

**FIT MORE P'S IN YOUR POD:  
WORKING WITH PARTNERS  
FOR EFFECTIVE PROMOTION**

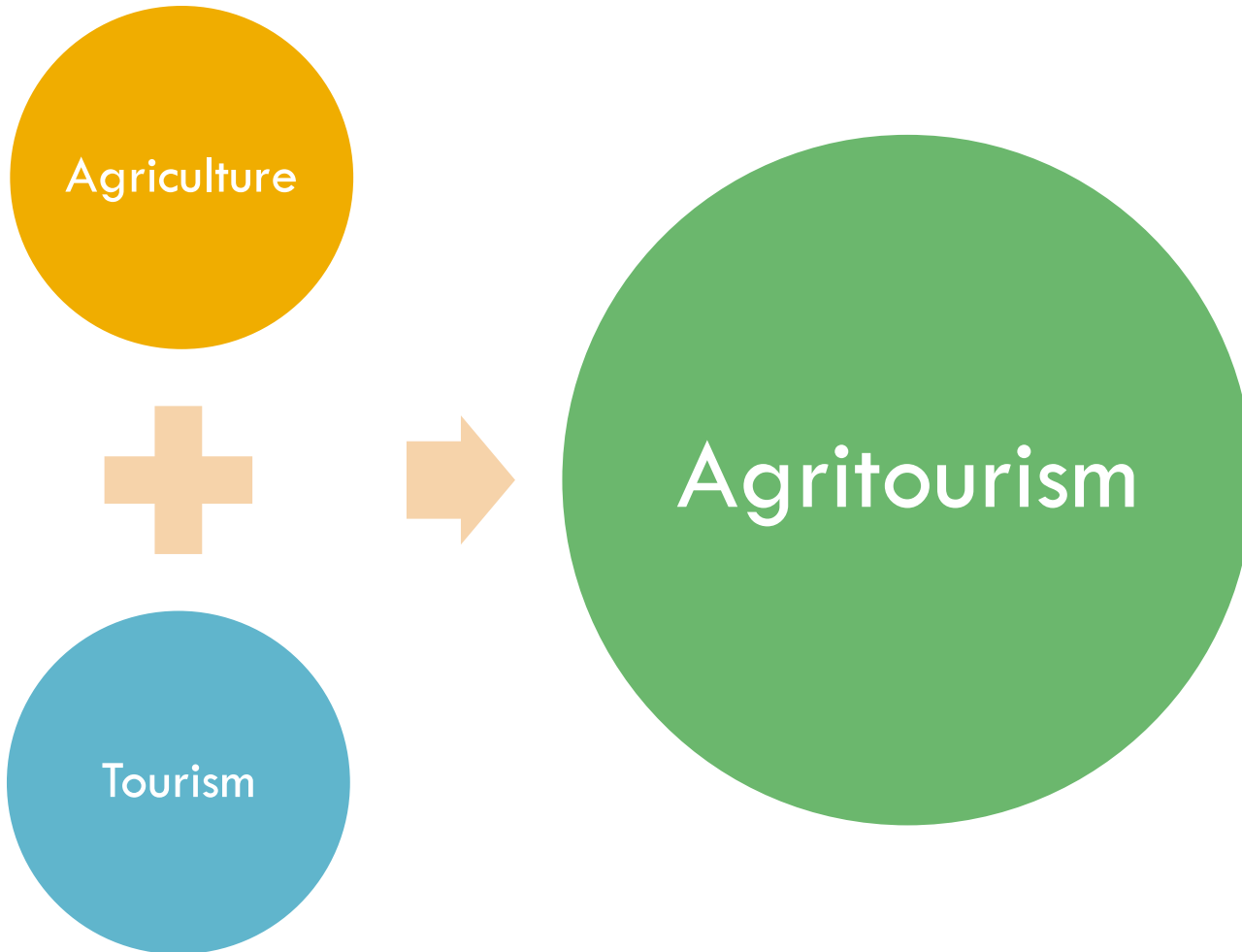
Illinois Specialty Crops, Agritourism & Organic Conference  
January 6, 2011

# Review of the 4P's

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# A Marriage?



# More P's from the Tourism World

Product

Place

Packaging

Programming

Price

Promotion

Positioning

People

Partnership

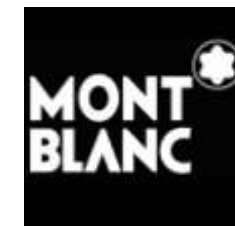
Planning

# Opportunity

- Reese's Pieces?  
What's that?



# Brandsploitation? Why not?!



# Who to work with?

- Convention and Visitor Bureaus + State Offices of Tourism
  - Chamber of Commerce
  - Clubs & Organizations
  - Other Attractions & Travel Related Businesses
  - Media
  - Other Groups with shared interests
- ...Build your Marketing & Promotional Network!

# Ingredients for Successful Promotion:

- Provide value to the customer
- Plan and coordinate
- Be consistent in quality and compatibility
- Have unique benefit(s)
  - ▣ value
  - ▣ different product
  - ▣ experience
- Generate profit!



# Ideas for the Other P's

- Co-op advertising
- Cross promotion
- Sponsorship
- Events
- Packaging
- Leverage Themes with Partners:  
*Heritage, Foodways, Culinary Tourism, Local Food*

## **THANKS & QUESTIONS**

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