

Youngstown/Warren Regional Chamber

MARKETING TOOLKIT



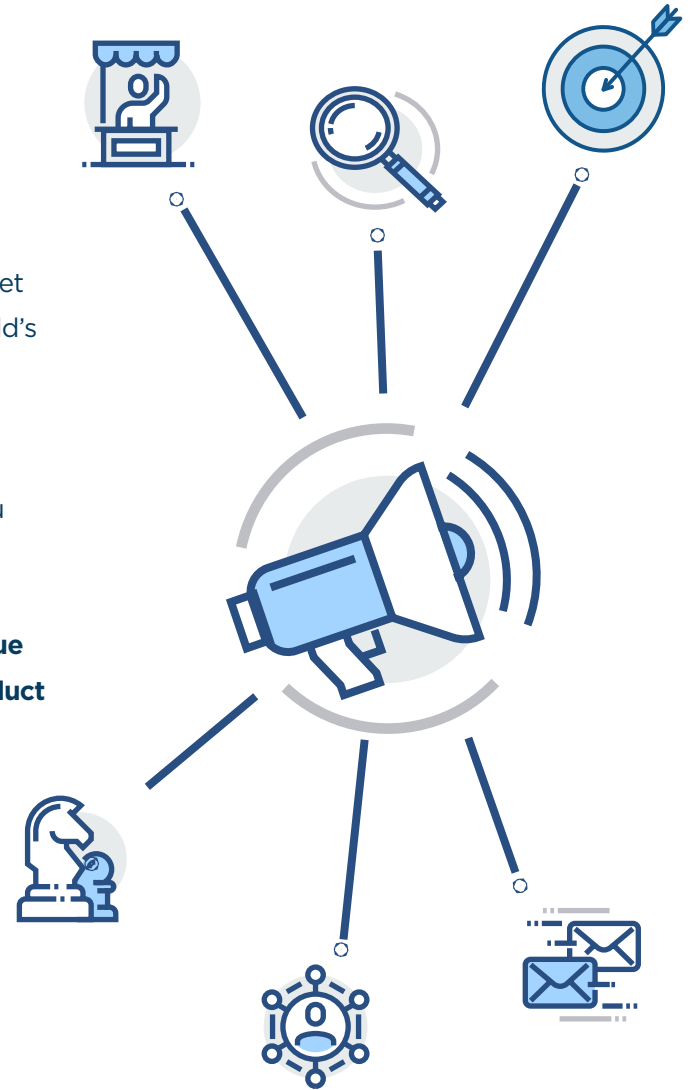
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ABOUT

Marketing is an integral part of any business's success. Whether you have McDonald's budget or your budget looks like an item on McDonald's menu, you can run a successful marketing strategy. This Toolkit will help you learn the basics of getting your marketing started and expanding on that as you grow... because you will grow!

Marketing refers to “the process or technique of promoting, selling and distributing a product or service,” which can seem like a 3 step process... but it's much more.



WHAT IS MARKETING



Product: What are you selling?

The term “product” doesn’t always mean the physical product you are selling. For a plumber, their product would be their services. For a consultant, their product would be their advice/consultation. For a clothing store, their product would be the physical product of clothing.

The key things to think about when talking about your product are...

- Who does it speak to?
- Why would someone choose your product over your competitors?
- Does anything else on the market feel similar?
- What does the product life cycle look like?



Price: How much are you selling it for?

We often determine the price in terms of the dollar amount. While most of the time, this is the main cost associated with buying something, what other costs come along with it? Are there time costs associated with a learning curve of using the product? Are there societal costs associated with using the product in public? Are there special costs of having a big and bulky item in your home? The cost of the product is anything the user gives up to purchase and use said item.

A bit further down the line is perceived value. How much do people think your item is worth? What is it worth to them to buy an item once and never have to think about it again? Does your price show you are a high-value item or a low-value item?

Cell phones are available for as low as \$39.99 and as high as \$2,000. Both make calls, send texts, take pictures and fit in your pocket but are targeted towards different markets. You can tell a lot about the phone by the price itself.



