



MAIN STREET

MARKETING NEWS

WHERE SMALL MARKETING IDEAS CAN ADD BIG DOLLARS TO THE BOTTOM LINE

Q3 2019

Let's dream, create and celebrate hard work. Who's with me?



I love my job. No one would believe me but this month I've met with....

- the largest residential roofing contractor in Arkansas who just sold his company,
- an incredible performer who was a flying monkey in the original cast of Wicked,
- one of the worlds authorities of rare coins and collectibles
- and two young ladies ready to leave their day job to create a one-of-kind destination.

What do they have in common? They have dreams and are ready to act on them. They want something bigger, willing to embrace hard work, listen to feedback, committed to teamwork. They are ready to get started on what's next. These people inspire me.

Jason Duff

Downtown restaurant serves over 20,000 guests

This report came from a downtown restaurants point-of-sale data for the month of June. Over 20,000 guests served and more than 40% of those guests are using credit cards from zip codes more than 30 miles away. Goal is to continue to invest and make

your town tourism friendly. Great signage, easy and clear parking, and quality merchants recommending and pointing out other neat, unique and one-of-a-kind destinations. People will come and bring their friends too.

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How did you celebrate Take Your Dog To Work Day?

National Take Your Dog To Work Day took place back in June, and since then I have asked a sampling of my canine friends how the event worked out for them.

Here are some of the answers:

"My master works in an office, and even though everyone was gracious, I had a hard



MAC'S BLOG

time fitting in. I was ready for the much-ballyhooed human 'water cooler talk,' but everyone hung around the break room instead of going to the bathroom. Awk-ward."

"You know my master the homicide detective? She made me feel special. Instead of outlining the victim with chalk, she used premium

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A little about MAC: Mac is Jason's 5-year old active Sheltie who loves veggies - green beans to be exact, but he eats all kinds of other vegetables too. He hangs out with Jason when he's working at Grandma Jackie's house with his other pal Zoe, who is a 76lb German shepherd. Mac thinks that he is just as big as Zoe, but he's actually a little dog with a lot of confidence. He loves to play soccer and run outside, especially if he can corral other dogs in the neighborhood. He also enjoys stealing and hiding socks. Mac wanted to write a blog post, and we didn't have the heart to say no. We take no responsibility for the goofy things he comes up with. He does love to receive letters, though.

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With the high temps and crazy weather the last few months, our billboard install team has been working really hard. These guys hang from the high tops, work in extreme conditions and help install beautiful, colorful and high impact copy on a daily basis. A big thanks for all the people behind the scenes who do amazing work promoting and keeping our local business scene strong.

Mac's Blogfrom Page 1

kibble. Ah, good times. Well, not so much for the *next of kin.* But good times."

"My master is a submarine captain. That 'Dive! Dive!' stuff really did a number on my stomach. That was certainly not the sort of 'downward dog' situation they teach in yoga class."

"My master just enlisted in the Army. I got to go to basic training with him. I'd always heard that there are no atheists in foxholes. Well, there aren't any squeaky toys, either, doggone it."

"Financial planning is my master's game. He tries to *make ends meet.* I try to make *noses* and ends meet."

"My master is a plastic surgeon. Yeah, that fat-shamer is always trying to get me to *lift my face* out of the food bowl. Anyway, I learned quite a lot when I visited his office. His occupation requires incredible amounts of training and precision. Apparently, the modifications I make on Barbie, G.I. Joe and Legos aren't *technically* plastic surgery after all."

"My master is an old-fashioned fire-and-brimstone *Shall We Gather At The River?* preacher. He didn't think it was funny at all when I talked some of the parishioners into *shaking* after they were baptized."

"My master, the Broadway choreographer, got mad when I upstaged him with my elaborate gyrations. But I wasn't trying to *impress* anyone. I just needed to go outside really badly!"

"My master works at a legal marijuana dispensary. I had no idea he had such famous customers. I won't mention any names, but one of them was moaning, 'Dude, where's my Sopwith Camel?'"

"I share the house with a movie stuntman. When I followed him to the studio, we came to appreciate our similarities. I mean, he *rolls with the punches* and I roll in whatever that was I found on the pavement down the street. Kindred spirits."

"My master is an aspiring rodeo star and his own harshest critic. He's hard to live with if he can't stay on the bull for eight seconds. I'd be on top of the world if he'd let me stay on the sofa that long."

