

# MEMBER NEWS

Edition 104

## Member Updates & Resources

### Ohio

Bureau of Workers' Compensation

**BWC** provides a webinar every week on a different safety & health topic where a subject matter expert shares their knowledge and provides an opportunity for participants to ask questions regarding topic. For additional information regarding October's distance learning options, you can download the flier [HERE](#).

#### From Preble County Park District:

Preble County Park District (PCPD) will hold a Memorial Service and Tree Dedication in honor of Rex V. Garber and Kenneth Garber, whose family graciously donated the farm and land for the Allen and Adaline Garber Nature Center, on Saturday, Oct. 17. Mark J. Goeke, Dr. Mark Ulrich and Greg Arnett will also be remembered and honored with trees planted in their honor. They each served as commissioners with the Preble County Park District.



The public is invited to join in on Saturday, Oct. 17 at 11 a.m. at the Garber Nature Center, 9691 OH-503 North, Lewisburg. A reception will follow for all friends, family and anyone who would like to honor these selfless and extraordinary gentlemen. Tours of the historic farmhouse will also be given at that time.

eliminating racism  
empowering women  
**ywca**  
dayton, ohio

preble  
county  
office

**From YWCA Dayton Preble County Office:** Did you know? 85 percent of U.S. domestic violence shelters report that they commonly encounter survivors who speak of pet abuse incidents, but only 10% of shelters are able to also shelter pets. Thanks to partnerships with local animal shelters and veterinarians, YWCA Dayton provides concurrent pet shelter for clients entering their domestic violence shelters, so the whole family can heal. Make sure these important services continue by joining YWCA Dayton's Preble County Office for a (virtual!) afternoon of family-friendly fun with fur-



riends, presented by Parker Hannifin.

Show off your pet for this fifth annual signature fundraiser benefiting Preble County's only domestic violence shelter and 24/7 crisis hotline. This year, the event's popular Pet Showcase has moved to an online, interactive format! Vote all month long and then get ready to celebrate live via Zoom on Oct. 31. Awards will be presented for: Best Pose, Most Creative, Most "Not Dog," "Twinning" (pet and owner lookalikes), and Best In Show. Online photo contest: \$10 per pet to enter; \$1 = 1 vote. Voting open from Oct. 1-28; pet entry submission open now. Zoom event is free and will feature pet performances, virtual activities, family crafts you can download from home, and more. Hosted by comedian Beth Stelling, creator of [#ifanimalshadgoogle](#). Enter or place a vote in the contest or register for the live event at [www.ywcadayton.org/purplepaws](http://www.ywcadayton.org/purplepaws).

### WHY NOW IS THE PERFECT TIME TO USE EXPERIENTIAL MARKETING

Do you feel like your business is just shouting into the wind? Does it seem like the time you spend on social media is extensive but yields few results?

Are you sick and tired of Zoom calls that take too long and accomplish too little? If so, it might be time to think about experiential marketing. Experiential marketing is the act of creating a memorable experience that will be associated with your brand. Many smaller businesses think of experiential marketing as the type of thing that businesses with Super Bowl-esque budgets do.

And they're right.

But that doesn't mean that you can't create an experience for your customers on a much smaller budget. This article contains ideas of how you can make a large



impression on your ideal customer.

## Why Experiential Marketing and Why Now?

Quite simply experiential marketing makes an impression. While posting the same old kinds of posts to social media can get lost in the algorithms, experiential marketing gives you a much larger reach. When done correctly, experiential marketing yields strong word of mouth and social media shares from people outside of your staff. It causes a stir and gets people talking about you. Experiential marketing also associates the good feeling behind what you're doing with your brand thus improving your reputation among your target audience. And let's be honest, we could all use some good feelings and pleasant surprises for a change.

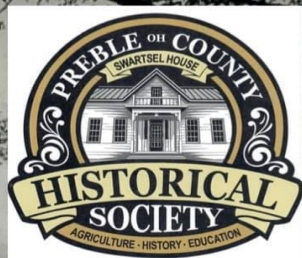
## Easy Experiential Marketing Ideas

The following are easy experiential marketing ideas. In order to make them their most effective make sure you communicate hashtags and play up your brand in the experience.

**Photo Ops:** This is the simplest and most inexpensive form of experiential marketing. If you have a brick and mortar location, create a photo op outside of your business. This can be something as simple as an oversized chair, an inflatable item, or an enticing backdrop. Make sure you have a sign nearby or some effective branding so that when people are taking pictures of themselves at your photo op, and posting them to social media, your branding is seen.

**Games:** Games are incredibly effective because they're fun and people love to record themselves while they're doing them. Common popular games are scavenger hunts, "Find the \_\_\_\_\_," and image Bingo (where you take pictures of suggested places on the Bingo card). But you can use anything that invites participation and has a low cost of entry such as anyone with a phone can participate.

**Moments:** Creating moments that people remember is also a part of experiential marketing. Several years ago flash mobs were all the rage. Now, with social distancing, you may need to find something that involves people saying farther away from one another. But your aim here is simple. You are looking to be the subject of someone's dinner conversation or social media post. This could involve giving random strangers a sample of your product offerings in a memorable way or handing out Golden Tickets for a special tour of your facility. Whatever you decide to do you want it to surprise and delight your target audience. Remember, experiential marketing doesn't have to involve a Super Bowl halftime show nor does it take that kind of budget. Experiential marketing is not so much about *what* you do but the *outcome* of what you do. You want it to be something the person doesn't see every day and it should bring about a positive experience that they'll share with their loved ones and far beyond.



# GHOST TOURS

October 31, 2020

7:00-10:00pm

3 tours, 10 people per tour

Cost: \$15 per person

Age: 12+

Email:

[alyssa@preblecountyhistoricalsociety.com](mailto:alyssa@preblecountyhistoricalsociety.com)  
to to register

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