



Marketing: the Science of Persuasion

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What is Marketing?

- Marketing is an ongoing activity
- An image is presented about your program each time a meal is served



Are you Proud of your image?

- Is your image positive?
- What is being said about your program?
- Are you proud of your program?
- Do you attract new customers?
- Would the Principal be proud to entertain in your cafeteria?




How would you define marketing?



Marketing is:

- Continuous
- Communication
- Concise



What result or experience do your customers want?
Does your Marketing or advertising promise to deliver?
Are you actually delivering it?

“Never make your appeal to a man’s better nature; he may not have one. Always make your appeal to his self interest”.

Lazarus Long



Target Audience

- Current Participants
- Potential Participants
- People who can impact your program positively or negatively



Identify Strengths and Weakness

- What areas in your operation are you proud of?
- What areas could stand some improvement?
- What are some negative perceptions people have about your program

A marketing program is intended to change customer behavior leading to increased participation.



Marketing Concepts/Strategies

1. Merchandising – make products and service appeal to customers
2. Promotions –special offer/incentives
3. Public Relations – positive communication
4. Advertising



Marketing Goals

- Get more new customers
- Increase frequency of visits



A marketing plan must be:

- Specific
- Measurable
- Realistic
- On-going
- Achievable



Successful Marketing strategies

Step 1: Define your target Market

Step 2: Survey to find out what is most important to your prospects

Step 3: Give'em what they want better than anyone else

Step 4: Create an irresistible offer to engage your prospects

Step 5: Create a compelling message to command your customers attention

Step 6: Change needs to be ongoing



Successful Marketing Strategies (Step 5: Creating the Message)

1. A powerful attention getting headlines
2. Appeal to prospects selfish desires
3. Use proof to back up claims
4. Have an irresistible offer
5. A sense of urgency



Successful Marketing Strategies (Step 5 Creating the Message)

To develop message, ask these questions:

- What do you want your audience to do?
- Do you want more students to eat in the cafeteria?
- Would you like to serve more lunches to faculty or staff?
- Do you want to expand your breakfast program?



Five P's to success

- People
- Product
- Place
- Price
- Promotion



People

- Rule 1 – The customer is always right!
- Are employees trained to provide good customer service?
- Do they know who the customer is?
- Have they developed relationship with customers?
- Does your staff smile?
- Do they greet the students?
- Do they cater to the students' preferences?



Product

- What products are popular in the “outside world”?
- What’s being advertised?
- Do you have student taste testing in place?
- Are you evaluating your menus?
- What restaurants are popular with your students?
- Do you involve students in menu planning?



Place

- What does your place look like?
- Would your cafeteria pass the five senses test?
 1. See – visual impact
 2. Smell
 3. Hear – noise level
 4. Touch – are the tables clean?
 5. Taste
- Is the seating area attractively arranged?
- Are the trash cans visible?



Price

- Are your meals affordable?
- How do they compare with other establishments?



Promotion

- Do you invite them back and thank them for coming?
- Do you attend Back-to-School Nights?
- How do you handle complaints and angry parents?
- Have you developed friendly relations with the staff and faculty at your site?
- Do you have special events to bring in parents, grandparents, etc?



Different Viewpoints

- Elementary students
- High school students
- Parents

Each group needs a different message



Marketing tactics

1. Name- carry a meaning and mean different things to different people
2. Logo - make it easy to remember
3. Color
4. Slogan or Theme – make it fit
5. Décor- appearance of cafeteria/kitchen
6. Attire- is your staff easily recognized
7. Inside Signs
8. Outside signs



Marketing Tactics (cont)

9. Satisfied Customers – ask them what they want!
10. Speed
11. Hours of Operation
12. Distribution
13. Observe the competition
14. Advertising- repetition does the job
15. Circulars or brochures
16. Samples – like Costco



Marketing Tactics (cont)

17. Contests – post the winners!

18. Coupons

19. Direct mail postcards

20. Menus – Who's reading the back?

21. Capture Attention – display cooking

22. Advertising specialties/Trinkets

23. Posters

24. Smiles – doesn't cost anything but goes a long way



Marketing Tactics (cont)

25. Greetings – another cheap way

26. Enthusiasm

27. Human Bonds – develop a relationship with your customers

28. Effective training – make sure your staff knows what you want and are trained to deliver it!

29. Customer Recourse – policy for handling customer complaints

30. customer service – you win or lose customers based on service

31. Community Involvement – open house, PTA meetings

32. Tie in with others



Marketing Tactics (cont)

33. Catering – show off your skills
34. Reputation – School lunch is not just food, it includes atmosphere, personalities of workers, the aroma
35. Boost customer confidence – believe in what you are doing and get your staff to join in
36. Remind them – most frequently overlooked is to invite them back.



Levinson's Guerrilla Marketing Attacks

1. Patience – or diligence or persistence
2. Aggressiveness – learn all the marketing tactics; ensure these tactics are used; use them more consistently
3. Imagination – keep a vision
4. Sensitivity – be sensitive to current and future customer needs, wants and expectations
5. Ego Strength – self assurance and enthusiasm; believe in your product



Stay the Course

- Marketing is a continuous process
- Continually provide concise communication
- Tactics might be different but the message remains the same
- Choose a message that has meaning to the audience and directly relates to the goal