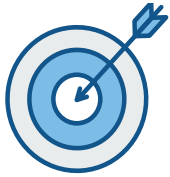
Place: Where are you selling it?

The location of the product has a much larger impact than perceived. From the store it’s in, to the aisle it’s in, to the shelf height on that aisle, these all matter in the final purchase. If you’re looking for a healthy cereal, which has a better chance of ending up in your pantry?

- Cereal A in the back of an ACE Hardware
- Cereal A in the cereal aisle of Walmart
- Cereal A at eye level in the cereal aisle of Giant Eagle
- Cereal A on the end cap of the cereal aisle of Trader Joe’s
- Cereal A on the promotional stand at the entrance of Whole Foods, 200 feet away from any other cereal

Without changing the brand, the packaging, the contents, the ingredients or the marketing of the same “Cereal A,” the location and the placement of this cereal can make or break your sales.

WHAT IS MARKETING



The other P's

People – Are people coming back for more? Who are your super fans? Which influencers would be best to partner with? Where do your fans live on the internet?

Process – Are you making it easy for people to buy your product? Are you making it easy for your team to make the product?

Physical Evidence – Your marketing mix includes everything your customer knows about your product. From the feel of your packaging to the cleanliness of your store to, believe it or not, the smell they associate with your company.

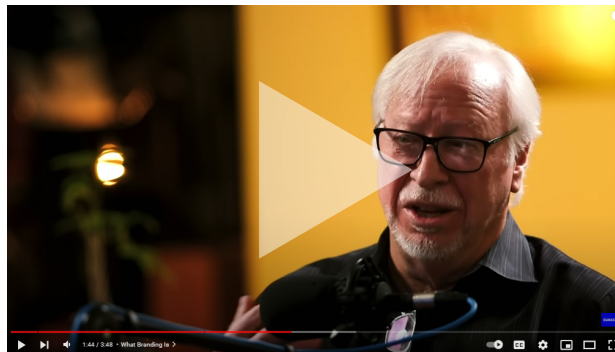
Promotion: How are you selling it?

Marketing vs Advertising – Marketing and advertising are terms often used interchangeably but as this guide has shown so far, they are only pieces of marketing, and that piece is promotion.



The Marketing Mix

These are the P's of Marketing, or the Marketing Mix. According to the AMA (American Marketing Association), "The four P's of Marketing is a marketing concept that summarizes the four key factors of any marketing strategy. The four P's are: product, price, place and promotion."



Scan here to watch videos on Branding from "The Futur" on YouTube!



Quiz Time!

Can you name your 4 P's?

Product -

Price -

Place -

Promotion -

BRANDING



What is Branding?

This one will surprise some people. People tend to think that you should pay someone a couple hundred dollars, and BOOM, you're branded... yes and no. While your visual brand identity may be taken care of (your logo, your color scheme, your font choices, etc.), your brand goes much further.

Your brand is how your employees feel about working for you.

Your brand is Word-of-Mouth Marketing.

Your brand is the appearance of your business.

Your brand is everything surrounding and supporting your business, and yes, that includes your logo.

you're already doing a great job at this. The little details matter, and successful businesses take these day-to-day items into account and truly emphasize them.

Defining Your Brand

In order to differentiate yourself from other similar businesses, you must define your brand. This means establishing a unique identity for your business. To help to define your brand, ask yourself these questions:

What is your company's mission?

What makes your product or service unique?

What qualities do you want customers and prospects to associate with your company?

Who is your target audience?

Once you have honed in on defining your brand, you have a starting point from which you can base your marketing and advertising efforts.

Crafting a Brand Strategy

Your brand strategy is a long-term plan that identifies how you want your company to be perceived by the target audience. It should include:

Brand Core: Purpose, Mission, Vision, Values

Brand Messaging: Voice, tone, tagline

Brand Identity: Logo, fonts, colors

Brand Application: Marketing channels, advertising platforms

This is probably overwhelming, but chances are,

BRANDING DO'S & DON'T'S

Maintaining a consistent and professional brand identity is essential to how businesses present themselves. Here are some key do's and don'ts of using our brand elements—such as logos, colors and fonts—so that every communication helps to strengthen your brand recognition.

