



**5 LESSONS FROM THE MARCOM DOJO**

(LESSON IS NOT JUST KARATE ONLY.)



## What We'll Cover

- Keep your marketing presence and get the word out.
- Build out a strategy and keep it focused.
- Iterate and optimize.
- And continue to use multi-channel marketing.

**In five karate principles.**




# About Me






**Why marcom?**



Marcom is targeted interaction with customers and prospects using one or more communications channels: advertising, public relations, social media, digital and promotions. Integrated marketing communications (IMC) ensures that all forms of communications are carefully linked together.

Marcom represents the voice of an organization and its brands that enable it to have a dialogue and build relationships with consumers.






**The best defense is more offense.**



## Key Takeaways

- It's time to be proactive.
  - Media wants good news.
  - Embrace your opportunities.
  - Navigate uncertainty like a pro (and with one).
- 

VISIT US AND CASH IN ON A \$100  
**SANTA MARIA VALLEY  
STIMULUS**



*Santa Maria*  
VALLEY





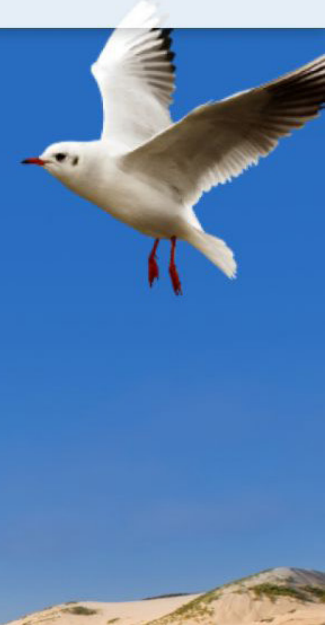
[THINGS TO SEE & DO](#) [EAT & DRINK](#) [WINE COUNTRY](#) [EVENTS](#)

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# DO MORE FOR LESS IN SANTA MARIA VALLEY

Our \$100 stimulus offer is currently sold out, but that doesn't mean you can't still plan a visit! Explore lodging, dining and attractions and start planning your next getaway.

Santa Maria Valley businesses and attractions are following Governor Newsom's guidelines for a safe reopening. We expect that all visitors to the area will do their part to respect our region and our state by practicing social distancing, wearing a mask and washing their hands regularly.



NOF ME Hello Noemie

SFGATE

2. Gina Carano fired from 'Mandolorian' after social media post
3. The weird story behind SF's split bathrooms
4. 'Heart-wrenching': Beloved Yosemite lodge hanging on by a thread
5. Uber reportedly trying to unload SF office. It hasn't moved into
6. The world's last thought Maine Francisco

Travel

## This California town will pay you to visit

Amy Graff, SFGATE  
Feb. 1, 2021 | Updated: Feb. 1, 2021 3:27 p.m.

CNN US World Politics Business Opinion Health Entertainment Style Travel Sports Videos

COVID 19: 450,000+ US deaths Staying safe after your shot Easing vacc

News and buzz

- Parler's board terminates CEO
- Two Google employees quit over AI researcher Timnit Gebru's exit **37 m**
- A skier was found dead after a New Hampshire avalanche, officials say
- Massive waves crash over top of coastal homes
- Florida town completes legal review of Trump's residency at Mar-a-Lago
- Rihanna's call to support Indian farmers quickly embraced by other celebrities **3 h**
- See Steve Harvey react to getting trolled on 'Family Feud'
- Roger Goodell: There were 'anxious days' handling Covid during NFL season **59 m**
- Breast cancer tops lung cancer as most diagnosed cancer in the world **1 h**
- Watch the 2021 Super Bowl ads

Life during the pandemic

Hurt by the pandemic, a small town in California will pay tourists to visit

LIVE UPDATES: Epidemiologist compares Covid-19 variant to a 'Category 5 hurricane'

Covid-19 variant on track to become dominant in Florida and California hot spots, testing company says

Ryan Young explains why some are hesitant

What is the Defense Production Act (and what does it mean for Covid vaccines)?

Opinion: The children the pandemic is threatening

Content by CompareCards  
It's Time to Switch Cards and Save Money

CHRON

Newsletters Sign In

2. North Carolinians did not appreciate Buc-ee's
3. Buc's rout of Chiefs earns worst Super Bowl rating since 1969
4. 'Uncomfortable truth': The new push for a slavery reparations
5. Raising the stakes: First 3D-printed rib-eye is unveiled
6. More than half of Texas nurses face horrific workplace violence
7. Justin Tim Rice after a Spears doc

TRAVEL

## This California town will pay you to visit

Amy Graff, SFGATE  
Feb. 1, 2021 | Updated: Feb. 1, 2021 5:27 p.m.

A small town set amid the sprawling ranchland on California's Central Coast wants you to come visit — so much that it will pay you.

Santa Maria, known for its barbecue and wineries, is offering a \$100 Visa gift card for use toward a minimum two-night qualifying hotel stay. You can also use the credit in neighboring Orcutt.

