



# Marketing Marlow

Developing and launching a unique marketing initiative for our town to attract visitors and create more business opportunities



# Objectives

- To develop a long-term marketing theme for the town
- To maintain the support and enthusiasm of local consumers
- To attract visitors to create business opportunities
- To promote the town via the theme
- To be the first town to position itself in such a way



# Essential ingredients for success

- To appeal to consumers
- To keep it simple
- To support good business practice
- Low cost
- Easy-to-implement
- Easy-to-maintain



# Concept

- To set a new standard of expectation for consumers
  - the enjoyment of - being in - shopping in - eating and drinking in - Marlow
- To invite all businesses to participate and fully support the initiative
- To operate an accreditation programme for those businesses
- To enforce conformance with the standards of the programme
- To promote those businesses that join the scheme

# The theme





# The Marlow Experience

- Courteous
  - Getting a different and better standard of service from the shops and restaurants of Marlow
- Helpful
  - People who want to give advice and help you to find what you are looking for - in their own businesses or by direction to others
- Enjoyable
  - So visitors leave and want to come back
  - So locals would not think of going elsewhere



## How does it work?

- Any Marlow business can elect to join the scheme
  - We need a majority of active businesses
- The businesses need to involve their staff
  - To ensure complete 'buy-in'
  - To establish a Marlow 'culture'
  - To ensure we deliver
- The businesses are entitled to use promotional materials
- Participating businesses 'police' each other
  - To ensure maintenance of the standards



# Should you be involved?

- Do you want to support a marketing initiative for this town?
- Do you believe that you and your staff are consistently:
  - Courteous?
  - Helpful?
  - And give your visitors an enjoyable experience?
- Are you confident that you can maintain this standard?
  - Then apply for accreditation



## How to be accredited?

- Participation in a service workshop
  - Business owner or manager
- Sign-up to a 'Marlow Experience code of conduct'
- Agreement to brief staff and actively promote the standards



# How does it affect my staff?

- In a positive way:
  - Promoting the importance of customers
  - Job security implications
  - Role enrichment
- The Marlow Experience staff card
  - A simple pocket-sized card that sets out the code of conduct and benefits



# Promotional materials

- Window stickers
- Counter-top signs
  - What it is
  - Why we are in it
  - How we hope you enjoy it
- Authorisation to use the logo on your own promotional materials



# Maintaining the standard

- Self-monitoring
  - If you are in the scheme, and you believe another business that is in the scheme is not maintaining the standard, please inform the Chamber
  - If another business in the scheme thinks that you are not maintaining the standard, they may report you!
  - Consistent concerns will be investigated by The Chamber, and businesses may be removed from the scheme



# PR campaign

- News releases to local publications
- Advertising campaign
- ITV News fightback
  - Participating businesses to be acknowledged in PR activities



# Benefits

- Promotion of the scheme in the media will attract consumers to Marlow
- Promotion of the scheme in your 'shop window' will attract consumers to you
- Involvement in the scheme will provide the opportunity to refresh your staff's service standards
- *Marketing and promotion*



## Those signed up so far.....

- East
- Marlow Dental Centre
- La Cotonniere de Marlow
- Turners
- Burgers
- The Georgia Collection
- Insight Opticians
- Scarlet Munroe
- Healthy Stuff
- Jolliffe and Co
- Space NK
- Manzana
- Dynamite
- Costa Coffee
- The Prince of Wales
- Sunflower Framing
- The Royal Oak
- Pachanga
- Lakes
- Evisa
- Karoma



## Next steps.....

- September
  - Further PR activities
- October
  - Training workshop for those unable to attend September sessions
- On-going
  - Recruitment of members
  - Long term PR campaign
  - Further development of the concept