Font Selection

Simplicity, consistency and readability are the top three things to keep in mind when selecting your brand typography. Here are some guidelines to start with:

- Do** keep fonts simple and consistent across all materials
- Do** use a maximum of 2-3 different fonts
- Do** make sure text is easy to read
- Don't** use too many fonts
- Don't** choose fonts that clash with your brand's style or message
- Don't** use trendy fonts that will go out of style as quickly as you chose them!

Colors

Brand colors are one of the most easily identifiable aspects of your brand. Make sure your color choices are carefully thought out and have some intention behind them!

- Do** consider how colors will be displayed across all channels
- Do** research color psychology and theory
- Do** be unique
- Don't** underestimate the potential of neutral colors
- Don't** use too many colors
- Don't** use colors that clash



Logos

Your logo should represent your brand's values and show your customers what your brand is all about.

- Do** make it simple
- Do** design variations
- Do** make it legible
- Don't** make it too detailed
- Don't** use too many fonts
- Don't** use photos in the logo



MARKETING FUNNEL

Understanding the Marketing Funnel helps you understand a lot about gaining new business. Where do customers come from? Where do I find new customers? What are the steps to gaining those customers?

An example of someone going through the marketing funnel would look like this...

A - Awareness

A current customer shares your Facebook post.

I - Interest

Based on what they see about your company from the social media post, they like/follow your page.

D - Desire

A want/need arises for this potential customer to want your services.

A - Action

You get a call that they need your services!



You may be wondering why this is shaped like a funnel. This is because as customers go along this journey, certain people will naturally fall off at every stage.

CHANNELS OF MARKETING



There are a few kinds of channels when it comes to marketing, but the four main groups to keep in mind are **paid, free, digital and traditional**. Some marketing campaigns can be one of these or even all of them across different mediums... wait, what even are channels or mediums?

Channels, according to CoSchedule.com, are the avenues through which brands deliver messages and communicate with their target audience.

Mediums, according to LawInsider.com, are the methods through which a promotional message is communicated to the public using words, speech, pictures or video.

As an example, if you paid for a 30-second commercial on the news, the news would be your channel, while video would be your medium!



Email

Free to \$

There are currently over 102,383,292,203,543 emails (a totally real number) around the world that haven't been read and have no plans on being read. While this may be seen as a red flag, because we all have 100+ emails that will soon be deleted, we delete these emails because they don't grab our interest. An interesting newsletter or email campaign can do wonders, but creating interest is the hard part.

Instead of just yelling from the mountain tops that you have a new product, how does this fit into your brand story? If Nike or Adidas only told us, "We have these awesome new cleats with 37 studs and the lightest materials and the coolest colors and blah blah blah," it's easy to tune that out. Instead, they show us videos of athletes who are training to get to the next level, to win the next championship and to be the best version of themselves. Relying solely on telling people about the features of your product is easy and, honestly, a disservice to what you do.

What Channels and Mediums are you currently using?

How can you use Email to engage your customers?

CHANNELS OF MARKETING



Social Media

Free to \$

Social Media is something that every company should be doing. It's low effort, low maintenance and high reward. At the bare minimum, having a social media page can help your website rank higher on Google and provide an address and hours of operation to customers.

Don't know what to post? Faces, faces, faces! Take a picture of your employees or a selfie of yourself, share a fun fact and maybe share some behind-the-scenes content.

1/10 posts (at the max) should be promotional. We go on social media to get away from our real lives and get entrenched in other people's. Not to be sold to. **Here are some ideas to get you started.**

1. Employee Spotlight – Show off your employees, explain their roles and show them some appreciation! This one is an easy post idea to do weekly and to get lots of engagement! Tagging your employees means that they might share it, which means their grandmother will be your page's biggest fan... trust us on this one! Make sure to tag them if they're OK with that!

