



2nd & 3rd Quarter Marketing Focus!

You are in the middle of the 2nd quarter of the year – do you know where your marketing focus is? Or should be? And... the 3rd quarter is right around the corner – have you prepared the proper marketing strategies? (**Note to reader: if at this point you are saying “I don’t even have a marketing plan”, it is not too late to write one! Instructions for writing the perfect marketing plan are on my website as a recorded webinar in the “learning center”. Now, back to our article...**) Here are a few items for your quarterly checklists:

1. **Weddings** – you are into the biggest wedding months of the year. It’s not too late to upsell! Make sure you have an “upsell” list in place with all of the “trendy extras” to entice the bride. Increasing the “per event revenue” will help your financial statement tremendously! Here’s a few other ideas for some last minute revenue:
 - ✓ Send out e-mails to all prospects with information on rehearsal dinners, showers, engagement parties and Sunday Brunch
 - ✓ Incorporate wedding insurance in the packages
 - ✓ Advertising your open dates on all your websites
 - ✓ Exchange “need dates” with other properties or vendors
 - ✓ Market wedding vow renewal packages
 - ✓ Partner with wedding planners/consultants about available dates
 - ✓ Employee incentive for referrals
 - ✓ Contact Church coordinators or place ads in church bulletins
 - ✓ Call bride to get name of maid of honor to host bridal showers
 - ✓ Discount on rehearsal dinners if they have ceremony and reception
 - ✓ Create intimate wedding packages to fill a small spaces/time slots.
 - ✓ Value added items to packages already sold – any upsell you offer!
 - ✓ Themed or seasonal upgrades

2. **Schools** - Update your school email and mailing lists with the correct contact names and begin contacting the appropriate person in regard to Graduation breakfasts/luncheons for graduating classes; Spring sports banquets and end of year teacher luncheons and/or teacher appreciation luncheons/dinners.

3. **Corporate Repeat Business**
 - ✓ Bounce back program (maybe with golf if applicable) for businesses who have previously hosted a meeting but have not re-booked.
 - ✓ Contact Human Resource Directors of all local companies or organizations to promote seminars and summer employee “strategy meetings”.
 - ✓ Search Google Maps for prospecting to:
 - ✓ Pharmaceutical Companies
 - ✓ Healthcare Organizations
 - ✓ Financial Planners
 - ✓ Any market segment that is on your target list for this quarter

Remember, any good marketing plan adapts to the changing environment. It is a living document – make updates and adjustments as necessary. If something isn’t working, change it!

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 - 805.560.3604