

# *Romancing the Customer*

## Telling Your Adirondack Harvest Business Story



**Duncan Hilchey**

New Leaf Publishing and Consulting

[duncan@newleafnet.com](mailto:duncan@newleafnet.com)

607.342.0259

# What Do Customers Want?

- Escape
- Visceral experience
- Something out of the ordinary
- New knowledge, insights
- Healthful: refreshing, spiritually cleansing
- Honest, real, sincere
- Memories
- **STORIES**

# What Do Businesses Want?

- Attract customers
- Generate Sales
- Income
- Profit
- Increase enjoyment and quality of life
- Make the world a better place

## *Strategies*

---

- Advertising
- Promotion
- Coupons
- Sponsorships
- “Romancing the customer”

# “Romancing the Customer”

## ■ What it *IS*:

- Educating
- Sharing
- Building trust
- Offering values (“values-added” marketing)

## ■ What it is *NOT*:

- Target marketing
- Guerilla marketing
- Marketing tactics
- Capturing markets
- Penetrating markets

# Three Parts of Your Story

1. Personal
2. Product
3. Region

# Your Personal Story

- History of the business
- Family
- Location (scenic? convenient?)



## ■ Example: A Brief History

“Lowville Producers Cheese Store is owned by over 205 dairy families in upstate New York between the foothills of the Adirondack Mountains and the Tug Hill Plateau.

“The cooperative has been in business since 1936. Its dairy farms produce over 33 million gallons of Grade A milk each year.”



**Lowville Producers Cheese Store**  
Mon-Fri. 8am-5pm, Sat. 8am-noon  
**(315)376-3921**  
info@gotgoodcheese.com

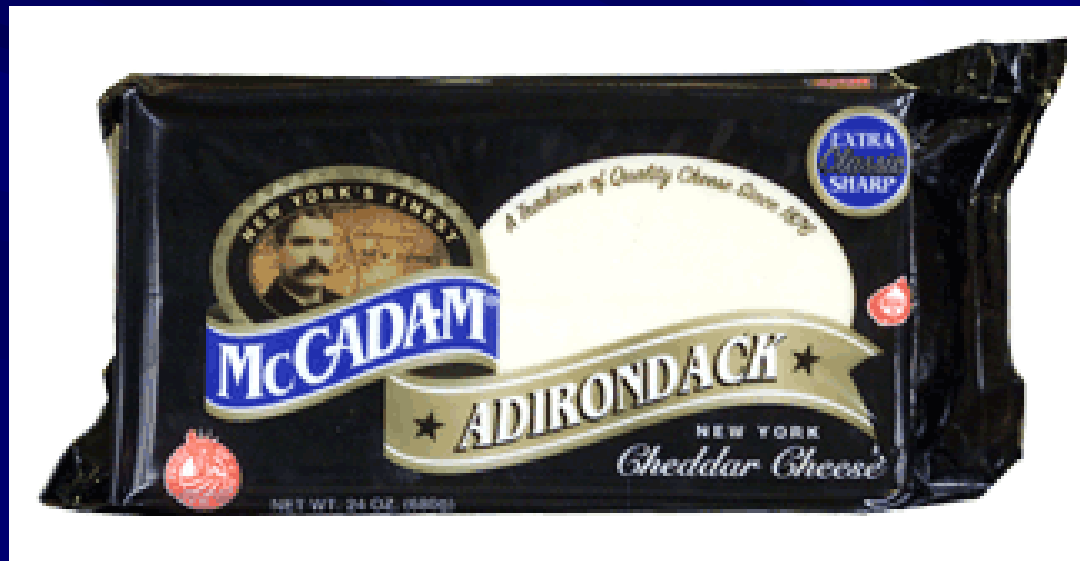
# Your Product Stories

- Superlatives
- Ingredients
- Recipes
- **“Signature foods”**
- **“Gout de terroir”**





**“World famous Croghan Bologna 1 lb Ring. Family-held secret recipe exclusive to Lewis County. Cut into slices for finger food or slice pieces onto bread with mayo. It’s a taste like no other. So unique, it has been granted its own U.S. patent.”**



## Package #4 — McCadam White Extra Sharp (½ lb. Block)

“Savor the flavor of the Adirondacks with McCadam’s White Extra Sharp Adirondack Reserve 1½ lb. block of cheese.