2. Company History – Where did your company start? How have you evolved? What are you planning to do?

3. A Giveaway/Contest – Let your audience play along. Have them help you name a new smoothie flavor, or ask them for their favorite joke in the comments to lighten everyone's mood! Doing this too often can either feel gimmicky OR can be something your customers count on to interact with weekly! Monitor how this goes to decide if you keep it going or pump the breaks.

4. Photos – Sometimes, social media can be as simple as showing off some beautiful pictures you take of the office, your building, your products or your customers! Don't overcomplicate it! Hiring a photographer for a day to take dozens of high-quality images is a great idea. Not only will this improve your social media presence, but you can also use these images in your emails, website and marketing materials.

What social media platforms are you on?

Facebook

LinkedIn

Instagram

Twitter (Known as X)

TikTok

Pinterest

YouTube

What is one thing you could give away to your social media audience?

CHANNELS OF MARKETING

5. Behind the Scenes – Have you ever wondered what the kitchen of your favorite restaurant looks like? How about the massive warehouse full of computers and TVs at Best Buy? The mundane to you can be incredibly intriguing to your customers! Be careful not to include any sensitive information!

6. Share tips! – As a painter, how would you instruct your clients to care for their walls when you finish working on them? A Chamber of Commerce might give out a Marketing 101 course to help your members market themselves! GIVING with no expectation of receiving will come across as very genuine. The key is truly not expecting anything in return.



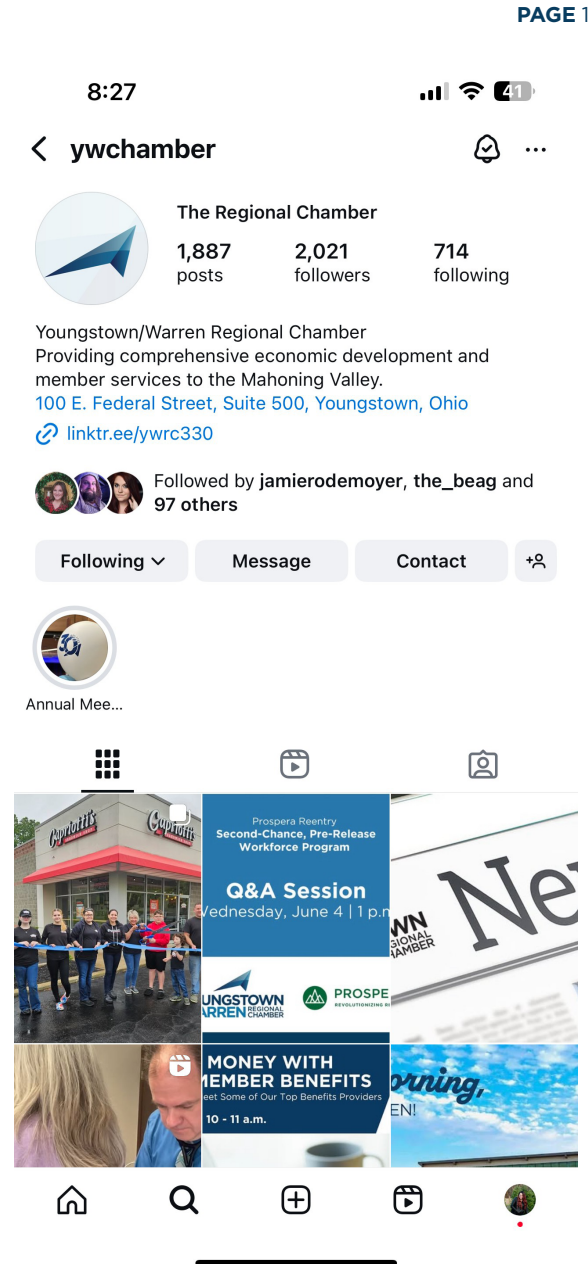
Scan here to watch videos on Social Media from "The Futur" on YouTube!



7. Ask Me Anything! – Create a livestream or a simple post where your audience can tune in and ask you questions. Prove that you have the answer to their questions and position yourself as an expert!