"My master is a mime. When he trapped himself inside an invisible cube, I summoned an Uber and sent him for a ride atop the car. Let's see how *he* likes it."

Thanks, guys. Esteemed readers, join me next month for Take Your Lazy Cat To Retirement Month.



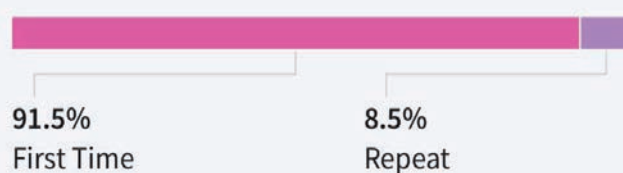
SAM CARRASQUILLO

I want to publicly thank my mentor & friend Jason Duff for opening his home to me this weekend. What an incredible time touring a once DEAD Bellefontaine, OH now a completely vibrant town! Jason

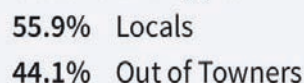
with the help of his team at Small Nation have brought this town back to life! I look forward to seeing the Small Nation team help local entrepreneurs recreate their success in Bellefontaine in small towns all across America! Follow them at Small Nation Strong!

Do you utilize and study where your customers are coming from? Today, most point of sale systems provide lots of data based on how credit cards are used in your business. You may be surprised to learn where your business comes from and how often you have repeat clients. Once you find a new customer, how can you create a "wow" experience to keep them coming back?

Visits By Guest Type Finished



Other Guest Types



Nielsen study about outdoor advertising

A Nielsen study* found that 85 percent of US travelers pay attention to billboards when they travel. This is good news for local businesses when they're trying to capture the attention not only of locals but out of town drivers who may not know about a small business without their message displayed on billboards – both traditional and digital.

- 66% of smartphone users took some type of action on their device after seeing outdoor advertising
- More than 40% then searched for a brand online
- 20% of those who saw a directional outdoor ad immediately visited the advertised business
- 74% who visited a business after seen a directional outdoor ad made a purchase
- Adults ages 16 – 34 is the demographic most engaged with outdoor advertising

“OOH drives consumer action in the real world,” said Stephen Freitas, OAAA chief marketing officer. “Younger affluent consumers notice outdoor advertising the most, which is why the industry is seeing exceptional growth in sectors like technology and direct-to-consumer.”

**Nielsen conducted 999 online surveys March 27 – April 5, 2019, with a national sample of US residents age 16+. Respondents were screened for having traveled on foot, in a car, truck, or other private vehicle, ridden as a passenger on a public bus, taxi, commuter rail, or subway, in the past month.*

Our very own Six Hundred Downtown gets more publicity



STATES CITIES

Posted in [Ohio](#) | June 20, 2019 Sponsored by [Small Nation](#)

The Small-Town Restaurant That Serves Some Of The Best Pizza In Ohio

Ohio is home to several incredible pizza restaurants, and at the top of the list is [Six Hundred Downtown](#) in the heart of Downtown Bellefontaine. This beloved pizzeria is sure to exceed your expectations on every level. Conveniently located between Dayton and Columbus, Six Hundred Downtown is the perfect day trip destination. The recipes are so authentic and the pizzas so delicious that you wouldn't mind driving a few hours just to try some. Just when you thought small-town Ohio couldn't get any more impressive, it's now a world-class pizza destination.

Six Hundred Downtown Pizzeria is located in the heart of lively Downtown Bellefontaine, Ohio. With its inviting ambiance and bustling patio right on the picturesque Main Street, you'll be tempted to bring your friends and stay awhile.



The locally-owned restaurant opened its doors in 2011 as part of the town's exciting revitalization project. The head chef has been featured on the Food Network, is a five-time gold medalist in the World Pizza Games, and holds two world records.



Brewfontaine has announced Charcuterie Tuesdays! They'll be serving up premium charcuterie plates to be shared amongst friends or kept to yourself! Here was their first week's plate featuring Smoked Bison Sausage, Capicola Ham, Italian Soppressata, Applewood Blue Cheese, a mild Chevre (goat cheese), Single Creme Brie, Crackers, and Olives



Get your "Bread with Personality" from RISE Bakehouse

Local Baker Gives RISE to Artisan Breads

They say that necessity is the mother of invention, but for Hannah Wischmeyer, motherhood made invention necessary. A new mom to two young children, Hannah found that she was more concerned than ever about where her family's food came from—including their daily bread. With formal training in biology and ceramics, she had both the creativity and the scientific aspects of baking covered. Now she just needed to apply them to bread.

