

# The 4 P's of Marketing

How to position your program for success

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# People

- Hire, train, and retain a capable team.



# Key attributes for your Laser All-Star Team:



**Service  
Oriented**

**Attention to  
Detail**



# Key attributes for your Laser All-Star Team:



**Efficient**

**Organized**



# Key attributes for your Laser All-Star Team:

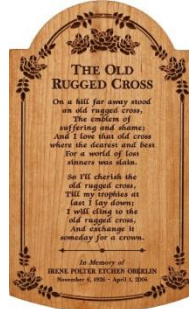
**Fearless**



**Salesmanship**



# Product



"I know the plans I have for you," declares the Lord, "plans to prosper you and not to harm you, plans to give you a hope and a future"

*Lachary Banks - Class of 2009*



Mom

She is clothed with strength and dignity;  
she can laugh at the days to come.  
She speaks with wisdom,  
and faithful instruction is on her tongue.  
She watches over the affairs of her household  
and does not eat the bread of idleness.  
Her children arise and call her blessed;  
her husband also, and he praises her:  
“Many women do noble things,  
but you surpass them all.”

Proverbs 31:25-29

MOTHER'S DAY 2010



# Got the right Product?



**You will now! Because you now have  
a mini factory in your store...**

# Are you priced right?

- Shop the competition
  - We suggest 3x, but is that right for you?
- Go shopping in general
  - Is your market upscale? Or value driven?
- Analyze your turns
  - Change in price could be all you need!



# The Right Channel?

- Some products are best sold in the store.
  - Touch and feel to convey value.
- Use your website
  - eBlast and use social marketing like Facebook
- Printed material.
  - Take and go. Retail Flyers.



## Selling Points

- Roughly 50% Made in the USA
- Amish Craftsmanship and Industriousness.
- Experienced in manufacturing and sourcing. It's in our DNA.
- Quality we stand behind

# Presentation

- It's the ambiance!



# Presentation

- The atmosphere impacts the way your customers shop.
- Focal points draw attention to specials, seasonal merchandise, best sellers, or high margin products.
- Cross merchandise.
- Keep it fresh!

# Promotion

## Fundraising



**Ruffled Frame**  
6 1/4" W x 6 1/4" H White  
Holds 4x6 Photo



**Ruffled Frame**  
6 1/4" W x 6 1/4" H Taupe  
Holds 4x6 Photo



**Black Frame**  
6 1/4" W x 6 1/4" H Black Metal  
Holds 4x6 Photo



**Rustic White Frame**  
8 1/4" W x 10 1/4" H Rustic  
Holds 5x7 Photo

SOLITUDE 656200095782  
WRENS ON FENCE 656200095768  
WHITE KNIGHT 656200095713

4" x 6" Mini  
**PRINTS**

**P. Graham DUNN**

HOME  
656200087060

GRACE 1  
656200081

PRAY  
65620008

Watch the laser engraving process at [blessings.com/laser](http://blessings.com/laser).

19638 Fraser Highway  
Langley, V3A 4C5  
604-533-2566  
[blessings.com](http://blessings.com)

[facebook.com/blessingsstores](https://www.facebook.com/blessingsstores)



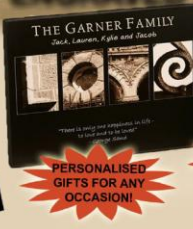
## Act Now!

Buy Two Personalised Gifts  
Get One Personalised Gift Free!

October 7 - 9, 2010

Limit 1 coupon per customer. Offer applies to pre-tax value of regular priced in stock, in store product only. Free item must be of equal or lesser value. Offer not valid on [blessings.com](http://blessings.com). May not be combined with any other offers. Valid only at Blessings Langley. Coupon valid from October 7 - 9, 2010. Some products excluded. See store for details. Code: 1010F721.

**Blessings**  
YOUR COMMUNITY RESOURCE FOR  
BOOKS, BIBLES, MUSIC, GIFTS  
**CREATE SOMETHING SPECIAL.**  
**Laser ENGRAVED WHILE YOU WAIT**



Personalize your  
**Father's Day**  
gifts at P. Graham Dunn

**FREE** Personalized  
**Rosewood Pen**  
with \$50 purchase!



*Made while  
you wait!*



630 Henry Street  
Dalton, OH 44618  
866-922-0306

4952 Walnut Street  
Walnut Creek, OH 44687  
888-893-0608

**[www.pgrahamdunn.com](http://www.pgrahamdunn.com)**

Personalized custom gifts for:  
• Anniversaries • Awards • Baptisms •  
• Birth Announcements • Birthdays • Confirmation •  
• First Communion • Graduation • Marriages •  
• Retirements • Recognition • And much more... see [blessings.com/laser](http://blessings.com/laser)

**THE ANDERSONS**

Founded by Faith • Joined in Love • Kept by God  
Desk Mottos **\$14 each**

You personalize it, we'll make it and ship it right to your door.  
Shop online at [www.blessings.com/laser](http://www.blessings.com/laser)