8. Before and After – Working on a big project? Maybe something as small as an office rearrangement? Take a time-lapse or a before and after picture.

9. Share your favorites! – This could be awesome for a record store, a library or dozens of other businesses. What are you reading? What are you and the team listening to? Recommend a dinner and drink combo!



**Have you done all of the items listed?
At least considered it? NOW, you could try to run a social media promotion!**

CHANNELS OF MARKETING



TV/Streaming

\$ to \$\$\$

Get home, kick off your shoes, change into your comfy clothes with a big bowl of ice cream... nutritious dinner... sound familiar? We all do it every day! Think about how many ads you see and which ones get stuck in your head. We had the “Whopper, Whopper, Whopper” song stuck in our heads for months! TV has endless options and opportunities by being such a cultural staple.

Do you want to reach older homeowners? Get some air time on the nightly news! Looking to reach the younger generation for your coffee shop? Run an interactive ad on Hulu! Looking to bulk up memberships in your gym? ESPN sounds like a good place to start!

That being said, buying the ad space is less than half the battle. You’ll need the creativity behind it! This is the fun part! Teaming up with a local creative agency or media/advertising folks can take your look to the next level!



The World of Print

\$ to \$\$\$

Print is one of the more broad terms here, as print can be in so many different places. From business cards and billboards to flyers and the front page of your local newspaper, you have a ton of options.

Print has some unique benefits, such as lower costs, total control of your messaging and mass distribution. If we look back at our marketing funnel, this would be a great option for the top of your marketing funnel, given how broad the reach is.

With that reach being so broad, it would be ideal to promote something general, like your top 3-5 services or a deal that a majority of people could take advantage of.

What TV Channels would be ideal for your advertising?

What print options are you currently utilizing?

What print options SHOULD you be taking advantage of?

YOUR NEXT STEPS



Word-of-Mouth Marketing

Word-of-mouth marketing might be the most self-explanatory of the bunch. When people talk about you, what do they say? Do they say good things and recommend you to others? Or... do they tarnish your name? Do they tell people to stay away from you? Could you use what they're saying as a testimonial?

Good word-of-mouth marketing takes good work, good products, good service, good people and a good brand.

One way to manufacture word-of-mouth marketing is a referral system! Have your customers speak the good word of your company and product/services, and give them something in return!

Networking

Networking is the act of connecting and building relationships with businesses and individuals who can both benefit from the relationship. Here at the Youngstown/Warren Regional Chamber, we know networking. It's built into almost every event we host and, for some events, it's the sole purpose! We do this because we see the power of networking every single day.

"Networking opportunities in the Mahoning Valley through the Chamber are bar none! There are more opportunities here for networking than any Chamber I've been a part of. Everyone is willing to make introductions to help grow local business, even if it doesn't directly benefit them."

- Trisha Mossor, Aim Transportation Solutions

"The Chamber provides us endless opportunities to connect with local businesses throughout the year. Through these events, we have time to network and uncover areas to help strengthen one another and build stronger organizations. As a result, more businesses will prosper and sustain longevity."

- Joanna Swogger, SERVPRO



How could you create incentive for your customers to talk about you, creating word-of-mouth marketing?

How do you feel like your brand is perceived?

How do you want your brand to be perceived?

YOUR NEXT STEPS



Events

Events offer an awesome opportunity to connect with your target audience in person or online! The two main benefits of hosting an event are captivating people's attention, while also giving them a positive experience. Both of these lead to an opportunity to sell, sell, sell.

There are plenty of ways and opportunities to host an event. The easiest way to get started is having an open house. Order catering, or cook it yourself if you're a restaurant, put on some music and welcome your customers into your space.

