

MARKETING WHAT IS IT, AND WHY DO I NEED IT?

Marketing is present in every stage of your business, from beginning to end. It is the process by which you interest customers in the products and services that you and your business offer. Marketing can involve research, promotion, advertising, selling and distribution of those things and the good news is that PFC can help you with most of it!

MARKETING IS THE IMPORTANT TOOL THAT YOU'LL USE TO:

Inform – Let potential customers know where you are, what you offer, when you're available and why they need you.

Engage – A customer that buys once is good. One who buys frequently is great. If you keep your ideas and approach fresh, you'll keep their interest.

Establish – Spreading the word about successes can help your business build a strong reputation and engender trust, credibility and good will with customers.

Sell – Communicating the benefits of your goods and services creates the awareness that precedes the action. Explain why they need you.

Grow – If you successfully educate customers, keep them interested, create a strong reputation in their minds and smartly sell to them, your business will most likely grow and do well.

THE PROTOCOL WHAT DO I DO WITH ALL THIS STUFF?

We've developed the PFC Protocol over the years to support and guide our Shake/Smoothie Bar partners through the different areas in which marketing affects their business. Use this section and our annual calendar to keep your business on the path to success.

HERE ARE SOME OF THE KEY COMPONENTS OF THE PROTOCOL:

Sampling – Sampling your offerings is a great way to inform potential customers how delicious your shakes are! This is promotion in its purest form. Plan to do this on rotating days of the week, so that you can hit as wide an audience as possible. Don't stop at the shakes — sample out some of your delicious ingredients too!

Shakes of the Month – Seasonally inspired and nutrient-dense, these shakes utilize new flavors and new ingredients to captivate and engage your customers each month. Advertise and promote them where you can and be sure to educate your staff on the benefits so that they can share with your patrons. You can sample these out too to drive interest!

Monthly Programs – A series of 12 (obviously!) programs designed to promote different ways to engage your customer base. Whether it is a Healthy Happy Hour, a Social Media Kit or tools to keep the kiddos busy while mom or dad get in a workout, these programs help you fulfill a need within your facility and help create a deeper sense of community for your business.

Member's Club – A veritable treasure trove of educational and inspirational marketing collateral. As a PFC customer, you have access to all of the signs, product support and printable materials like Magazines, Trifolds and the countless editorials that we've amassed over our 20+ years in the fitness and nutrition industries. This is your hub for informative content that will help you sell products and foster a reputation for having all the right answers!