



Every Thing Goes

RESEARCH REPORT

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Come Together

We come together to join energies.

It's a gift we give to our community and each other.



Introduction

How Markets Work

The two basic terms used most often by marketers are *supply* and *demand*. The amount of something that is available – the supply – and the amount of something that people want – the demand – make up a working market. The market is the way in which an economic activity is organized between buyers and sellers through their behavior and interaction with one another. Buyers, as a group, determine the overall demand for a particular product at various prices while sellers, as a group, determine the supply of a particular product at various prices.

The interaction of buyers and sellers in the market help to determine the market price, thereby allocating scarce goods and services efficiently. The price is taken into account when deciding how much of something to consume, and also how much to produce. The relationship between price and quantity demanded is so universal that it is called the *law of demand*. This law states that with all else equal, when the price of a good rises, the quantity demanded falls – and when the price falls, the quantity demanded rises. The *supply curve* provides the opposite information: the higher the price, the higher the quantity supplied – and the lower the price, the lower the quantity supplied.

A key function of the market is to find the equilibrium price when supply and demand are in balance. At this price, the goods supplied are equal to what is being demanded thereby bringing about the most efficient allocation of the goods. An efficient allocation of goods in a market is one in which no one can be made better off unless someone else is made worse off.

There are influences other than price, however, that can play a role in keeping the market from being truly efficient and at equilibrium.

Variables that Influence Buyers (Demand)

- Price
- Income
- Prices of related goods
- Tastes
- Expectations
- Number of Buyers

Variables that Influence Sellers (Supply)

- Price
- Input prices
- Technology
- Expectations
- Number of Sellers

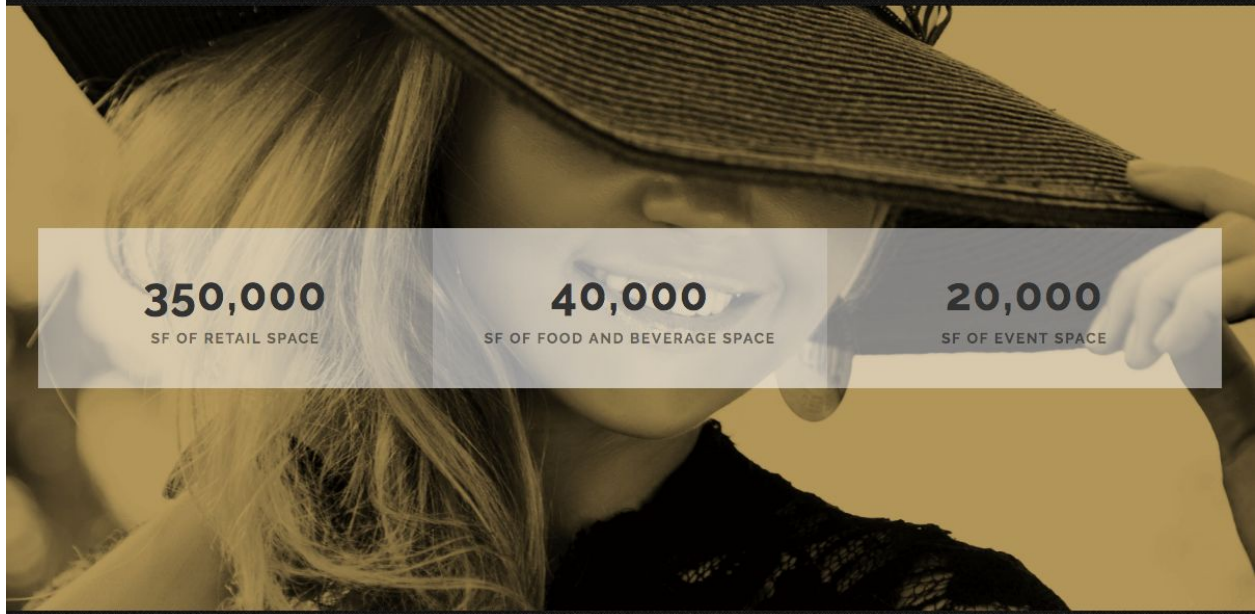
On the demand side, income fluctuation can play a significant role. As income increase, people will buy more of some goods or even begin to purchase higher quality – or more expensive – goods. As income decreases, the opposite will occur. The price of related goods can also alter demand. If the price of one dress increases, for example, demand will likely switch to a similar dress – which would be considered a *substitute* good. If the goods are considered to be *complementary* – or are typically used together – a decrease in the price of one of the goods will increase the demand for another. An example of complementary goods are chairs and tables, where the price of table depends partly on the number of chairs. Personal tastes and expectations of the furniture also influence individual demand as does the number of buyers (an increase in buyers vying for a specific number of goods will increase the demand and likely increase the overall purchase price).

