

## 2009 1st Quarter Marketing!

It's not too soon to be planning for the activities and action items that set you up for success in 2009! Prior proper planning (say *that* fast!) ensures that your marketing action items are appropriate for your market and client base, that you are "first to market" with new ideas and booking strategies and that you are being "proactive" rather than "reactive" to market conditions and client needs.

Below, you will find some helpful reminders for your 1<sup>st</sup> Quarter Marketing Plans. This is also a great time to update your competitive analysis to evaluate any changes that your competitors have made in response to changing market conditions.

### Call all 2008 Holiday Events and Re-book for 2009

- ☞ Include events that were on the "waiting list"!
- ☞ For all 2008 Corporate Holiday events, offer a "bounceback" incentive for new business booked in 2009 for business meetings/corporate events.

### Corporate and Charity Events

- ☞ Contact your corporate list database for kick-off meetings and 2009 monthly business.
- ☞ Charitable Organizations are in high gear at the beginning of the year! Create a strategy for increasing your exposure to these groups and adding one or several to your database of event hosts this year.

### Wedding Business (1<sup>st</sup> Quarter is the heaviest booking period for weddings!)

- ☞ Attend and follow through on Bridal Show leads
- ☞ Make contact with area wedding planners – send wedding packages
- ☞ Make sure all internet sites are updated (your own website as well as the sites you advertise on).
- ☞ Be visible! The wedding market is one of the strongest market segments – make sure your advertising exposure is at the optimum level!

### The Old and The New

- ☞ Contact clients that you have worked with in the past to get a sense of their needs for 2009
- ☞ Contact new clients every week to increase your database of prospects. Where is the best place to find new leads? From your existing business! Referral business is the *best* business. . . ask for it!

Lastly, try and add one new "niche" market to your marketing plan for 2009. Where's the opportunity in your geographic area? Maybe it is destination weddings, golf tournaments, retirement parties or reunions. . . the possibilities are endless! 2009, here we come!

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