



They're coming!

Are you building it?

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# Market-Driven



# Marketing

The process of getting  
and keeping  
customers



# Customers

The people whose problems  
you can solve



# Market-Driven

Always focused on the needs  
of the customer



Ashtrays or salad bowls?



Customer needs keep changing.





# The 4 P's of Marketing:

- » Product
- » Price
- » Place
- » Promotion



Who is our customer?



What do they want?



# Safety

??

??

??



# An Experience



# Conversations



# Social Marketing



# Audiences:

- Internal
- External



Leverage local advantages.





Are you ready?





What is your brand?



How passionate are you  
about your brand?





How passionate is your team  
about your brand?





Do you have a plan?



Can you carry it out?



Questions?