

1st Quarter, 2010 Marketing Plan Time!

Being the HUGE proponent of marketing plans that I am, I thought I would remind all of you that yes, it's time! 2010 is approaching fast, and it's not too soon to be planning for the activities and action items that will set you up for success! 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 1st 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. Remember, some action items on your 1st quarter marketing plan may happen prior to the start of the quarter, and some may take place during the 1st quarter. Be sure to include a timeline for each of your programs and corresponding action items.

For a full analysis and "walk-through" on building a marketing plan, be sure to register for the upcoming webinar on November 18th on "Building the Perfect Special Events Marketing Plan". More info can be found in the newsletter. . .

Call all 2009 Holiday Events and Re-Book for 2010

- ☞ Include events that were on the "waiting list"!
- ☞ For all 2009 Corporate Holiday events, offer a "bounceback" incentive for new business booked in 2010 for business meetings/corporate events.

Corporate and Charity Events

- ☞ Contact your corporate list database for kick-off meetings and 2010 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.
- ☞ Choose one charity and get your hands dirty! Volunteering for one or more charitable organizations creates a lot of exposure for you and your business as well as being just a great way to "give back" and "pay it forward"!

Wedding Business (1st Quarter is the heaviest booking period for weddings!)

- ☞ Attend and follow through on Bridal Show leads
- ☞ Research and create a strategy to target one new cultural/ethnic niche wedding market. This will open up a brand new revenue stream in weddings for you
- ☞ Make contact with area wedding planners (new and current relationships) – send wedding packages
- ☞ Create a wedding upsell list

- ☞ 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 2010
- ☞ 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! Google Maps is also a great source for prospecting lists and, it's free!

Lastly, try and add one new “niche” market to your marketing plan for 2010. Where’s the opportunity in your geographic area? Maybe it is destination weddings, golf tournaments, retirement parties or reunions. . . the possibilities are endless! 2010, here we come!

For more information on the **Beverly Clark Hospitality Training Programs**, please contact **Lynne LaFond DeLuca** at lynne@beverlyclarkenterprises.com and visit our website at www.beverlyclarktraining.com

Beverly Clark Enterprises
114 East Haley, Suite K Santa Barbara, CA 93101
800.933.3434