Caution: This cheese may bite you back.”

# Your Region's Story

(and how you fit into it)

- What is the Adirondack Harvest?
- Membership in Adirondack Harvest
- Link to other businesses and activities in the area



“Lewis County is not only home to Giant Windmills, but now the Largest Dairy Cow in New York State resides in Lewis County at the Lowville Cheese Store on Utica Blvd. (Rt. 12).

“With the dairy industry having the county’s largest economic contribution, our board of directors has been searching for a way to promote dairy. When we came across this idea, it was an instant no-brainer.

“The board of directors was looking for something different from the traditional cow names like Elsie or Bessie, and were looking for a name that personified not only Lewis County but Northern New York’s Dairy Industry.”



GotGoodCheese.com is proud to be a sponsor of the 2007 GotGoodCheese.com True Stocks at Adirondack International Speedway.

# How Can These Stories Be Improved?



## **Blue Mountain Tavern**

HCR 1, Box 10, Rt. 9N

Heron, NY, 12942

(518) 576-9990

## **Calaways' Meats and Treats**

538 Nashville Road

Beaver, NY, 12981

(518) 492-7130

Bob and Susan Calaway.

Beef, poultry, pork, fish, jerky, pickled sausage, beef sticks, deli meat, honey, maple syrup, mustards, specialty sauces and dressings. Open daily, 9 am to 8 pm, Monday through Friday. 9 am to 5 pm Saturday and 9 am to 1 pm Sunday.

# The Birches

“...Recapture the gracious lifestyle of a bygone era.”  
– *Bon Appétit*



The Adirondack Great Camps. Built along rugged shorelines between ancient forests and shining mountain lakes, in the late 1800s and the early part of this century, they were sumptuous retreats for the very wealthy and their friends.

“A day at The Birches begins with a soft knock on your door, and morning coffee served hot, strong and in a thermos so you can take your time emerging from under your comforter. Later, a slightly bolder knock announces the arrival of breakfast. A glass of freshly squeezed orange juice. A linen-covered basket full of just-baked muffins. Butter, jams and marmalades in small china pots. Perhaps hot cereal with heavy cream and brown sugar. You may have your meal in bed, at a breakfast table overlooking the lake, or before the fire on a chilly autumn or winter morning. Or meander over to the Great Hall to join friends for omelettes and venison sausage or mounds of raspberry pancakes.”

# Lunch at The Birches

“Lunch is both casual and special, a freewheeling affair that takes place wherever guests and hosts may fancy. You may find yourself on the Great Hall terrace enjoying a BBQ of homemade sausage, grilled shrimp and lamb, fresh corn-on-the-cob, and fruit tarts for dessert. Or sharing a picnic hamper on an island of birches with warm baked bread and French cheeses, and a delectable salad of lobster and sole. Or if you are departing, you may want a specially packed box lunch to take away with you. Lunch in the Great Hall is served family-style at 1:00 pm.”

# Dinner at The Birches

“Dinner may start with roasted seabass served over a tomato-basil-coriander coulis, or fresh asparagus with morels and vinaigrette. The main course could be Bouillabaisse, or poached salmon served over spinach with potatoes in a chive and butter sauce, or perhaps a spring lamb roasted with fresh rosemary and served with ratatouille and a gratin of potatoes. For dessert, perhaps a vanilla soufflé, with chocolate sauce, or a sable of fresh raspberries or strawberries.”



# LAKE FLOUR Bakery



“Located in Saranac Lake, New York, Lake Flour Bakery is the only professional bakery dedicated to wedding cakes within a 50-mile radius.

“Established in 1996, Lake Flour Bakery quickly became the award-winning bakery for wedding cakes within the Lake Placid, Saranac Lake, and Tupper Lake Tri-Lakes area. Cakes can be duplicated from magazines or custom designed according to the bride's wishes. Cakes are decorated with our own buttercream icing, now using trans-fat-free shortenings and oils. In addition to yellow, devil's food, marble or white cake flavors, personal recipes or recipes from magazines are accepted. Cake stands and similar accessories are also available.

