-income. In exchange, the New Consumer represents U.S. demographics that skew younger, female and educated.

MEET THE NEW CONSUMER 9

OLD CONSUMERS VS. NEW CONSUMERS

<p>Lowest price</p> <p>Waiting for solutions</p> <p>Asks: "What's out for me?"</p> <p>Seeking more stuff</p> <p>Trusts marketing messages on front of the box.</p> <p>Passive recipient of brand communications.</p>	<p>Total value</p> <p>Creating their own solutions</p> <p>Asks: "What's in it for me?"</p> <p>Seeking meaningful experiences</p> <p>Looks at ingredients on back of the box.</p> <p>Active in creation of content, product and experiences.</p>
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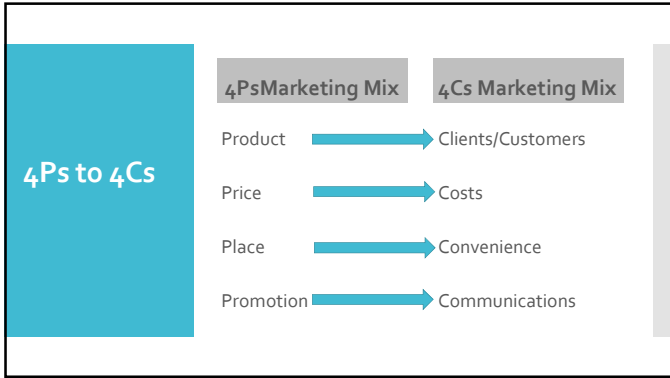
BY THE NUMBERS

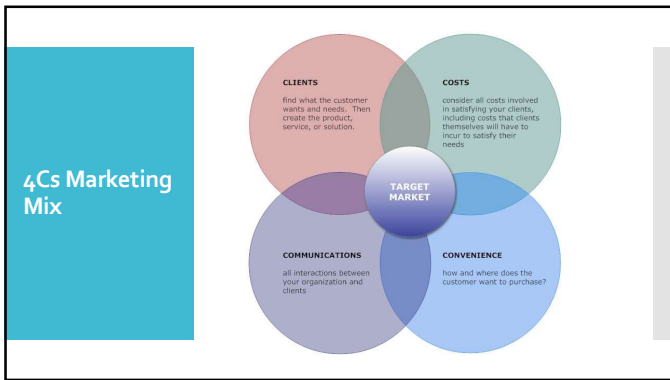
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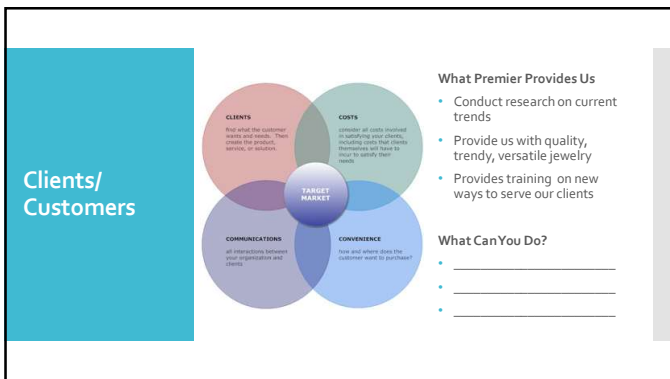
NEW ECONOMIC AFFLUENCE

2X AS LIKELY TO

- Adopt mobile products/services
- Research brands or influence others based on company practices
- Engage, post, like and review products/services







Costs

CLIENTS
Who are the customer wants and needs. Then create the product, service, or solution.

COSTS
Consider all costs involved in satisfying your clients, including costs that clients themselves will have to incur to satisfy their needs.

COMMUNICATIONS
All interactions between your organization and clients.

CONVENIENCE
How and where does the customer want to purchase?

TARGET MARKET

What Premier Provides Us

- Prices the jewelry competitively
- Provide us special promotions
- Allows us to give special discounts

What Can You Do?

- _____
- _____
- _____

Convenience

CLIENTS
Who are the customer wants and needs. Then create the product, service, or solution.

COSTS
Consider all costs involved in satisfying your clients, including costs that clients themselves will have to incur to satisfy their needs.

COMMUNICATIONS
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CONVENIENCE
How and where does the customer want to purchase?

TARGET MARKET

What Premier Provides Us

- Provides the flexibility to on how we hosts events (i.e. home show, megashow, etc.)
- Developed online store for ordering
- Provides website

What Can You Do?

- _____
- _____
- _____

Communications

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TARGET MARKET

What Premier Provides Us

- Provides social media tools and graphics
- Provides training
- Sends out weekly communication

What Can You Do?

- _____
- _____
- _____

Communications



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What Can You Do?

- _____
- _____
- _____

Communications

Keep these 4Cs in mind with your communications to your clients

- Clarity** • A clear idea and a simple message
- Consistency** • A consistent message to break through the myriad of communications
- Credibility** • The idea must be credible in your customers' minds
- Competitiveness** • The idea needs a competitive edge

Now What?



- The BIG C for retailers is willingness to Change how you do business and to test what works best for the 4Cs in a consumer-centric world.
- You will define your purpose...select three areas to focus...and create activities to reach your goal.

A Girl Needs Her Bling!

What is the purpose of your business?

To connect my clients with exceptional service and shopping experience through home parties, online retail presence and fashion tips while giving back to the community by providing fundraising opportunities.

HELP WANTED

- NO sales quotas
- NO inventory
- NO deliveries
- 50% gross profit
- You get paid first!

Don't miss this amazing opportunity!

get paid to Sparkle

What three areas do you want to focus?

1. Expand my customer base by reaching out to new groups
2. Develop a more consistent online presence through my VIP group, Facebook page and other social media outlets.
3. Provide creative fundraising opportunities to different nonprofit groups.

It's so EASY to get FREE Jewelry!

Set a goal and activities to achieve each goal.

Expand my customer base by reaching out to new groups

1. Connect with 3-5 new people each month
2. Find new vendor opportunities
3. Ask current customers for referrals



For a small business owner, **developing a marketing plan** using the 4Cs can provide you with an edge over your competitors.

The key point is to remember and **identify your customers' needs** and wants...and **tailor your services** that are **meaningful to your customers**.