The prospect of creating tangy sourdough and other complex varieties piqued her interest, but the novice had no idea where to start. So she went the route of all modern information-seekers: YouTube tutorials. Combined with old-school library research and lots of trial and error, Hannah not only mastered traditional techniques like cold fermentation, but began adding her own twists to classic recipes.

As demand for her breads grew at local farmers' markets, Hannah and her husband, Philip, realized that her hobby had turned into a business. And that business needed more space. In June, the couple launched RISE Bakehouse, a bakery-and-breakfast destination housed at The Marketplace. Open from 7 a.m. to noon, Thursday through Saturday, the shop offers hearty breakfast sandwiches (made with her artisan bread, of course), as well as breads and bagels for purchase.

Now, not only is Hannah providing local, scratch-made products for her own family, but for her neighbors as well. "Helping people stay connected to their food source is extremely satisfying," she says.

RISE Bakehouse is located at 130 S. Main St., Suite 111.

Word of Mouth Marketing Tactics

Word of Mouth is easily the most powerful form of marketing and is absolutely free. People talk about

- ads they see,
- experiences they have
- and the products they purchase.

If you treat people right and spread the word about your new products/services in a positive way, you'll attract the right customers and client who will sustain your business for a long time.

Now, as positive as word of mouth can be for your business, the other side of the coin is how negative it can be as well. Bad news seems invariably to travel faster than good news and if you have a less than high-quality product or weak customer service system, then your customers will tell everyone they know to not buy your products and services.

The age of technology has proved to be an amazing benefit in the world of word-of-mouth. With blogs, podcasts, online marketing, forums, social networking and all the other online mediums available and making it easier and easier for consumers to share their experiences. And, remember this is all free advertising for you.

Let's take a minute to talk about the importance of shortening the customer decision cycle to help customers/client choose more quickly and easily. There are three great ways to increase sales by shortening the decision cycle. They are:

1. Increase the overall dollar amount customers spend on each purchase

2. Increase your number of customers

3. Increase frequency of purchases

Let's take a deeper look at decision speed. Offer simplicity, ease and a fun purchasing atmosphere and you'll help your customers make their decisions quicker and more confidently. When this happens your customers will buy more frequently, spend more money than usual, refer friends and make the decision to purchase more quickly. This can raise your market share by over 100 times.



The time it takes your customer to decide and purchase far outweighs any other component of marketing. When you focus on customer decision speed it forces you to take a hard look at your company and brand image, positioning, value, customer service, guarantees and product quality.

The next area I want to talk about quickly is how to minimize the friction, or stress, involved with decision making. No matter how easily people find decision making there is a certain amount of anxiety we all experience when making a purchase, especially from a new source or for a large amount of money. When you help to minimize this emotional response, you will soothe your customers' anxiety and they will make their decision quicker and more confidently.

There are a few secrets to accelerate the customers decision making progress:

- Your benefits, features, claims and promises must be obvious, clear and concise.
- The information you offer must be complete, easy to understand, credible and balanced.
- Use comparisons that show a marked

Word... >from page 5

difference.

- Your guarantees must be rock solid and more than the customer expects.
- Make trial periods easy.
- You must have simple evaluations of your products or services.
- Testimonials need to be relevant and positive.
- Your support, delivery and other operational systems must be perfect.
- Your website needs to be as good as you make it.
- You can offer more than information,
- You can offer an experience that guides your customers gently through the decision-making process to make it easy for them to buy.
- Take it a step beyond by offering toll-free support numbers, software downloads to help with the process or other classy and informative ways to reassure your customers that you are there with them every step of the way and have nothing to hide.

I'd love to hear back from you how this word-of-mouth ideas helps you in your business.

Economy by the numbers: Signs point up

Wages are up, unemployment is low and retail sales are growing.

These are the headlines this year from the economy, which promises more good things to come.

What Americans are doing:

- Selling and buying homes: 5.35 million sales of existing homes to April of 2019. More people are putting their homes on the market with total inventory up 1.9 percent in April.

- Buying stuff: General merchandise sales have been strong

and restaurant sales are rising. Total sales at department and clothing stores are expected to fall as online shopping takes over.

