

Work Session :

How to Leverage Historic Stoughton's Portfolio for Success

February 26, 2009

Ice Breaker – “Finding Common Ground”

1. Pair up with someone you don't know well. What do you have in common with the other person? (30 seconds).
2. Each pair finds another pair. What do the 4 of you have in common? (30 seconds).
3. Each foursome finds another foursome. What do the 8 of you have in common? (30 seconds)
4. Share with the rest of the group.

Historic Stoughton Work Session

Meeting Objectives:

- Start to build a framework to market Historic Stoughton
- Generate beginning marketing ideas or messages
- Organize a task force to propel Historic Stoughton to new heights!

Meeting Outcome:

- Preliminary definition of High Value Customer and our objective with this customer
- A beginning list of potential messages and promotions to reach this High Value Customer

Work Session Outline

Introductory Mall Exercise

Part 1 – Marketing Framework Building

- Marketing Framework 101
- High Value Customer
- Objective with This Customer

Part 2 – Idea Generation

- What To Say to High Value Customer
- How To Reach High Value Customer

Part 3 – Task Force Formulation

Introductory Mall Exercise

- If you think of Historic Stoughton as a shopping mall, how would you define it (simply)...
- Examples from Madison:
 - West Towne / East Towne – “Everyday shopping for everyday people”
 - Hilldale / Greenway Station – “Specialty shopping for discriminating people”
 - State Street – “Eclectic shopping for contemporary adults”
- In groups of 3, come up with 1-2 definitions of Stoughton in the same format as above.

Part 1:

Building a Marketing Framework

Why does Historic Stoughton need a Marketing Framework?

- In a nutshell, to make sure that your tactics (promotions, advertising, etc.) are relevant to your most important customers, so they can be motivated to do what you want them to do.
- Having a Marketing Framework gets everyone working together toward the same end collectively so you can get the most effective and efficient result.

In other words...

Identifying Your High Value Customer

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Delivering Products and Services to Delight Them

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Selling Them Your Benefits via Messages and Promotions

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SUCCESS FOR HISTORIC STOUGHTON!!!!!!!

Marketing Framework 101:

Historic Stoughton's Business Objective

A measurement of Historic Stoughton's overall business goals (so you know if you've achieved success).



High Value Customer

A behaviorally defined group that will help achieve your objective fast and efficiently.



Marketing Objective

For this customer, what affect do you want to have on their behavior?



Integrated Marketing Communication

- *Promotion tactics*
- *Advertising message*
- *Media plans*

Defining the High Value Customer:

- In groups of 3, discuss who you think this is:
- Some questions to get you started:
 - What type of people are they?
 - What sorts of things do they like to do in their spare time?
 - What things are important to them in their life?
 - Where do they live? Where might they vacation?

**Create 1-2 options for the High Value Customer.
Write this definition on a flip chart.**

Total group will vote on their favorites.

What do we want this High Value Customer to do differently?

- Buy more of their requirements in Stoughton? (Be more loyal to Stoughton).
- Become aware of what Historic Stoughton has to offer?
- Other ideas?

All of our messaging and promotion tactics should be judged against this objective.

Part 2: Idea Generation

What Should We Say to Our High Value Customer to Convince Her?

Make a list of Stoughton's best historical attributes.

In groups of 3, come up with 2-3 statements that might convince our High Value Customer to do what we want her to do.

Put on flip chart, then share with group.

Group votes on Top Ideas

What Are Ideas to Reach Our High Value Customer?

Think about the different kinds of businesses in historical Stoughton – art galleries, antique, craft, home furnishings, etc.

In groups of 2-3, come up with at least 3 promotional ideas. Think about:

- Commonalities between businesses**
- How businesses can help each other**

Put on flip chart, then share with group.

Group votes on top ideas.

Task Force Formulation Discussion:

- **Initial Thoughts:**

- Three needs – marketing planning, continued research/survey work, operations/financial leadership.

- **Discussion:**

- Objectives of this task force
- Key members
- Role within the community
- How link with the community
- Frequency of meeting
- Leadership
- Etc.