

SESSION 3:

Marketing Across Digital Platforms and Within Four Walls

Moderator:
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Panelists:

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John Schlimm, Author, Artist & Educator



Common Small Business Marketing Challenges

Operations:

- Lack of resources (budget / people / time)
- Consistency
- Balancing marketing efforts with business operations

Strategy:

- Keeping up with trends and technology
- Strategy and tactics - knowing what will yield biggest ROI

It's a digital age, but you still have a brick and mortar business...

- Digital and Real World / Digital VS. Real World
- “Four Walls Marketing”
- Marketing for Sales



4 Strategic Marketing Buckets

1. New Trial
2. Frequency
3. Check Average
4. Party Size

