


Relationship Marketing



Presented by: Jim Socci
January 14, 2014

PPAI EXPO
JANUARY 13-15, 2014 | HANNOVER MESS CONVENTION CENTER | LAS VEGAS, NEVADA



Jim Socci

Artistic Toy, President



"Inspiring the use of Plush Toys In Advertising"

PPAI EXPO
JANUARY 13-15, 2014 | HANNOVER MESS CONVENTION CENTER | LAS VEGAS, NEVADA



Sales Team Mantra

"We are a relationship marketing company that specializes in the manufacturing of stuffed plush toys. Our focus is on helping salespeople & their clients recognize the potential of character in marketing"

- Jim Socci (August 2010)


PPAI EXPO
JANUARY 13-15, 2014 | HANNOVER MESS CONVENTION CENTER | LAS VEGAS, NEVADA

What you will learn about
Relationship Marketing?

1. Theory
2. Examples
3. Integration


PPAI EXPO
JANUARY 13-14, 2014 | HANDBUILD BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Marketing Theory?



PPAI EXPO
JANUARY 13-14, 2014 | HANDBUILD BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Relationship Theory?



PPAI EXPO
JANUARY 13-14, 2014 | HANDBUILD BAY CONVENTION CENTER | LAS VEGAS, NEVADA

The Revolution



PPAI EXPO

JANUARY 13-14, 2014 | HANNOVER MEX CONVENTION CENTER | LAS VEGAS, NEVADA

Bellwether



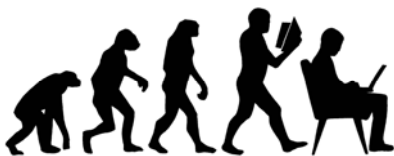
Your Business Purpose

To Get, Keep, and Grow Customers!

PPAI EXPO

JANUARY 13-14, 2014 | HANNOVER MEX CONVENTION CENTER | LAS VEGAS, NEVADA

Strategy Evolution



Focus on increasing overall value of customer base!

PPAI EXPO

JANUARY 13-14, 2014 | HANNOVER MEX CONVENTION CENTER | LAS VEGAS, NEVADA

Check Your Strategy

	Market Share Focus	Customer Share Focus
1	Products & Brand source of value	Customers only source of revenue
2	Sell 1 product at a time to masses	Sell many products to 1 customer
3	Differentiate Products from Competition	Differentiate Customers from Each Other
4	Find constant stream of New customers	Find constant stream of New business from existing customers
5	Sell to customers	Collaborate with customers
6	Each transaction profitable, even if lose customer confidence	Customer profitable, even if lose money on transaction.
7	Primarily Use Mass Media to increase visibility or announce Products	Use interactive communication to determine individual needs and speak to individual needs.

PPAI EXPO

JANUARY 13-14, 2014 | HANSHULLEY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Misconception

It's not about a fancy CRM software!



PPAI EXPO

JANUARY 13-14, 2014 | HANSHULLEY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Secret Reality



It's about Customer Selection!

PPAI EXPO

JANUARY 13-14, 2014 | HANSHULLEY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Basic Strategy

SUBSCRIBE?



Yes Please

No Thank

Permission based marketing!

PPAI EXPO
JANUARY 13-14, 2014 | HANNOBLEE BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Life Blood



Customers are the lifeblood of any business!

PPAI EXPO
JANUARY 13-14, 2014 | HANNOBLEE BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Are you ready ?

- To lose **10%** of your customers this year.
- To lose **13%** of your employees this year.
- To lose **50%** of your investors this year.

PPAI EXPO
JANUARY 13-14, 2014 | HANNOBLEE BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Uncomfortable Truth

Most enterprises know
little or **NOTHING**
about their **individual** customers.

PPAI EXPO
JANUARY 10-12, 2014 | MANHATTAN BEACH CONVENTION CENTER | LOS ANGELES, CALIFORNIA

Why is this true?

1. Industrial Revolution
2. Reliance on systems and technology
3. Who has time?
4. **Organization unwilling to adapt**

PPAI EXPO
JANUARY 10-12, 2014 | MANHATTAN BEACH CONVENTION CENTER | LOS ANGELES, CALIFORNIA

Life Cycle

The Human Life Cycle

PPAI EXPO
JANUARY 10-12, 2014 | MANHATTAN BEACH CONVENTION CENTER | LOS ANGELES, CALIFORNIA

What can I do?

Adopt a mindset to build relationships that go beyond your products

PPAI EXPO

JANUARY 13-15, 2014 | HANNOVER MESS CONVENTION CENTER | LAS VEGAS, NEVADA

Relationship Examples



PPAI EXPO

JANUARY 13-15, 2014 | HANNOVER MESS CONVENTION CENTER | LAS VEGAS, NEVADA

Enterprise Strategy Map

Ability to interact with customer individually.	1 to 1 learning relationships
Customers only addressed in mass media.	Niche Marketing


PPAI EXPO

JANUARY 13-15, 2014 | HANNOVER MESS CONVENTION CENTER | LAS VEGAS, NEVADA

Three "P" Relationship Tips

1. Listen to **People**
2. Be a **Passionate** story teller
3. Show up on **Purpose**

"I don't know the key to success; but the key to failure is trying to please everybody." - Bill Cosby




JANUARY 13-15, 2014 | HANNOLEY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Three "R" Relationship Tips

1. Focus on **Reaching** the right people
2. Offer **Relevant** information
3. Don't be afraid to **Repeat** yourself

"Repetition is the mother of skill." - Anthony Robbins



JANUARY 13-15, 2014 | HANNOLEY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Take The Tiger By The Tail

"Like" us to get 10 free Tigers for Promotional Products Work Week!



Everyone that is an Artistic Toy Facebook Fan receives this great product promotion to help you get out there and tell the story about how well promotional products work!

Come on...Take the Tiger by the Tail!!!



JANUARY 13-15, 2014 | HANNOLEY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Tiger GETS ...100+  in 30 days



Integrated Marketing Campaign

PPAI EXPO
JANUARY 13-15, 2014 | HANNOLEY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

**Create Your Destiny
TODAY!**

1. Discover Your **Passion**
2. Pick Your **Purpose**
3. Work with **People** in this room.
4. Determine **Why** this is important to you
5. Share Your **Vision**

PPAI EXPO
JANUARY 13-15, 2014 | HANNOLEY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Areas of **Purpose / **Passion** to Consider**

1. Your Business / Our Industry (PPPW)
2. Your Clients / Their Industry (Healthcare)
3. Family: Volunteer Organizations / Hobby

PPAI EXPO
JANUARY 13-15, 2014 | HANNOLEY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

Break-out Time

1. Organize Groups By Interest Area
2. Identify the need
3. Brainstorm solutions



JANUARY 15-17, 2014 | HANNOVER, NH | CONVENTION CENTER | LAS VEGAS, NEVADA

State Your Commitment

1. Draft a 1 -3 sentence Result Statement
2. Tell us why is it important to you, group, cause?
3. One thing you are going to do right now towards attaining your vision?



JANUARY 15-17, 2014 | HANNOVER, NH | CONVENTION CENTER | LAS VEGAS, NEVADA

Thank You

Let's make this the **Beginning** not the **End** of our relationship journey!

Jim Socci, President Artistic Toy
jsocci@artistictoy.com
484-788-0888 x101



JANUARY 15-17, 2014 | HANNOVER, NH | CONVENTION CENTER | LAS VEGAS, NEVADA
