

NEHPBA's Marketing Toolbox 2017 and Beyond \$50,000 Package for the Special Introductory Price of \$1,499

Hearth dealers are facing a monumental transformation of their current marketing efforts. What we did yesterday is completely out dated for today's shopper.

Our target market of the past was based on the price of energy, and energy prices are no longer a driving factor for us. The buyers today are no longer buyers for that message.

- Yellow Pages are no longer a primary tool.
- Newspapers are a thing of the past.
- Radio, direct mail, outdoor, what works, what doesn't, and creating a marketing message in these Medias is expensive.

Things have changed faster than we can keep up.

We all need a digital presence and websites are a must, but even they are changing in design and content.

We have all heard them say we need to have a digital presence, digital marketing, social marketing, and social media, SEO, pay for click, marketing to the millennials.....WHAT are they talking about? As business owners, it's hard for us to admit that we are not up to speed on this new marketing language.

So what do we do?.....and where do we start?

We have a choice of two roads:

1. We can continue down the marketing road we have been on for the past 20 years, the one that we are comfortable with, but has failed to deliver the prospects and sales for us over the past three years,

Or

2. We can take the new high road, the one with completely new marketing plan that utilizes both a digital aspect and a traditional one.

The traditional advertising needs to include messages that are in sync with needs and desires of the current market environment. Messages that are delivered to the customer in a format that is designed to stimulate a desire. High-quality TV commercials with high-quality production that is representative of the high-quality products and services we offer.

On the digital side, you need a robust website and digital marketing to supplement your traditional advertising. A digital platform that allows us to communicate with our prospective clients in their desired format that drives the customer from our website to our showroom and to our sales counter.

If you choose to continue on the old road, your chances of still being in business in the future are dim at best. Waiting for the next oil crisis to bring buyers back into your store will never come soon enough.

If you choose the high road, it will take a concerted effort to learn these new solutions relating to the digital world we live in today.

The choice is yours to make.....but.....We know that when we come together we are stronger than on our own and can achieve much better results working together.

So, what is NEHPBA doing to help you make this quantum leap forward?

We have developed NEHPBA's Marketing Toolbox!

Phase One of the Marketing Toolbox focuses on:

- television and digital ads, meeting the needs of common ad buys by our member dealers,
- the concept creation, scripting, and complete production of 30-second TV commercials.
- the design of corresponding online advertising sets for display placements, and
- 8-second tag lines with dealer logo, manufacturer logo, and NEHPBA logo

Step 1

We have developed a program to start you on your way to learning, understanding, and developing your own digital marketing plan. We have speakers coming to the July Annual Meeting in Albany to help you through this learning curve.

Step 2

On the traditional advertising side, we have developed four (4) 30-second high-definition TV commercials with new messaging to stimulate customer response based on an emotional desire for hearth products rather than a need for them based on high energy costs.

These are designed to be used in conjunction with your existing marketing plan, not as a replacement for the current messaging that still has some current value.

NEHPBA has fronted the cost for production of these commercials. If done on your own, it would be a \$50,000 investment in production cost for these high-definition commercials. As a NEHPBA member, you have access to these commercials for only \$1,499.

Step 3

NEHPBA is partnering with Dealers to promote Cable TV & Digital Advertising eligible for 50/50 Co-op support!

- Exclusive group discount offers tremendous value
- Online video component built in for better performance
- You choose which commercials to customize with store info at special cost

Don't Miss This Opportunity to Move Your Business Into the 21st Century!

See you in Albany!