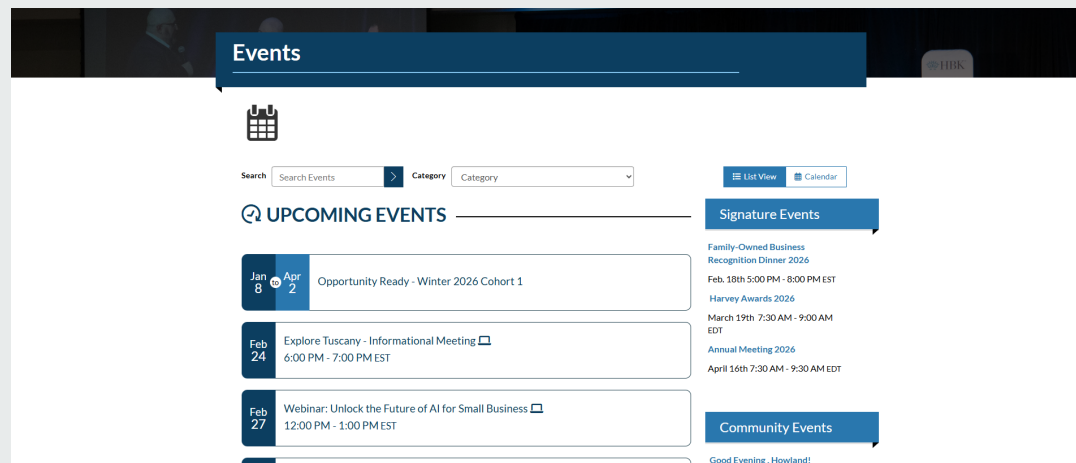


Looking for something a little different? Take some inspiration from us. The Chamber believes in events so much, we host more than 100 a year, including ribbon cuttings, which we'd love to help you with, Power Lunches and Signature Events such as the ATHENA Award Dinner.



Regional Chamber Calendar

Visit our website to stay up-to-date on ribbon cutting events, Power Lunches, Lattes with Legislators, the Good Morning/Good Evening Series signature events and more!



CHAMBER RESOURCES

Mail List Export

Contact the Regional Chamber for an email list exported for your needs.

Take 5

A bi-weekly video series highlighting Chamber members.

Sponsorships

Get your name out there by sponsoring events (Speaking opportunities, putting a logo on marketing materials and attending with opportunities to network).

Networking

With events like the Power Lunch, you have an easy opportunity to network with other Chamber members to gain business.



Reach out to the Chamber Membership team to take advantage of these awesome resources!

Becky Litowitz, Director of Member Services

Becky@RegionalChamber.com

330-744-2131 ext.1219

Joe Merlo, Director of Member Engagement

Joe@RegionalChamber.com

330-744-2131 ext.1216

GOALS

Setting Goals for yourself is key to success. What do you want to accomplish? Increasing sales is an easy answer, and increasing brand awareness is a slightly more nuanced approach, but what works best for you? What supports your next steps in your business?

Answer the questions to the right to understand what your goals are. This will point your marketing efforts in the right direction.

Circle the main ideas of what you want to accomplish?

Increase Sales

Generate Leads

Build an Audience

Increase Brand Awareness

Entertain

Enter New Markets

Increase Market Share

Launch a New Product

Other: _____

What steps do you need to take to accomplish these goals?

Put it all together! Create a marketing goal from start to finish!

What do you need to do to get started?

DIRECTORY

Chamber Members Support Chamber Members.

Once you're ready to take your marketing to an even higher level, feel free to head to our member directory and find the agencies and organizations to bolster your own in-house efforts.

Searching for **"Graphic Designers"** can help you with logos, brochures and flyers, while searching for **"Marketing Agencies"** can be a one-stop shop for all your marketing needs.

DIRECTORY

MEDIA LIST

Promote your good news to hundreds of thousands of people in our Valley. Be sure to email your press releases, announcements and more to:

Business Journal | info@business-journal.com

Gary Rivers, iHeart | garyrivers@iheartmedia.com

Review Newspapers | Mail@TheReviewNewspapers.com

Tribune Chronicle/The Vindicator | news@tribtoday.com

WFMJ Newsroom | news@wfmj.com

WKBN Assignment | assignment@wkbn.com

WYTV Assignment | assignment@wytv.com

Mahoning Matters | news@mahoningmatters.com

East Liverpool Review; Morning Journal; & Salem News | jdcreeer@mojonews.com

New Castle News | nceditor@ncnewsonline.com

Sharon Herald | newsroom@sharonherald.com

Ashtabula Star Beacon | bhaytcher@starbeacon.com

PRESS RELEASE EXAMPLE

A press release is an official statement issued to the media to provide information about a specific event, product launch, organizational update or other newsworthy occurrence. These are written to be concise, formal documents in a journalistic style, designed to grab the attention of reporters and editors and encourage them to cover the story in their publications.

