



DOWNTOWN TEMPE

Attracting Upscale Customers in Downtown Tempe

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Speakers:

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Downtown Tempe attracts a wide variety of audiences around the clock and throughout the year. Packed patios at upscale eateries indicate a higher income demographic loving the urban energy of Downtown Tempe. Learn more about effectively marketing to this demographic by studying their spending habits and creating appropriate marketing copy, product lineups and social media ad buys.

.01 Define who your upscale shopper is.

What is a day in the life of your ideal customer. Do you know? What are their brand loyalties, is it mostly male or female? What's an appropriate median age range? Does the demographic change throughout the day? You most likely know the answers to these questions, but haven't committed to paper. Do it! If you don't know the answers, an agency can help with market research. Or just simply poll your customers!

SLIDE: Use a screen shot of SALT social media profile.

.02 Dress the part. Evaluate your branding and image.

Think of it as dating --- if you want the sharp looking, affluent spouse, you'd better not wear jorts to the first date. Start with your online image. A professionally designed web site is key for a good first impression. (Think first date!) Next, look at your in-store experience. Is it clean professional, sharp and on trend? Are staff members also dressed to attract an upscale audience?

SLIDES:

- <http://www.kpsu.org/wp-content/uploads/2015/05/Jorts.jpg>
- <http://retaildesignblog.net/wp-content/uploads/2013/11/Aesop-store-by-Kerstin-Thompson-Architects-Perth-Australia-02.jpg>
- <http://retaildesignblog.net/2013/08/15/gaga-restaurant-by-coordinator-asia-shanghai/>

.03 Do market research.

The density of Downtown Tempe is a major asset! Make your list of 5 businesses that share your customer (competitive or not) and join forces. Share content on social media, do joint sales days to increase traffic for all and share secrets. (Trust me, there's enough business for everyone!) Co-marketing is free and builds neighborhood love.

SLIDES: Something marketing ish.

.04 Increased value = more profits.

An upscale customer simply doesn't want to pay more. They want to experience more. Take existing products and find ways to add increased value to them and price accordingly. A lux line of products can be cost effective for you, and higher value / experience for the customer. The customer will respect high prices, partnered with higher value.

Slides: Some slick line of product packageing.

.05 Provide special perks for primo clients.

Put a lot of thought into the bonuses and special privileges to that you can throw in for key customers. Trunk parties, after hours sales, added shopping amenities and access to exclusive lines of products will attract and build loyalty to targeted audiences.

Slide:

http://1.bp.blogspot.com/-UUDZhtQn404/U9MI2VLnxzI/AAAAAAAAAB_A/nP8q3Y6lhls/s1600/P7150198.JPG

.06 Residences. Go after them.

But seriously, you can see #TempeRising all around you! Introduce yourself to property managers make sure they know your face and name. Together craft special move-in packages and ongoing perks for residences.

Slide: Hanover Apartmetns and SALT

.07 Up your customer service game.

Re-evaluate how you engage with customers and all demographics will benefit! Engage a secret shopper to provide key insights in the experience and use that as a baseline for changes. Greetings, support, followup and sign-offs all play a part in creating an upscale shopping experience.

Slide: Something upscale cusomter servicey

.08 Build your list of influencers.

Build your own database of point people for the area. Include them in your email marketing. Mark a series quarterly of quarterly visit. These are the gatekeepers and concierges of the area. Invite them to insider events and sales. A random gift card goes a long way!

Slide: Some event launch photo

.09 Target with your Facebook advertising.

Facebook is one of the world's largest databases, waiting to be mined for advertising. Depending on the target, you do have the ability to add location (Tempe) and brand loyalty to target potential upscale customers. Be smart about the copy, make sure it speaks directly to them!

Visit www.zionandzion.com for a great marketing blog, including topics like Facebook.

.10 Make email marketing a priority. (Over social.)

Yup, we said it. An email subscriber is 1,000 x more valuable than a "like" or "follower." You've done all the hard work to induce trial and traffic. You need to keep what you kill, and that means gathering email addresses.

.11 Stay connected with ASU's employees.

<https://cfo.asu.edu/hr-discounts>

<http://staffcouncil.asu.edu/contact>

