



Duke Marketing, LLC.
 4040 Civic Center Drive, Suite 200
 San Rafael, CA 94903
www.dukemarketing.com

Phone: 415-492-4534
 info@dukemarketing.com

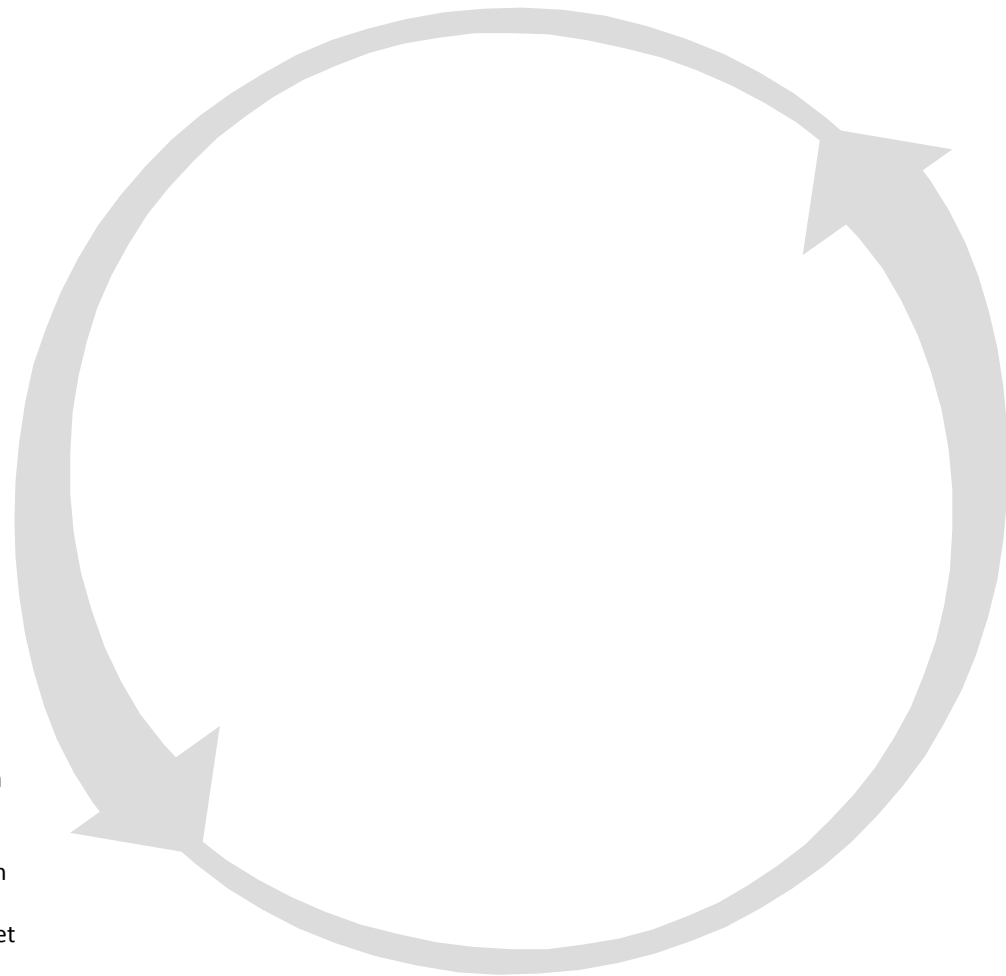
FACEBOOK: [Duke Marketing](#)
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Duke Marketing, LLC., established in 1989, is a California-based full service marketing firm providing strategic communications and creative brand building expertise for multi-location and franchise organizations. Duke Marketing combines a full range of services with on-target strategies, fresh ideas and break-out creative concepts to offer complete marketing and sales driving solutions for multi-unit restaurants, retail and foodservice operations.

Duke Marketing Chosen AGENCY OF RECORD



Duke Marketing has been chosen Marketing Agency of Record by Le Boulanger, Inc., the family-owned Bay Area bread maker and operator of 17 bakery-cafes, based in Sunnyvale, California. Duke Marketing will provide strategy and manage the Company's marketing activities, and is assisting in the development of a new fast casual restaurant brand, which will incorporate dinner with wood-fired specialty menu items, set to open in Palo Alto in late June. "Duke Marketing has been working with us to develop our new wood-fired concept, and the creativity and ideas they bring to the table are amazing," said Dan Brunello, Chief Executive Officer, Le Boulanger, Inc. "We expect great things from our new partnership with Duke and her team to manage our next generation of brands!"



DUKE DOES DIGITAL!

Duke Marketing provides these Digital & Social Media Services:

- Digital strategy and planning
- Web strategy: responsive design, usability, web redesigns, content strategy
- Digital advertising: retargeting, lead generation, analytics, inbound and content
- Social media engagement, monitoring and analysis
- Content creation: copy, creative, video, graphics, calendaring for social media
- Search Engine Optimization
- On-going digital management and updates
- Development of social media branded-contests, promotions and unique content
- Programs for capturing new Fans, Followers and Brand Loyalist strategies



Digital and social media outlets add many more ways to communicate to customers.