On the supply side, both expectations and the number of sellers can influence the number of goods produced. In addition, the cost of producing the good – or the input prices – and the level of technology used to turn the inputs into goods greatly influences the final price and quantity supplied.

Although most economic analyses focus on finding the market balance, there exist a number of other market forms. When it comes to the utilization of purchasing thrift or vintage goods where price is focused on quantity then quality take a back seat. The opposite of this also occurs. It is often difficult to find the equilibrium through mere market pricing since they are not true nor real market goods to begin with. The perception is that these items were donated for free, so that should be priced accordingly. Efficiency would require maximizing current costs (FTE's) and benefits in using or extracting products from the shelves while taking into consideration furniture cost factors including the intrinsic and existence value of NEW products. ***When a market fails to allocate the products efficiently, market failure can occur — stores close and people are out of work.*** An example of this is the creation of alternative resources which often occur when a clear demand is absent or no longer valid, as with too many pizza places, too many coffee shops and pastry places. Attempts to promote efficiency and bring the market back into a profitable equilibrium can be through market options, like economic incentives (sales) and disincentives, or the establishment of VALUE(S) added to used (thrift or vintage) goods via brand building or through expert advertising, design or brand intervention. "Proudly keeping books, clothes, housewares and furniture out of Staten Island landfills since 1983" is one such campaign, especially since a 350,000 square foot mall (Empire Outlets) is slated to open this summer/fall 2018. (see exhibits on the next page).

Ant Demby, the CEO behind [Humbleriot](#) agrees. *"From my perspective, the future of experiential (marketing) lies in (a) intentional curated moments that feel personal, (b) that transport you somewhere, © or remind you of why you love something, and (d) give you the opportunity to feel something. Brands must be students of culture and respect it,"* he says.

<http://adage.com/cmo-strategy-columns/brands-experiential-marketing-wrong/>



SEE VIDEO HERE: <https://youtu.be/altPRC1QQ6Y>

Restaurants: http://www.silive.com/what_restaurants.html

While RETAIL continues to decline: <https://www.cnbc.com/retail-closings-2018-breaks-records.html>

(**BinkNyc Culture** 2017) <https://binknyc.com/2017/06/15/a-us-industrial-collapse/>

VACANT (This map worked perfectly last month. I don't know what happened). > <http://map.vacantnewyork.com/>

Update Business Insider: <http://www.businessinsider.com/stores-closing-in-2018-2017>

Retail stores closing in 2018

RETAILER	CLOSURES
Toys R Us	735
Walgreens/Rite Aid	600
Ann Taylor, Loft, Dress Barn*	500
Teavana	379
Best Buy	250
Mattress Firm	200
Gap Inc.**	200
The Children's Place**	144
Foot Locker	110
Kmart	109
Gymboree	102
Winn-Dixie, Harvey's, and Bi-Lo***	94
Sam's Club	63
Abercrombie	60
Sears	57
Michael Kors****	50
Crocs	49
Bon-Ton Stores	42
Guess	25
J.Crew	20
Target	12
Macy's	11
Charming Charlie	11
Last Call by Neiman Marcus	10
JCPenney	8
Kroger	6

*Parent company, Ascena Retail Group, which also owns Catherines, Lane Bryant, and Maurices, said that up to 667 stores could be closed through 2019. About 160 stores have already been closed.

**Closures to be carried out through 2020.

***Parent company is Southeastern Grocers.

****Closures to be completed in fiscal year 2018.

Source: Company data

BUSINESS INSIDER

For all intents and purposes, we believe, the [Empire Outlets](#) will suffer. *They are suffering already:* (link: [City's first outlet mall holds promise](#)). Moreover, they haven't updated their press efforts since last year. This means that we still have a little time before the success or failure of the **Every Thing Goes** businesses will be revealed. We believe that strategic concerted effort could assure a tremendous success— *All Hands On Deck*. The challenges are twofold. 1. The store managers lack solid business education and expertise (which isn't fatal). 2. The exponential challenge on top of this challenge is that *they feel they know, what they don't know*. An opportunity to capitalize is still very possible.