“Nancy Moriarty is a Certified Pastry Chef (CPC) through the American Culinary Federation. She has been a professional baker since 1992. She received her degree from Paul Smith's College and attended the prestigious Culinary Institute of America (CIA).”

# Tips for Telling Great Stories

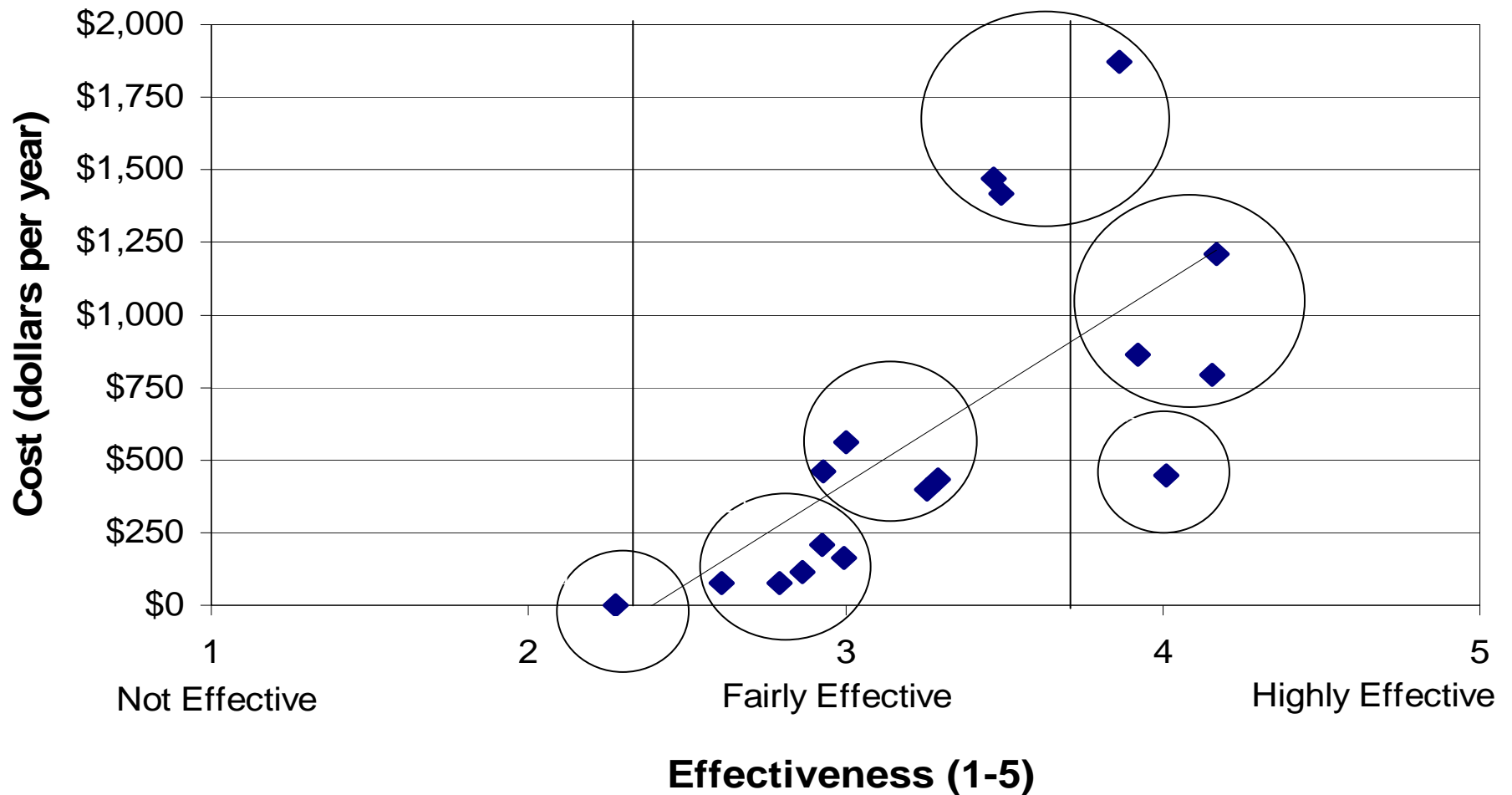
- Be concise
- Avoid maudlin language
- Find a tone that works for you: factual or folksy
- Avoid Disneylandization
- Have staff at the Chamber of Commerce or Tourism Bureau review and edit
- Use photographs (I find nonprofessional pics very charming) or good graphics
- Use Adirondack Harvest logo on all materials
- Provide link to Adirondack Harvest

