COMING SOON
THE ALBERTA
ROSE THEATRE
TIX ONLINE

Marketing On A Dime
Marketing

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It generates the strategy that underlies sales techniques, business communication, and business developments.

It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

—Wikipedia
Experiential  |  Looks Matter

- Open your doors and windows/blinds
- Greenery
- Outside seating
- Open sign with hours
- Color/Vibrance
- Keep it clean
- Bike parking
Experiential | Think of Your Business As An Extension of You

- Be gracious
- Host (events, associations, groups)
- Connect with your customers (newsletters, special offers, shows, sales, birthdays)
Cooperative Advertising

Share the cost, Share the love
Marketing Sustainability

• Generates an economic return (energy/water savings)
• Attracts and retains exceptional talent
• Competitive advantage
Outreach
Be a part of your community

- Events
- School functions
- Fundraisers
- Community groups
- Neighborhood Associations
- Alberta Main Street
Get Inspired

• Watch what your neighbors are doing
• Look at your competitors
• Look at similar businesses outside of Alberta, Portland, Oregon
• Follow the news, tweets, blogs
• Ask your staff and customers for feedback
• Measure your results
What makes Alberta...Alberta
Let’s Talk

Summer Lewis
Fluid Market Strategies
503-808-9003
Slewis@fluidms.com