Duke Marketing develops custom social media campaigns, websites, pop-up sites for promotions, videos, graphics and complete website and social media management.

Creating contagious content is the name of the game and we've been doing it for 25 years and counting!

www.dukemarketing.com



News

On-Target Complete Solutions®

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Duke Marketing Digital Director uses Social Strategies for Integrated Marketing

Jeremy Rigsby, technically classified as a "Millennial Dad," is Digital Director of Duke Marketing, and a father of two.

Jeremy has enjoyed working with Duke Marketing for several years providing clients with digital strategy, analysis, SEO, and complete website and digital brand development along with music and video production.



"Today, all mediums, old or new, have to sing from the same songbook, so integrating new media and digital compatibilities is imperative to brand building and meeting today's consumer's needs," said Linda Duke. "Jeremy brings our team's creative abilities to another level—digital!"

More about our Team at: www.dukemarketing.com

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Tracking Digital Strategy Results

Do you know if your social media strategy is working? Are you looking for a way to track your social activities? How do you find the most valuable social data and actionable insights?

The Needle in the Haystack.

As marketers we are on a mission to track and measure our efforts and their success. We collect information on almost everything from purchase history and demographics to psychographic data and everything in between. The abundance of data has opened up a complicated web of options.

It's important to know how to find the useful data that helps us make strategic decisions. The following three tips will help you focus on what matters.

#1: Review the Posts Tab on Facebook Insights.

Facebook has given marketers access to a ton of useful information with their Page Insights. Most people use this data to measure their success. Check Timing: which posts and when are the most successful? Sort your posts to reveal connections you may have missed. By going through your top-performing posts in the page's entire history, you can start to identify some qualitative factors you might not have thought about before. Here's a list of what to look for:

- ◆ Post content. Is there a visual or contextual theme that has consistently performed well over time? Maybe your fans have a soft spot for Star Wars references.
- ◆ Post copy. Are there sentence structures that consistently outperform others? Copy length, personality nuances and literary devices can be a factor.

- ◆ Visual themes. Is there something consistent in the imagery you've been using? Bright colors, 3D styling or photography might outperform illustration.

#2: Use Twitter Tools to Expand Reach.

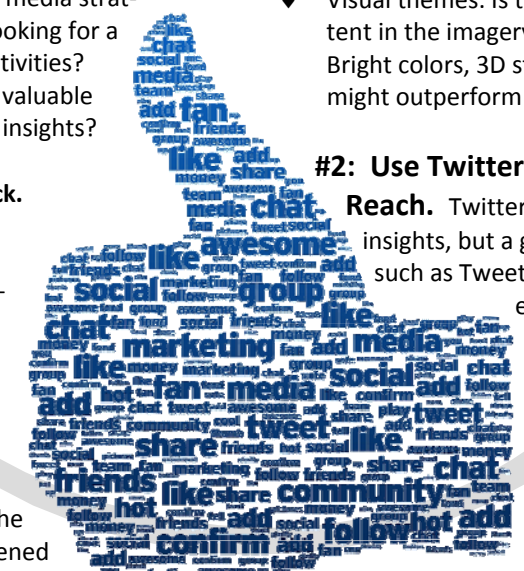
Twitter doesn't directly offer insights, but a good third-party tool such as TweetReach gives you the estimated reach, exposure and impressions of your last 50 tweets and is great for reporting. The most valuable information is the Contributors section which shows all of the users who contributed most

to your reach during the last 50-tweet period. Rank engaging Tweets with Buffer. Another third-party tool that lets you sort your tweets/posts by the amount of engagement they receive (much like the Facebook Posts Insights above). Buffer gives you the same opportunity to scan through your top-performing tweets and break down all of the commonalities you may have missed. Look for: Tweet Content-Are links, videos or images more popular? Tweet Copy-What literary devices, personality nuances, etc., did you use? Tweet Elements-Did you use mentions and Hashtags?

#3: Optimize Your Pinterest Activity.

Pinterest offers a native analytics platform that focuses on the relationship between your website and Pinterest. The data is useful and worth monitoring. Whatever you do, don't pin content to those categories that aren't producing relevant results. Instead, get creative with the content you're producing and tie it to a category or theme that's doing well.

As always, test everything before making it a regular part of your marketing strategy.



From the DUKE



So how does it feel to have Duke Marketing turn 25 this year?

A m a z i n g !

I remember putting stamps on my first newsletter, at the time there were 99 people on my mailing list, and hoping that one of those 28 cent stamps (at the time), would turn into a new client so I could pay for the printing and postage cost.

Today, I am proud to have over 3500 on my mailing list and, I still put EVERY mailing label on myself. I sit and staple and stamp with my team, each time we send a newsletter out.

After 25 years I still want to share information and practice what I preach to clients. I know some of the newsletter content over the years has helped my readers, and that makes me proud too!

Another milestone, Duke Marketing has been in our San Rafael offices for 15 years, and Karen, our amazing receptionist, with us 11 years! Could not have made it without my team! Thank you!



