

# BEACON

DESIGN

By ChemArt

## MARKETING TIPS FOR A SUCCESSFUL ORNAMENT PROGRAM

Now that you have developed your ornament, you need to figure out the best ways to market or promote it. Here are some of the best practices we have learned from over 40 years of experience working with organizations like yours.

### DATABASE, DATABASE, DATABASE...

You've heard location, location, location is the most important factor in real estate. In marketing, success is all about building and maintaining a great database.

Create a database of clients, supporters, donors, members, etc., and make sure as new donors, members or supporters come on board, that you keep the list up to date. Capture information like names, addresses and emails. Make sure to ask for their information on your website, point of purchase, order form, registry, etc.

Don't forget that some of your best prospects are part of your organization, club, or association. Are all the employees, volunteers, and vendors aware of your ornament program? Add them to your database or use an employee newsletter or pay stub insert to get the word out internally.

In addition to the list you build, you can purchase a list of people who would be good prospects for your organization and send your mailing to them as well. Some organizations even trade lists.

### DIRECT MAIL

Once you have a database of customers, you have an automatic audience for your marketing and promotion. Send out a flyer or direct mail piece with information about your new annual keepsake's release. Some key elements to think about for your mailer are...

- Tell a compelling story about your organization and what you hope to achieve with your annual keepsake program. Talk about how the funds raised from this program are helping you to further your mission or talk about a more specific program the funds are being used for. It lets your supporters know that the money raised is going towards a good cause and they get a unique keepsake that reflects what your organization is trying to do.
- Build the hype that this is part of an annual series so that your supporters and donors become collector's looking forward to each new keepsake. Use verbiage in the mailer that talks to this being the "1st Annual Collectible, 2nd Annual," etc. If you determine that you do not want to create this annually you still want to build hype by talking about it in newsletters, mailers and other media channels.
- Include a call to action that will prompt your audience to either go on-line to buy, call in to buy or give a certain level of donation to receive the new collectible.
- It's important to track the success of your campaigns as well so that you know what works and what doesn't. Think about offering some type of incentive if they buy more than one. for example: "Buy 5 or more and receive FREE shipping" or "Buy 5 or more and get last year's ornament for free." (This works if you have inventory left over from a previous design.)
- Highlight the product and features that you feel are important to your audience, for example: "The 1st Annual Humane Society Ornament highlights our Adopt a Pet program. The funds raised will help us to continue our important work to find pets their forever home. Each piece is handcrafted in the USA from solid brass, is finished in 24 karat gold and is packaged in a beautiful gift box."

### EMAIL MARKETING

A great thing about email blasts is that they are inexpensive and can be very effective. Emails are also highly trackable, allowing you to see which emails people respond to best and what they do once they receive your email. It also directs traffic to your site and increases awareness about your organization.

- Develop an e-newsletter that updates customers and prospects about your organization, events, milestones and special offers.
- Send emails to alert customers when a new ornament is released.
- Send a special Christmas in July email offering special discounts on the current and/or past ornaments.
- Encourage customers to use the "Forward to a Friend" email option and get their friends to purchase ornaments, too.

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## PROMOTION

- Create a flyer of product(s) with ordering information.
- Find local businesses to support your organization and display your flyer.
- Identify area stores or other organizations that may want to partner with you to sell your collectible.
- If your organization appeals to tourists be sure to put it at tourist information centers and Chambers of Commerce locations. Work with them to include your flyer in their mailings.
- Register for booths to sell your ornaments at local events – community days, town celebrations, parades, festivals, art shows, etc.
- Create posters featuring your program and post in offices, stores, regional locations, tourist sites.
- Develop a newsletter about your organization and/or your cause. Highlight the use of the funds from its sales.
- Consider tie-ins with similar organizations or events.
- Work with local personalities to draw attention to the program, project or event.

## ADVERTISING

- Develop an ad that you can use in your local papers, magazines and even newsletters that your prospects might read (i.e., employee newsletters).
- If you have a logo make sure it is prominently displayed in the ad.
- Add all contact information possible including phone, fax, website information.
- Check with local radio and/or television stations to post on their community bulletin boards.
- If you have a website, post the information on the site.
- If you are a nonprofit you can also contact your local print media and submit the ad and ask them to run when they have space, pro bono.

## PUBLIC RELATIONS/SOCIAL MEDIA OUTLETS

- Post information and a photo of your ornament of Facebook, Twitter, Pinterest & Instagram.
- Post the information regarding your ornament on your blog site.
- Write a press release about a new ornament release; distribute it to first and second tier newspapers and Chambers of Commerce; also distribute to relevant web sites.
- Write a PSA (Public Service Announcement) about your organization and how the funds are used and distribute it to your local TV and radio stations. Get a TV personality to read it.
- Seek benefactor relationships or endorsements and promote. Is there someone “famous” who supports your cause or organization or is a huge fan of your ornament? See if they would be a spokesperson for the release of your keepsake and encourage others to join him/her in purchasing an ornament.
- Tie collectible to community events or organizations with similar interests.

## SPONSORSHIPS

If you don't have the funds to create an annual program, obtain a sponsor. A major donor, corporation or public figure may sign onto sponsoring the program so that 100% of what's raised goes back into your organization. In exchange for their partnership they can get recognition on the packaging or on the back of the ornament. For example; “*The 1st Annual HSUS Ornament is sponsored by XYZ Company.*”

The same company can sponsor the program each year or you can have a different company sponsor the program each year. It ties that company or donor to your cause and gives them great exposure in regards to their philanthropy.

Beacon Design believes in building partnerships with our clients and your success is important to us! If you need any help with marketing your program, please reach out to us at [marketing@beacondesign.com](mailto:marketing@beacondesign.com)

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