We tend to send out press releases for our signature events, ribbon cuttings and general news regarding new hires, initiatives and more.

To the right is just one example of a press release. There are many ways to lay out releases; just be sure to include the noted relevant things.



Immediate Release

CONTACT: Kim Calvert
Sr. Vice President, Marketing
(330) 744-2131, ext. 1235
Kim@regionalchamber.com
Feb. 4, 2024

2: Lead with a clear subject/header & prominent logo placement.

1: Include contact info and release date.

Linert Joins Chamber Team as Director of Government Affairs & Community Impact

The Youngstown/Warren Regional Chamber is pleased to announce that Brenda J. Linert has joined its team as the director of Government Affairs & Community Impact. In this role, she primarily will oversee the organization's repopulation efforts and also assist with its work in government affairs.

3: The first paragraph should include who, what, when, where & why.

Linert will be a champion for the Valley's three R's—retain, return and receive—of population growth and will develop and implement plans for the region to achieve that growth, including a campaign to promote positive news and all of the assets the Valley has to offer.

4: The next paragraph or two should support the lead paragraph.

She will coordinate action plans that intertwine with other community initiatives, such as replenishing the region's housing stock, attracting more state and federal funding, developing the next generation of community leaders, uplifting the local arts and culture industry, closing equity gaps, increasing the quantity of recreational opportunities and more.

"It is an honor for the Regional Chamber to welcome one of the most talented professionals in the Mahoning Valley onto our team. Having Brenda onboard will enable us to play an even more impactful, strategic leadership role in strengthening the Valley's economy and improving its quality of life, especially around important initiatives such as growing the population," said Chamber President & CEO Guy Coviello.

5: Include a quote that further supports the lead paragraph.

Linert has served as editor of the Tribune Chronicle for the past 10 years and The Vindicator for the past four but first came onboard the Tribune Chronicle as a reporter in 1995. She became metro editor in 2001 and business editor in 2012 and earned several awards from the Ohio Associated Press for her work during that time.

6: Remaining paragraphs should include background info or more quotes.

The Austintown resident serves on the board of the Youngstown Press Club and as chair of the marketing committee of the Junior Women's League of the Mahoning Valley and member of the Penn-Ohio Model A Club, Five Points Chapter. She previously served on the board of the Ohio Associated Press Media Editors and was a member of the Regional Chamber's marketing committee.

Linert received her Bachelor of Arts degree in Journalism from the University of Pittsburgh and Master of Arts degree in Journalism and Mass Communication from Kent State University. She and husband Ross have two adult sons.

7: XXX or ### or -30- indicates the end of the release.

xxx

About the Youngstown/Warren Regional Chamber

The Youngstown/Warren Regional Chamber is the Valley's leading business advocacy organization, providing services and programs to promote the growth of its nearly 3,000 members and their 150,000 employees across the region. Through a robust public policy program and the management of transformational economic development-focused initiatives, the Regional Chamber is working to create a landscape that is favorable for our continued, future and sustained economic growth. For more information, visit regionalchamber.com.

8: Include an "About Us" statement to inform the media who you are what you do. Include your website.

9: Try to keep it to one page of information. Media will follow up if they need more info.

QUESTIONS?

Have Questions About Topics Contained Within?
Ask Our Marketing Team!

Monique Bennett

Monique@RegionalChamber.com

Kelly McKee-Foos

Kelly@RegionalChamber.com

Keep an eye on the Regional Chamber's social media and website to catch the next Marketing Smart with the Regional Chamber series!