EXPLORE TRAVEL+ LEISURE

Home + Trip Ideas

## This California Wine Destination Will Give Visitors Spending Money Upon Arrival

The offer is limited to the first 500 reservations and is only valid on new bookings.

BY CAILEY RIZZO FEBRUARY 04, 2021

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CREDIT: GEORGE ROSE/GETTY

A California town is offering an extra perk for visitors who stop by for a few

Publicity Value Reach  
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 Mysterious monolith pops up near Turkish World Heritage site  
 What happened to The Weeknd's face at Super Bowl 2021 halftime show?  
 The shockingly dark history of Chippendales  
 NYC extra Visa gone

## California town giving overnight visitors \$100 to spend during trip

By Ann W. Schmidt, Fox News February 5, 2021 | 2:26pm | Updated



ORIGINAL PUBLISHED BY: **FOX NEWS**

This California town really wants people to visit. Santa Maria Valley, in California's Central Coast, which is known for its vineyards and wineries, is giving visitors \$100 to spend on local businesses.

224,480  
 Glory daze: Bruce Springsteen busted for DWI in New Jersey

94,633  
 Woman in Gorilla Glue horror will 'see a surgeon' for removal

73,248  
 Rosie O'Donnell still can't sell her \$6M NJ home after 5 years

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CALIFORNIA WINE COUNTRY | Published 5 days ago

## California town giving overnight visitors \$100 to spend during trip

Visitors have to spend at least 2 nights in the Santa Maria Valley before March 31

By Ann W. Schmidt | Fox News

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TRENDING: New OPD chief Orinda's new manager Lafayette protest woes Bad week for 'The Boss' A's mailbag 'I'm not a cat'

**CONVENIENT COVID-19 TESTING** At-Home & Drive-Thru Options Available [ORDER NOW QuestDirect](#)

**Breaking News**  
 Agreement prompts Alameda County Sheriff's deputy, NBA exec to drop lawsuits

THINGS TO DO TRAVEL

## Hurt by the pandemic, a small town in California will pay tourists

[f](#) [t](#) [m](#) [p](#)



**USA TODAY** COVID-19 BY STATE Track vaccinations U.S. CAPITOL RIOTS Database of arrests COVID-19 RESOURCES Your questions answered CORONAVIRUS NUMBER Virus numbers

News Sports Entertainment Life Money Tech Travel Opinion Q 57°F

## Visit Santa Maria Valley, earn a hundred bucks



You could use your \$100 gift card to enjoy a variety of activities in Santa Maria Valley, including offerings from local wineries. -Jap Gambardella, Pixels.com

**The City of Santa Maria Valley is so eager for you to visit that it will pay you \$100 if you come and stay during the pandemic.**

Located less than two hours north of Santa Barbara, Santa Maria Valley offers hiking, bird watching, beaches, wineries, family activities and more. And the Chamber of Commerce is offering visitors who spend at least two nights at a city hotel a \$100 Visa gift card in a marketing initiative aimed at boosting the local hotel industry, reports the Santa Maria Times.

**Wax on. Wax off.**

BOBBY

LAZUSO



# Key Takeaways

Communications in COVID-19 and beyond is:

- Calm
- Consistent
- Communicative



# MASK ON MOVE ON

The sooner we all do our part to slow the spread of COVID-19, the sooner we can all get back to living our lives and doing what we love.



## #SEGUIRADELANTENV



**2 NEWS**  
 NEWS WATCH LIVE VIDEO WEATHER SPORTS

NEWS

## Sisters Share Story Of Mother Who Died From COVID

As COVID cases mount, some families are telling their own stories of those lost to the virus. Two sisters talked about what they went through when their mother died from the virus.

Tuesday, December 8th 2020, 12:55 AM PST  
**Updated:** Tuesday, December 8th 2020, 2:30 AM PST  
 By Jefferson Tyler



Oliver Family

"I told her she just had to keep fighting. mom and she said she was trying hard as she could," said Denise Oliver-Stergiou. As COVID cases mount, some families are telling their own stories of those lost to the virus.

"I just said you have to fight for this mom. it's not your time to go," said Danielle Oliver. "She just said I love you and that was the last time I talked to my mom. She was put on a ventilator, and 3 days later she passed away," said Oliver-Stergiou. The two sisters lost their mother 67-year-old Veronica Oliver, to COVID on Thanksgiving.

