

Marketing Matters

Answers To Common &
Not So Common
Marketing Conundrums

June 2004

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What Matters This Month

Customers – Why Keeping Is As Important As Getting.

Brazen Beating of Our Own Drum

Atlic Hotels & Resorts invited us to be involved in their National Conference in Victoria, British Columbia as both speakers and sponsors. To see what we came up with visit www.mcgillbuckley.com



Earlier this month we were fortunate to be sponsors and guest speakers at Atlic Hotels & Resorts National Conference in Victoria, British Columbia. Spending a few days with these lively marketers invoked some spirited conversations about the state and future of hotel marketing and provided plenty of potential material for future newsletters.

But when we sat down to discuss what we could use from the conference for this month's Marketing Matters topic, what resonated most with us was the experience we had at the hotel that hosted the conference. In a word, the hotel and its people were extraordinary.

Keeping What You Worked So Hard To Get.

Many marketers spend the majority of their time trying to "get" customers that they forget that being able to "keep" customers is just as important and – in the long run – a lot less expensive. Happy customers are likely to come back, euphorically happy customers are guaranteed to come back.

Even better, euphorically happy customers will tell their friends, business associates and anyone else that will listen how happy they are – thereby creating a whole new "free" marketing channel to get even more new customers.

Five Things All Marketers Can Learn From One Extraordinary Hotel:

1. Commit all your people to exemplary customer service – we ran into hotel employees around every corner – dozens in all, and all with the same approach – to put what we might need ahead of whatever they were doing at the moment.

2. Get To Know Your Customers – within an hour of arriving we were being greeted by name by more than one employee and in one case by one we hadn't even met. How did they do that?

3. Invest In Customer Service Tools – all front line employees are on a wireless network so that they can react immediately to customer needs. In an age where companies are using technology to be less available, amazingly this hotel is using technology to be more available. Made us wish that the people at this hotel were running the bank we deal with.

4. Small Efforts Make A Big Difference – an extra pack of coffee in your room – jazz playing on the radio as part of the turn-down service – smiles around every corner – free high-speed that is simple to use – picking up the cost of a long distance call when a guest couldn't find their phone card – it went on and on.

5. Take The Time To Hire The Right People – it is well known that this hotel brand is incredibly thorough when it comes to training its people. What is also obvious is that they make sure to get the right people in the first place.

Request A Free Project Management Consultation.

If you're like many marketers and struggle with managing the many, many parts of integrated marketing programs, expert help is only a click away. Simply get in touch with Claude Flight, Senior Associate, Planning & Project Management and he will set up a free 1 hour consultation as well as give you a free copy of our Project Management Starter Kit.

Contact Claude at (613) 728-4199, ext. 41 or, send him an email at cflight@mcgillbuckley.com.

McGill Buckley **Ideas Matter.**
Intercreative Marketing

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About Us: McGill Buckley is an integrated marketing and communications firm with bountiful knowledge and abundant experience in a wide variety of consumer and business-to-business categories. We help marketers develop more compelling messages and work with them to deliver those messages with greater impact and better results. For more information on our company, please contact Stephen McGill at (613) 728-4199 ext. 22.

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