# Vehicles for Your Stories

- Sign
- Newspaper
- *Farm Fresh Food* guide
- County guide
- Brochure
- TV
- Ag association
- Direct mail
- Website
- Chamber of Commerce
- Radio
- Yellow Pages
- Newsletter
- Tourism association
- Magazine
- Motor coach tours

# Marketing Cost-Benefit Analysis

## Effect by Cost (Scatter Plot)



# Type of Promotion by Popularity

Sorted by Number of Businesses Using Each Promotional Methods			
	N	E	\$
Sign	485	4.0	\$448
Newspaper	402	3.5	\$1419
<i>Farm Fresh Guide</i>	320	2.3	\$0
County guide	271	2.8	\$78
Brochure	242	3.9	\$863
TV	216	3.9	\$1,870
Ag association	213	3.0	\$163
Direct mail	189	4.2	\$795
WWW	158	3.3	\$398
Chamber of Com	150	2.9	\$207
Radio	136	3.5	\$1,469
Yellow Pages	127	2.9	\$463
Newsletter	113	4.2	\$1,210
Tourism assoc.	71	3.3	\$432
Magazine	63	3.0	\$562
Motorcoach tours	45	2.9	\$115
<b>Mean</b>	<b>199</b>	<b>3.3</b>	<b>\$622</b>

# Type of Promotion by Cost

Sorted by Cost			
	N	E	\$
TV	216	3.9	\$1,870
Radio	136	3.5	\$1,469
Newspaper	402	3.5	\$1,419
Newsletter	113	4.2	\$1,210
Brochure	242	3.9	\$863
Direct mail	189	4.2	\$795
Magazines	63	3.0	\$562
Yellow Pages	127	2.9	\$463
Sign	485	4.0	\$448
Tourism assoc.	71	3.3	\$432
WWW	158	3.3	\$398
Chamber of Com	150	2.9	\$207
Ag association	213	3.0	\$163
Motorcoach tours	45	2.9	\$115
County guide	271	2.8	\$78
<i>Farm Fresh</i> guide	320	2.3	\$0
<b>Mean</b>	199	3.3	\$622

# Type of Promotion by Effectiveness

Sorted by Effectiveness			
	N	E	\$
Newsletter	113	4.2	\$1,210
Direct mail	189	4.2	\$795
Sign	485	4.0	\$448
Brochure	242	3.9	\$863
TV	216	3.9	\$1,870
Newspaper	402	3.5	\$1,419
Radio	136	3.5	\$1,469
Tourism assoc.	71	3.3	\$432
WWW	158	3.3	\$398
Magazine	63	3.0	\$562
Ag association	213	3.0	\$163
Yellow Pages	127	2.9	\$463
Chamber of Comm	150	2.9	\$207
Motorcoach tours	45	2.9	\$115
County guide	271	2.8	\$78
<i>Farm Fresh</i> guide	320	2.3	\$0
<b>Mean</b>	199	3.3	\$622

A group of five people are seated around a table outdoors, enjoying a meal. The table is covered with a white tablecloth and has several plates of food and a large vase of colorful flowers. The setting is a lush green area with many trees in the background, suggesting a farm or a park. The lighting is bright, indicating it is daytime. The overall atmosphere is relaxed and social.

# Farms and Food Businesses Are a Portal into the Adirondack Region

- Provide memorable sights, smells, sounds, tastes
- “Teachable moments”
- Tell great stories
- Ask questions and listen



**Duncan Hilchey**

**New Leaf Publishing and Consulting  
Ithaca, NY**

**[duncan@newleafnet.com](mailto:duncan@newleafnet.com)**

**607.342.0259**

