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**On-Target Complete Solutions®**

We are experts in providing Integrated Marketing Communications by applying classic disciplines and leading-edge techniques of advertising, public relations, research, creative and direct marketing to both traditional and multi-location companies. Duke Marketing combines a full range of services, on-target strategies, fresh ideas and creative concepts to offer complete solutions.

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**DUKE MARKETING VISITS CHERRY CAPITAL OF THE WORLD!**



Duke Marketing recently visited the "Cherry Capital" of the world, Traverse City, Michigan for some work with a fast casual bakery café franchised restaurant concept, Grand Traverse Pie Company. Founded in 1996, the company is centered on the production of fresh, homemade pies with thirteen locations. "Their cherry pie is to die for...the best I have ever tasted," said Linda Duke.

Besides over 20 different pies, Grand Traverse Pie Company upholds the utmost quality standards, and has evolved its menu offerings to items that complement or derive directly from its pie components, like the crust in pot pies and quiches, and service breakfast, lunch and dinner with their delicious offerings.

"The concept has done a great job branding itself with every customer touch point," says Duke. "From the open bakery area for guests to watch the delicious pies being hand made, to the never ending samples offered to guests, to the fire place and free WiFi in each location to allow for relaxing in the warm environment and enjoying their comfort food. The in-store signage is simple and reinforces the signature menu items, and the photos on the walls from the Michigan lakes area reflect the brand passion. The brand's mission and passion comes through in every way," says Duke. "An example of how they touch their guests in each community is their recent month long "Pie for the Cure" promotion with 50 cents of every pie sold donated to the Susan G. Komen Cancer organization which has raised over \$100,000 . [www.gtpie.com](http://www.gtpie.com)



Linda Duke with CEO and head Pie Guy, Mike Busley



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**NEWS**

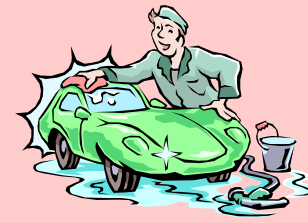
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**Cool Ideas to keep employees happy!**

Are you having trouble keeping your employees for longer than a year? Losing good employees to competitors who pay more?

Try some of these employee Incentives:

**Gas cards**— at near \$4 per gallon, gas cards for your employees will make them smile. If used for special recognition this perk will make a huge impact!



**Car washes**—most hourly employees are juggling school and work or have so many activities they never have time to wash their car. This is a great perk for your busy employees!

**Birthday dinner**— remembering employees' birthday's and giving each a gift card to a local restaurant will show you care and keep your best employees singing your praises.

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**The High Price of Low Prices.**

Price is perhaps the easiest way for a company to differentiate itself, but that doesn't mean it's the best route.

"The worst pricing mistake your company can make is to operate with the belief that, 'Right now, we need the business. Let's set our prices really low, then raise them as we get more business,'" says Linda Duke.

Price is, after all, the bottom line summary of your offering. To some, a lower price denotes lower quality. Don't incorrectly assume that customers' purchases always depend on price. Businesses often forget the importance of value and don't explain why their prices aren't rock bottom.

In marketing your product or service, Duke suggests justifying your price with the phrase, "And here's what you'll get ..." Maybe you're promising better materials, more expertise, a long-term warranty or a faster turnaround.

Selling value also gives you room to negotiate if your price is too high. If you simply cut your price without cutting value, negotiations can easily spiral out of control. Rather, correlate a lower price with cheaper materials or a longer delivery time. Later, if you want—or need—to charge more, customers will understand if you provide something different; a higher price for the same service offering comes off as gouging.

Duke says it takes courage to differentiate your business in other ways. Offer the prospect away from the conversation of price and toward a discussion of VALUE.

But, what is value? Technically, value means "the amount of money or relative worth that is considered to be the fair equivalent for what is to be received in return." Should be easy to identify and communicate, right? Ahhh, if it were only that easy. The truth about selling value is that it sounds much easier than it is to actually do.

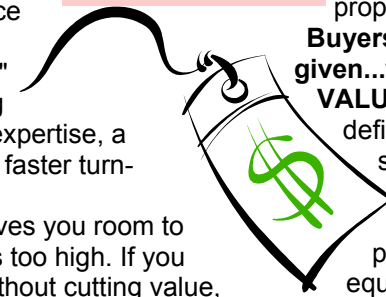
**Value is in the eye of the buyer, not the seller** (what you think has value, may not have relevant value to the buyer). We see it time and time again. A company believes they have a value proposition that matters to the buyer, but in the end...its not enough. What your customer values, and what they'll pay for it, are often at odds. Don't get caught in the fallacy that what you are providing, at the cost you are providing it, will be considered "value" by your buyer. Survey your customers and define your value proposition based on what you find.

**Low prices don't offer anything to a brand.**

**If your making money, making your customers happy and making employees happy, then you have a strong brand—**

**Buyers assume value is a given...what they really want is VALUE-ADD.** When you look at the definition of value again, you can see that this is true. Buyers come to the table assuming that what they are going to pay for something will be a "fair equivalent" for what they will be receiving. What they are really looking for is a good value. No matter the price point, buyers want to know that what they are buying is worth more than what they are paying. As you define your value proposition, look for things you offer that add exclusive, yet relevant value, which are included in your price. Make those value-added things a tangible part of your messaging!

So, as you begin to develop your "value pitch," remember these two very important things...your value must be RELEVANT to your buyer and it must be an exclusive.