I'm excited about our newest client, LeBoulangier, the 60 year old family-owned bread maker, with 17 bakery-cafes in northern California. We've been developing a new fast-casual restaurant concept opening in

Palo Alto, CA, late June. The new brand will show off our creative digital branding work by Duke Marketing's own Digital Strategist, Jeremy Rigsby, (see cover). Le Boulanger is the official bread of Levi® Stadium and we are already planning promotions with the San Francisco 49ers upcoming season!

Besides better food offerings at stadiums, airports are now getting even better! Our client, Villa Enterprises, was awarded another airport food court (see article right). Their winning took some by surprise, since they were the underdogs, but it gives me hope I'll be in business for another 25 years! Yah Underdogs!

Knocking Out the Competition — Do's & Don'ts

Competition is an area that most businesses are confronted with one day or another. The best way to combat new competition near your location is to be prepared for it by providing the very best customer service from day one—and never taking a break from it. Some business owners wait until a new competitor comes to actually remember that building your business is ongoing. If you stop taking great care of your current customers and looking for new customers they will find somewhere else to go. So what can you do to stay on top of the new nearby competitors?

Don't bad mouth the competitor—the best thing you can say is "we are lucky to have such great clientele" and "there is enough business for all of us" and "Competition is good for business, the customer wins!" If you bad mouth your competitor soon your employees will too. It only causes negative attitudes and does not make you look or sound successful.

Do create a promotion or program that highlights the most compelling differentiator of your business. If your business does something more specialized or better then make your customers aware of it. Toot your own horn about what you do best.

Don't worry—most new businesses have a "honeymoon" period. You may see sales decrease for a short time. People try new things, and the trick is to get them back as YOUR loyal customers. The best way to do



this is up the customer experience, the service and relationship aspects that makes your business different than any competitor.

Don't coupon or discount—some businesses panic when a competitor comes in to their area and believe they should discount or offer incentives. This is not the time to show that you don't believe you are

worth where you have always been priced. Offer the best service, quality products in a friendly inviting atmosphere and this is incentive enough to have your regular customers come back.

Do shop your competitors. Find out what they do that is different. Understand their pricing and business philosophy. This will help you understand what makes your business different and better. Introduce yourself to the owner and welcome him/her to the neighborhood. They aren't your enemy, and if you look at them as bringing more interested potential customers to the area—they are actually helping your business too.

Illustration: Janet Berge Creative Director, DM

Villa Enterprises Awarded Major Food Court Contract for "Food Hall" at Orlando International Airport



Duke Marketing is proud to announce our client, Villa Enterprises, the 50 year old New Jersey based multi-brand restaurant operator and franchisor with 400 restaurants in operations worldwide, has been awarded the winning bid to transform Orlando International Airport's Southwest Airlines Terminal, Airside 2 existing food court, into a new dining oasis dubbed, "Food Hall by Villa". The 14th busiest airport in the U.S., Orlando International, is undergoing a billion dollar renovation. Villa's winning plan features 4 of their own restaurant brands, **Villa Italian Kitchen**, **Green Leaf's**, **Bananas**, **The Market**, and three franchised concepts, **Jersey Mike's** and **Asian Chao**, as well as **Chipotle**, the popular brand's 5th airport location in the world, will be featured when completed in early 2016. CONGRATULATIONS Villa!!!



Local Store Marketing University, **LSM-U**[™], was recently in session in Atlanta, Georgia at the home of **Uncle Maddio's Pizza Joint**. The popular build-your-own fast casual 33 unit brand had their new field marketing team spend the day learning about local store marketing and how to train their franchisees to do the same! Each left with a copy of "**Four Star Restaurant Marketing Cookbook--"Recipes for Restaurateurs"**" a marketing cookbook with over 100 LSM tactics written like recipes for ease-of-use, and a workbook as well as an LSM-U backpack and certificate of completion!



"Every brand can use Local Store Marketing tactics to increase sales, but most restaurant operators need the tactics, tools, and training in order to execute and get results," says LSM-U founder, Linda Duke. "That's where LSM-U comes in."



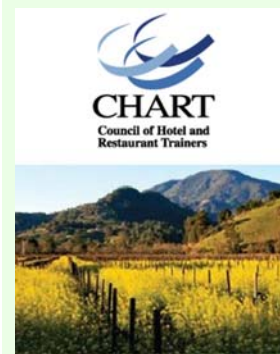
Interested in LSM Training?
www.LSM-U.com

for more information



Recipes for Restaurateurs:

www.marketing-cookbook.com



The Council of Hotel & Restaurant Trainers, CHART, recently held their annual conference in Napa, CA. The yellow mustard flowers were in full bloom and 72 degrees made for a fabulous day!

CHART attendees were treated to a **Wine & Food Immersion Tour** given by Duke Marketing. Over 50 enjoyed the bus tour and tastings at the Culinary Institute of America at Greystone, Movie Director Francis Ford Coppola's Inglenook Winery, and a relaxing patio at Domaine Chandon for a sparkling ending to the day!



Above: CHART Chairman, Patrick Yearout of Ivar's Restaurants with Linda Duke.



Interested in a Napa or Sonoma Wine & Food Immersion Tour? Contact info@dukemarketing.com