- Getting new jobs: A shortage of workers and closings of retail stores have slowed hiring. Job growth is predicted to average 160,000 per month, down from 223,000 in 2018. But the labor market is tight with unemployment just 3.6 percent in May, the lowest since 1969. Pay growth is up with non-supervisor worker paychecks rising at an annual rate of 3.4 percent, according to Kiplinger.

Back-to-school is big business

It's an annual tradition for many: Lugging the kids around for clothing and other supplies at back-to-school time.

But it's also big business, with this time of year ranking only behind the holidays for spending. In a survey conducted last year by the National Retail Federation and Prosper Insights and Analytics, total spending for K-12 and college combined was projected to reach \$82.8 billion.

A story out of Denver reported that back-to-school spending had surpassed Christmas shopping for a number of retailers there.

Families with children in elementary through high school planned to spend an average \$684.79

each, while college students and families of those in college planned to spend an average \$942.17 each.

In an era dominated by tech, it was an old standby that nevertheless ruled the day. Families spent the most on clothing. NRF posited that gadgets have become such a staple in everyday life that they are purchased year-round now rather than being an item that consumers save for and buy at a certain time of year.

Consumers also start fairly early, at an average of three weeks before school begins. This can make for a lengthy retail season, as the start of the school year varies by about a month across the country (anywhere from the beginning of August to the beginning of September).

Where to vacation and avoid the August crowds

Peanut butter and jelly. Gin and tonic. August and crowds. They just go together.

It's understandable, as work schedules and school schedules seem to allow for a majority of the population's vacations to occur within the same short window of time.

With a little planning, however, it's possible to vacation in August without running into mobs of people.

Here are some recommendations for a crowd-reduced August vacation as compiled by a variety of travel sites:

- Sicily, Italy. Less busy than Florence or Rome, Sicily boasts beaches (it is an island after all), history, and great food. August is a hot month, but a nice slice amid smaller crowds might just be worth it.
- Mammoth Lakes, Calif. A ski resort town, Mammoth Lakes is also a great summer destination, with five lakes and an abundance of opportunity for hiking, biking, boating, and fishing. And Yosemite National Park is within range for a day trip.
- Kauai, Hawaii. Less crowded than Maui or Oahu, but still ... Hawaii.
- Sanibel Island, Fla. As with the rest of the state, Sanibel's busy season is in the winter, but there is still plenty of dining, shopping, and beachcombing to be done in summer.
- Outer Banks, NC. Gorgeous scenery, lighthouses aplenty, and a small town feel.
- Liechtenstein. Conde Nast Traveler reports that Liechtenstein is Europe's second-least-visited country but still has the mountain scenery and excellent museums that its neighbors, Austria and Switzerland, are known for. Plus it would be fun to answer "Liechtenstein" when people ask where you spent your summer vacation.



Office Notes

MAIN STREET MARKETING NEWS

9016 St. Rt. 117 Box 151
Huntsville, Ohio 43324-0151
888-354-2591



JASON DUFF
PUBLISHER
jduff@comstoroutdoor.com

CONTRIBUTORS



ADAM RAMMEL
V.P., Sales & Marketing
arammel@comstoroutdoor.com



MATT BROWN
V.P., Real Estate
mbrown@comstoroutdoor.com



ZACH WEBER
Manager / Community Liaison
zach@smallnationstrong.com



TYLER THURLOW
Regional Sales Rep
tthurlow@comstoroutdoor.com



SHANNON REESE
Project Manager / Admin Assistant

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BIG IDEA of the month

Yes, I know it's been a blistering hot summer and January may be far from your mind. But small businesses need to plan ahead with their marketing and promotion calendars.

Here's a "no peeking" red envelope that was used for many years successfully at a Pittsburgh restaurant. Any business can model after this successful promotion (as long as you've been heeding my advice to keep a list of your

customers and prospect).

Craft your own "no peeking" type of envelope/offer and either

- Mail them out
- Give them at your counter or at checkout
- Joint venture with other businesses to do a joint promotion

Every envelope needs to be a winner!!

They go out in December to bring clients/customers/patients back in in January – a typical slow time for many small businesses.



Very impressed with all of the new lodging and hotels opening in Marysville. Thanks for selecting Ohio Ready Mix to supply materials for your project.

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Phone: 888-354-2591