# Promotion



Disney does  
Not hide its  
Rollercoasters

# Promotion

Open  
House

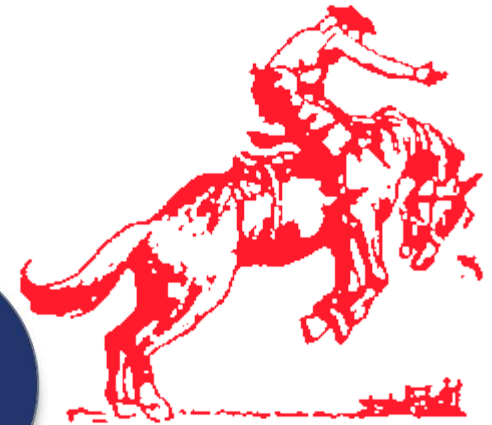




# Promotion



3 For \$9.99



## High School Mascots



# Promotion

**Joy's Hallmark**  
**FUNDRAISING**

*Make your fundraising fun, easy, and profitable!*

**Laser Engraving**



*Serving Burlington County  
and Beyond from 3 Locations*

**www.WeMakeItPersonal.net**

*Joy's Hallmark*  
GOLD CROWN

Phone: (856) 596-7588 Ext. 4  
E-Mail: Laser@joyshall.com

## FUNDRAISING ORDER FORM

**Timber Creek High School**



Black Frame holds a 4x6 Photo



Cherry Frame holds a 4x6 Photo

**Please Print Clearly!** Illegible letters/choice omissions will be determined at engraver's discretion.

**NAME OF PERSON TO APPEAR ON FRAME WHERE IT IS INDICATED "YOUR NAME HERE"**

NAMES CAN BE UP TO 30 CHARACTERS. IF IT IS ABOVE 30 CHARACTERS PLEASE CONTACT JOYS HALLMARK

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Home Room \_\_\_\_\_

Number of Black Frames \_\_\_\_\_ @ \$20.00 Total \$ \_\_\_\_\_

Number of Cherry Frames \_\_\_\_\_ @ \$25.00 Total \$ \_\_\_\_\_

**TOTAL FOR THIS ORDER** \$ \_\_\_\_\_

Payment ☐ Cash ☐ Check ☐ Credit Card: Credit Card Type ☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

Credit Card Number \_\_\_\_\_ Exp Date \_\_\_\_/\_\_\_\_/\_\_\_\_ SEC Code \_\_\_\_\_

Special Instructions \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Brought to you by The TC Home and School

For Questions and More Information contact Alison Morton 609-868-2133 toys4ali@msn.com

# Promotion

## Promotional Items



## Partners in the Community

- Real Estate
- Banks
- Car Dealerships
- Coffee Shops
- Financial Services





# Promotion

Name Tags



Gift with Purchase (GWP's)

# Promotion

Stack em' High!



# Promotion



"Go ahead and press the green button.  
That way you can say that YOU made it!  
It was YOUR craftsmanship!  
And... (after the button has been pressed) if anything goes wrong it's not my fault!" 😊

Engage with your customers! Make it Memorable!

# Promotion

Extend your reach  
with our Affiliated  
Marketing model!

Hassle free website  
personalization.



# Affiliated Marketing



Enter search term

[Advanced search](#)

[Shopping Bag](#)



0 Items: \$0.00

[Login](#) | [Register](#) | [Help](#)

## SHOP

[NEW SPRING 2011](#)

[SHOP BY OCCASION](#)

[PERSONALIZED GIFTS](#)

[ART](#)

[SIGNS](#)

[HOME ACCESSORIES](#)

[MUSIC](#)

[JUST FOR KIDS](#)

[SMALL GIFT ITEMS](#)

[WALL VINYLs](#)


[MY CHILDREN OR THE](#)

[CROSS](#)


A promotional banner for personalized gifts. The top left says "SHOP ONLINE!" above an image of a candle holder with three lit candles and a sign that reads "THE BAKERS". The top right says "FOR EVERY OCCASION OR Event!" above the word "PERSONALIZED" in large, bold, serif letters, followed by "Gifts...." in a cursive script. Below this is a green tag with "Daisy Wilson" written on it. The center features a framed sign for "THE PARKERS" with a Bible verse: "As for me and my house, we will serve the Lord John 24:15". To the right is another framed sign with a tree illustration and the text "Be Still AND KNOW THAT I AM GOD Psalm 46:10". The bottom of the banner says "YOU Design IT, WE make IT, AND SHIP DIRECT TO your door!" in a mix of fonts. A red pen is shown in the bottom right corner.



# Affiliated Marketing



Enter search term  
[Advanced search](#)


[Shopping Bag](#)  0 Items: \$0.00

[Login](#) | [Register](#) | [Help](#)

Quantity:   Solitude \$39.99 per item

Now viewing items: 1 to 1

Item 1

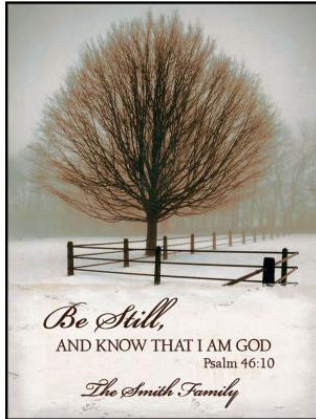
 Preview


Layout  
[Standard Layout](#)

Family Name

This is a preview of your order. Colors & design shown are close but not exact. By checking the box below, you accept full responsibility for any errors.

☐ I approve spelling, layout, color and size as shown.



 Preview

Solitude  
SKU: ZBOK01

Quantity 1  
Customizations \*  
\$39.99  
\$0.00

Subtotal \$39.99

# Affiliated Marketing

- Website branded for your store
- All P. Graham Dunn SKUs available
- Payment processing fulfilled by PGD
- PGD fulfills orders
- Commission starts at 20%
- Setup fee waived for Laser Program stores

# Conclusion

- People
- Product
- Presentation
- Promotion