

January 2-6, 2012

Professional Development January 2-3
Exhibits Open January 4-6

Having A High-Touch Business In A High-Tech World

Stacy Garrett

Southwick Specialty Advertising

CAS - 1 pt

Monday, January 02, 2012

3:45 pm - 4:45 pm

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Take Aways

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What Are Your Processes?

- Initial Introduction
- Idea / Project Request
- Project / Product Research
- Order / Artwork
- Product Delivery

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Initial Introduction



The screenshot shows an email interface. The header includes 'From: Stacy Garrett', 'To: Mary Garrett', and 'Subject: Introduction'. The main body of the email contains a personal message from Stacy to Mary, followed by a business card for Stacy Garrett, a Social Media Specialist at PPAI. The card lists her contact information and social media profiles. The PPAI EXPO logo is visible in the bottom right corner of the slide.

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Idea / Project Request

- How is the request made?
- How do you respond to the request?

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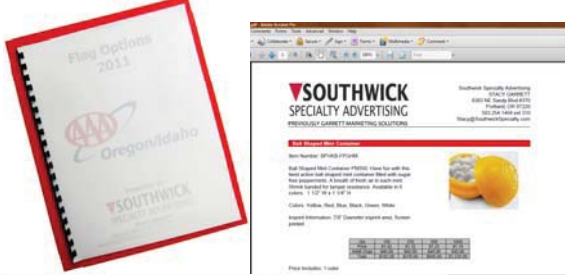
Project / Product Research

- How do you present the research you did?
- Do you meet in person?
- What does your presentation (in person or via email) look?

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Project / Product Research



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Order / Artwork

- Is it completely clear when your client has placed an order?
- Do you provide a proof?
- Do you thank them for their order?




Thank You!

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Order / Artwork



Thank You!

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Product Delivery

- Are you communicating with clients about event related orders?
- How can you systemize that step?

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Other High Touch Areas

- Social Media
- Email Blasts
- Referral Program
- Birthday Program
- End User Event
- Order Errors

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Social Media

- How can you personally connect with people without physically meeting with them?



The screenshot shows a Facebook profile for 'Southwick Specialty Advertising - Mary Garrett'. The profile picture shows two women. The cover photo features a group of people at an event. The page includes a bio, a list of posts, and navigation options like 'Like', 'Follow', and 'Add to My Favorites'. A 'PO' logo is visible in the bottom right corner of the screenshot.

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Email Blasts

- Can you make this high tech marketing solution more high touch?




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Referral Program

- Do you have a referral program?
- How can you make a system that allows this to be a high touch point for your clients?




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Birthday Program

- What is a Birthday Program?
- What do a Birthday Program?
- Can you create a system to implement this type of program in your business?



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End User Event


- What is an End User Event?
- Why do one?
- When do you have one?



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Order Errors

- What can you do to recognize an order error?
- Why would you do something to recognize an error on an order?



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