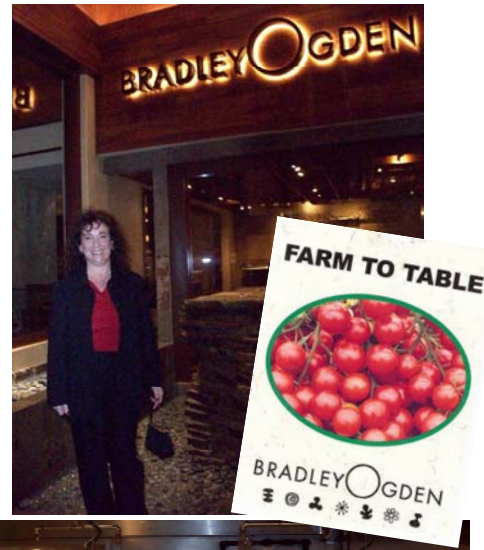


## From the DUKE



We have been traveling to some fun places and here are the photos! After speaking at the Las Vegas International Restaurant Show we had the opportunity to see Bette Midler and enjoy a terrific dinner at Bobby Flay's Mesa Grill. The most memorable meal was at Bradley Ogden's at Caesar's Palace and I was greeted by Bradley's son, Bryan, who gave me a tour of the kitchen.

Our next stop was New York for another speaking engagement at the International Restaurant \* Foodservice show, and then to Michigan!



Above: Bradley Ogden's restaurant at Caesar's in Las Vegas. Each guest was given a seed packet with tomato seeds and a story about the restaurant's farm to table program.

LDUKE and Bryan Ogden, executive chef at Bradley Ogden Las Vegas.



Above: Bobby Flay's restaurant Mesa Grill in Las Vegas. One of the most popular places to dine and known for sweet and spicy flavors. Over a 15 minute wait at 9:00 pm and we had reservations!

## DUKE TO SPEAK AT EARTHNOW CONFERENCE & WESTERN FOODSERVICE SHOW

Las Vegas Convention Center, June 4-5th, 2008



Ms. Duke will be presenting "Socially Responsible Marketing, Public Relations, and Promotions" June 5th at 2pm.

The earthNOW expo is a trade show dedicated to the green consumer products market. This is the only business-to-business trade show focused specifically on Earth friendly consumer products. With over 500 exhibiting companies showcasing the latest eco-friendly consumer products and services.



**Western Foodservice & Hospitality Expo**  
**August 23 -25, 2008 at the Los Angeles Convention Center**  
**Mark your calendars to attend!**

For other upcoming speaking engagements please see:  
<http://www.dukemarketing.com/speaking.html>

## Telling a story— the brand story

Everybody likes a good story and why not? Stories are entertaining, instructive, engaging, and above all, human. They connect people to people, and businesses to customers. Stories are about communication and communication is the essence of marketing.

Creating your own brand story is imperative to creating a distinction between your brand and any competitors. The story is the hook that draws customer interest and intrigue. If you tell your story to the right people, key influencers, you can create word of mouth.

A third party testimonial is better than advertising. That is a good story told by someone about your brand to others, like friends to each other, a newspaper or magazine article or on a blog on the Internet. These third party testimonials have more influence to generate trial and are often overlooked.

Telling your story to your customers should be done consistently. On your website, your brochure or in store signage, anything that communicates with your customers.

Marketing is nothing more than telling your story in an effective way that embeds your identity into the minds of your audience, connecting and communicating who you are, what you do, and why your audience should be doing it with you.

### Stories attract memories—

**78% of American's can name at least two of Snow White's dwarves.**

**Only 22% can name two supreme court justices.**

**The difference?**

**The dwarves have a better story!**



### Create Your Brand Story:

- What was the original vision of the company?
- Who were the company's founding fathers?
- How was the company started?
- What was the guiding entrepreneurial philosophy?
- Is there a creative genius or technical wizard behind your vision?
- What is the big idea behind your product or service?
- What does your product or service do for your target audience?
- Does your vision rely on quality, cost, or uniqueness of your :
  - Products,
  - Services,
  - Knowledge, or
  - Delivery system?
- Has your focus changed since the company was founded?
- What is your vision for the future?

## You only get to OPEN once!



Welcoming the community, Jelly Belly and Laura McKee of Duke Marketing join face painters and a band in front of Powell's Sweet Shoppe for the grand opening .

You only get to open your business once...so why do some operators open their doors to less than an enthusiastic crowd or line out the door?

"Opening quietly gives your staff an opportunity to practice and take things a little slow to start off is a great idea, and why not plan your grand opening a few weeks after that quiet time," suggests Linda Duke of Duke Marketing. "Waiting to hold your big grand opening with ribbon cutting, events and possibly some give-away or PR stunt is really the best of both worlds," says Duke. Lots of times operators don't know the exact date they will open due to permits. If you have all your grand opening event plans ready to go, then after a delay or quiet opening, the plan should be ready to execute to make the most of your new business opening.



Guests at Powell's Sweet Shoppe grand opening are greeted by Willy Wonka and each receive a free Wonka Bar.

"With Powell's Sweet Shoppe's we wait two weeks after opening and plan a huge celebration with the first guests receiving free Wonka Bars and a cotton candy eating contest. Guests fill out an e-club sign-up sheet to enter a raffle so we capture email addresses. We typically promote the event with invitations to key dignitaries, advertising and PR which creates news about the event and makes a huge impact," says Duke.