

WHO IS MY CUSTOMER?

*AND WHAT CAN I DO TO GET
MORE?*

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MEET YOUR PRESENTER

Camille Abbruscato
*Director of Academic Marketing Projects
and Business Relations*

**College of Business
Stony Brook University**

You can find me at:

camille.abbruscato@stonybrook.edu



WHO I AM:

- Over 30 years professional experience in Business and Consumer Packaged Goods Marketing
- Areas of Expertise: Branding, marketing strategy, marketing research and advertising
- Employers: Philip Morris USA, Nature's Bounty, Silver Lake Cookie, and Eagle Electric Manufacturing
- Over 13 years teaching undergraduate and MBA students

Customers buy for their reasons, not yours.

Orvel Ray Wilson, CSP, Author

The more you engage with customers the clearer things become and the easier it is to determine what you should be doing.

John Russell, President, Harley Davidson

CUSTOMER CENTRIC

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.

Peter F. Drucker, Management Consultant, Educator



We help companies find customers.

PRIZM® Premier

Lifestyles, shopping behaviors and media use

My Best Segments

Demographic and lifestyle traits, including what they watch and buy, and where they live

MY BEST SEGMENTS ZIP CODE LOOKUP

10022 NEW YORK, NY

11968 SOUTHAMPTON, NY

10022

11968

PRIZM® Premier P\$YCLE® Premier ConneXions® P\$YCLE®

PRIZM® Premier P\$YCLE® Premier ConneXions® P\$YCLE®

View by Lifestage Group View by Social Group

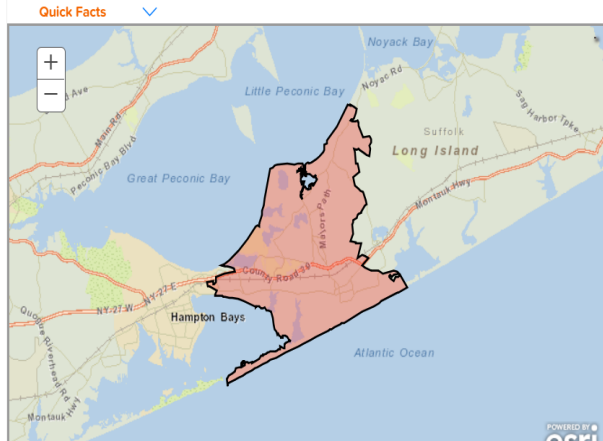
View by Lifestage Group View by Social Group

- PRIZM Premier
- 17 Urban Elders**
Midscale Middle Age Mostly w/o Kids
 - 04 Young Digerati**
Wealthy Middle Age Mostly w/ Kids
 - 21 The Cosmopolitans**
Upscale Younger Family Mix
 - 07 Money & Brains**
Wealthy Older Mostly w/o Kids
 - 31 Connected Bohemians**
Midscale Younger Mostly w/o Kids



Lifestage Group Themes Younger Years Family Life Mature Years

- PRIZM Premier
- 05 Country Squires**
Wealthy Older Family Mix
 - 32 Traditional Times**
Upper Midscale Mature w/o Kids
 - 18 Mayberry-ville**
Upscale Older Mostly w/o Kids
 - 09 Big Fish, Small Pond**
Upscale Mature w/o Kids
 - 38 Hometown Retired**
Midscale Older Mostly w/o Kids



Lifestage Group Themes Younger Years Family Life Mature Years

MY BEST SEGMENTS ZIP CODE LOOKUP

07 – MONEY & BRAINS

WEALTHY OLDER MOSTLY w/o KIDS

THE RESIDENTS OF MONEY & BRAINS SEEM TO HAVE IT ALL - HIGH INCOMES, ADVANCED DEGREES, AND SOPHISTICATED TASTES TO MATCH THEIR CREDENTIALS. MANY OF THESE CITY DWELLERS ARE MARRIED COUPLES WITH FEW CHILDREN WHO LIVE IN FASHIONABLE HOMES ON SMALL, MANICURED LOTS WITH EXPENSIVE CARS IN THE DRIVEWAY