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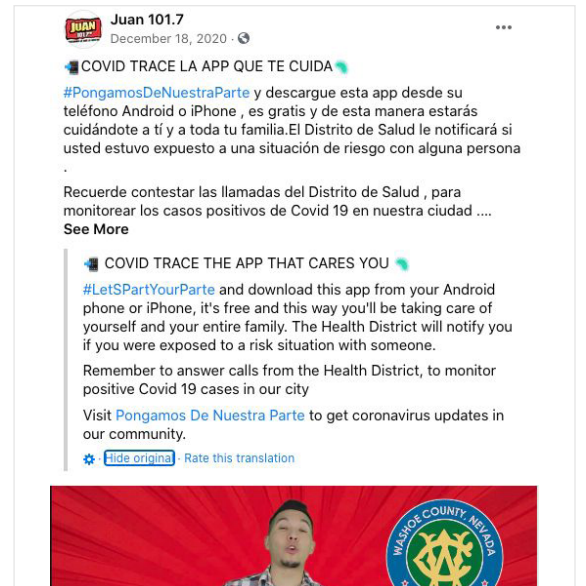
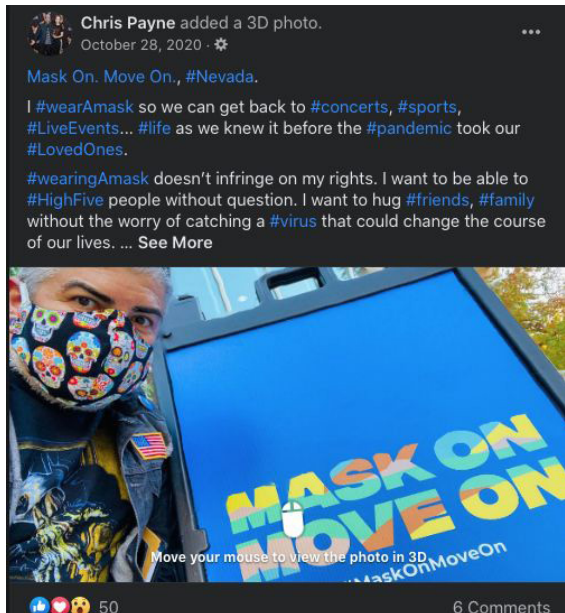
Home Support News Programs En Español KNCJ Community Calendar About

## Nueva iniciativa para informar en español sobre la COVID-19 se lanza en el norte de Nevada

By NATALIE VAN HOOZER • DEC 19, 2020

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**Never put “passion” in front of principle.**





## Key Takeaways

- Deal with naysayers appropriately. Direct, publicly or know when to stay still.
  - Reputation management is time consuming but worth it.
  - Every situation is different. Every solution is too.
  - Have a social media policy.
- 



**Rhonda Adams**

If you vote by mail they can change your vote. Look at your voter instructions. Make a mistake put a line through it pick the one you want. Whats to stop the person on the other end from changing your vote. Funny I have posted this many times and NO ... [See More](#)

Like · Reply · 40w



Most Relevant is selected, so some replies may have been filtered out.



**Wayne Thorley**

The ballot counting process is open to the public and done under the supervision of a bipartisan counting board. I can assure you nobody is changing your votes, but if you don't believe me you can go watch yourself.

Like · Reply · 40w



**Rhonda Adams**

**Wayne** so instead of mailing your ballot, we can physically watch my own vote count.... I DOUBT IT. Instead just go vote. If you can stand in line at Costco and Walmart you can stand in line to vote.

Like · Reply · 40w



**Vicki Paulbick**

**Wayne Thorley** Really, I'm impressed. How does one go about doing that, please share. I would very much like to see my votes counted.

Like · Reply · 40w



Author

**Nevada Secretary of State** ✓

**Vicki Paulbick** You can contact your county to learn where votes will be counted. Find your county's information at [MailItInNevada.com](http://MailItInNevada.com).



**Donald J. Trump**  @realDonaldTrump · May 20 


State of Nevada “thinks” that they can send out illegal vote by mail ballots, creating a great Voter Fraud scenario for the State and the U.S. They can’t! If they do, “I think” I can hold up funds to the State. Sorry, but you must not cheat in elections. [@RussVought45](#) [@USTreasury](#)

 35.6K

 35K

 99.2K





**Never mind your past mistakes.  
Don't let them determine your future.**



## Key Takeaways


- Embrace the mindset.
- Always iterate—what's not working can lead to success.
- Continue to optimize.












**“Whole life have a balance,  
everything be better.”**



## Key Takeaways

Integrated marketing communications is a healthy balance of:

- Brand (pillars, principles); staying true to who you are
  - Marketing/advertising
  - Public relations/strategic communications
- 





**REMSA** @REMSAHealth · Feb 4

...

On January 23, REMSA Paramedics Scott Zettelmeyer and Zak Lucas, Paramedic Student Blake Miller and @TMFPD Rescue Paramedic Beau Retzer delivered a baby girl in the back of the REMSA ambulance -- on the side of the road and in a snowstorm nonetheless!



ASK THE DOCTOR: WHEN TO CALL REMSA >





REMSA on Aging and Awesome





## Become a Grandmaster

- Keep your marketing presence and get the word out.
- Build out a strategy and keep it focused.
- Iterate and optimize.
- And continue to use multi-channel marketing.



A black and white photograph of a group of young people standing in a circle outdoors. The scene is dimly lit, possibly at dusk or dawn. The people are dressed in casual, athletic-style clothing. In the center of the circle, the word "Questions?" is written in a bold, white, sans-serif font. The background shows trees and a fence. There are orange and white geometric shapes in the corners of the image: a white triangle in the top right and an orange triangle in the bottom left.

**Questions?**



**KPS3**

**Bring insights to life.**