18 – MAYBERRY-VILLE

UPSCALE OLDER MOSTLY w/o KIDS

LIKE THE OLD ANDY GRIFFITH SHOW SET IN A QUAIN PICTURESQUE BURG, MAYBERRY-VILLE HARKS BACK TO AN OLD-FASHIONED WAY OF LIFE. IN THESE SMALL TOWNS, UPSCALE COUPLES PREFER OUTDOOR ACTIVITIES LIKE HUNTING AND BOATING DURING THE DAY AND STAY HOME AND WATCH TV AT NIGHT. OVERALL, THEIR USE OF TECHNOLOGY TRAILS THAT OF OTHERS AT THEIR SAME ASSET LEVEL



MY BEST SEGMENTS ZIP CODE LOOKUP

07 – Money & Brains

2019 Statistics

US Households: 1,794,929

Median Household

Income: \$111,205

Demographics Traits

- Urbanicity : Urban
- Income : Wealthy
- Income Producing Assets : Millionaires
- Household Technology : 3 Average
- Age Ranges : Age 55+
- Presence of Kids : Mostly w/o Kids
- Homeownership : Homeowners
- Employment Levels : Mix
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Owns a Mercedes
- Eats at Boston Market
- Shops at Bloomingdales
- Attends Symphony concert, opera, etc
- Visits Europe
- Visits AARP site/apps

18 – Mayberry-ville

2019 Statistics

US Households: 2,051,615

Median Household Income: \$90,083

Demographics Traits

- Urbanicity : Rural
- Income : Upscale
- Income Producing Assets : Elite
- Household Technology : 4 Below Average
- Age Ranges : Age 55+
- Presence of Kids : Mostly w/o Kids
- Homeownership : Homeowners
- Employment Levels : Mix
- Education Levels : Graduate Plus

Lifestyle & Media Traits

- Owns a Cadillac
- Eats at Cracker Barrel
- Shops at Dillard's
- Goes hunting
- Visits Alaska
- Uses Dish Network TV & Online
- Listens to Classic Country





IDEAS FOR
MARKETING A
SEASONAL BUSINESS
IN THE OFF SEASON



- Hold an event or promotion for your loyal customers. Build goodwill by rewarding your seasonal customers with a fun event. It could be a preview of next season's offerings (with the option to buy early at special prices) or a party to thank them for their business. Tell them they can extend the offer to a friend.
- Work on getting referrals. Ask satisfied customers to refer you to someone else who might want your service or product. You can offer a reward for referrals, such as an added service or a gift card.
- Focus on local customers: Hold a blowout sale for local residents to clear out last season's merchandise. They'll enjoy the savings without the in-season crowds. Have a "locals" night offering an exclusive dinner or lodging with a discounted or complimentary service.
- Partner with local businesses. Promote the exclusive dinner with wine or beer pairings from local wineries or breweries. Offer a weekend get-a-way package including local lodging, restaurants, and an activity (movie, spa, book, etc.) from a local establishment.
- Target a new demographic market. When the tourist season slows down, a bed and breakfast or restaurant owner could promote their location as a site for business offsite meetings or church retreats, or for a "paint night".
- Partner with a charity. Giving back is a marketing strategy that not only reflects favorably on your brand, but makes people feel good about their purchase. It can also double your promotional efforts, because the charity will likely encourage its donor base to choose

- Market a different product or service. An ice cream shop could add hot coffee, tea, hot chocolate, and pie "a la mode".
- Grow your online reviews. Ask past customers to review your business online. Make it easy by emailing them a link so all they have to do is click and type. Then be sure to pay attention to your reviews.
- Focus on low- or no-cost marketing methods. Your sales will be slower and your budget smaller in the off-season, so concentrate on marketing channels that require more time than money, such as social media, public relations and email marketing.
- Use email to stay in touch with customers during your off-season. If you sell off-season products or services, customers won't know about them unless you keep in contact. Even if you essentially shut down in the off-season, you don't want to "go dark" until next season. Get customers' permission to send them emails; then create a regular cadence of marketing emails (say, once a month) to promote off-season specials or build anticipation for next season.
- Use both social media and email marketing to provide useful content for customers and stay on their radar. What is your business really all about? A bed-and-breakfast is about providing a place for couples to connect. A summer camp is about creating lifetime memories. How can you help your customers achieve the same goals in the off-season? The summer camp could create content on how to keep the kids entertained on a rainy day. The B&B could share tips for creative date night ideas. A landscaping business could provide tips on winter lawn hints like seeding



THANK YOU!

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