Overview

The epic significance of the ***Staten Island Advance***

https://en.wikipedia.org/wiki/List_of_SI_Advance_Publications_subsidiaries

https://en.wikipedia.org/wiki/Conde_Nast

<https://www.britannica.com/Newhouse-family>

Innovative Technology Disruption

<https://richtopia.com/emerging-technologies/11-disruptive-technology-examples>



Some of the most noteworthy interesting findings include:

- Customers expect every touchpoint with companies to be immediate, personalized, and proactive. 64% of consumers expect companies to respond and interact with them in real time.
- Customers expect consistency and contextualization in their interactions with lines of business across various channels (news media, social media, website, flyers, etc...).
- 81% of consumers expect the same level of service every time they interact with a company across different channels, from purchasing to speaking with customer assistants (service).
- 75% of consumers expect companies to provide consistent experiences wherever they engage, whether on a website, social media, mobile or in person.
- These new demands put customers in the driver's seat of business strategy and innovation, as businesses race to adapt and innovate or risk becoming obsolete.
- 70% of consumers agree that technology makes it easier to take their business elsewhere.
- Half of consumers say they're likely to switch brands if a company doesn't anticipate their needs.

Methodology

Internet

Without using industry business jargon, we have simplified the language substantially to terms like “customer,” to examine business concepts.

We conducted all research on the internet. We discovered Pew research had what we sought.

Pew Research -

Pew Research Center is a nonpartisan fact tank that informs the public about the issues, attitudes and trends shaping the world. We conduct public opinion polling, demographic research, content analysis and other data-driven social science research. We do not take policy positions.

History

Pew Research Center has its origins in a research project created in 1990 by the Times Mirror newspaper company and called the Times Mirror Center for the People & the Press. The project conducted regular polls on politics and major policy issues. In 1993, [Andrew Kohut](#) became its director, and in 1996, The Pew Charitable Trusts became the Center’s sponsor and renamed it the Pew Research Center for the People & the Press. <http://www.pewresearch.org/about/our-history/>

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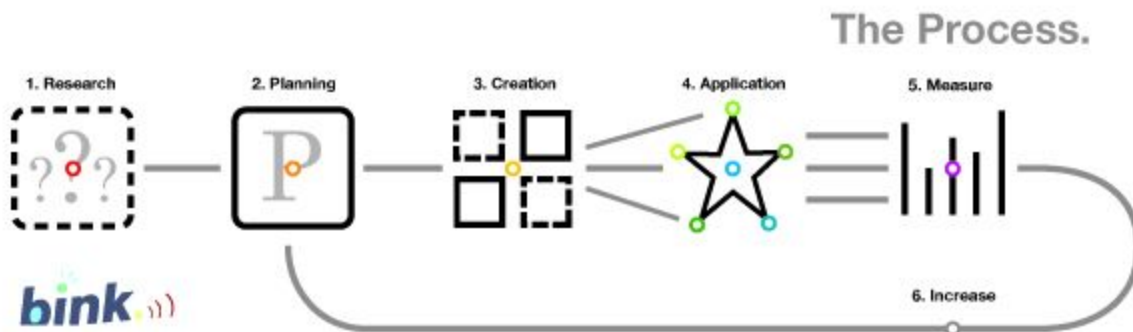
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The Process

We've identified **5 steps** to any successful brand or business. Most **successful** businesses stumble upon these steps almost accidentally. The ones that struggle or fail are usually missing one, two or three of these 5 critical steps.

We call it **The Process**.



The 5 Steps within The Process:

1. **Research**
2. **Branding** (why you exist)
3. **Design** (intention)
4. **Communications** (a strategy)
5. **Advertising** (includes PR)

Most businesses do a copacetic job with no *research*, no real *brand message* or *persona*, they usually have a decent or *good design* (logo or) logotype, with virtually no real *communications* strategy, and rely on *advertising*, *public relations* or *networking* to meet their income needs. These missing or half-baked steps are sub-optimal. This will lead to difficulty in time, especially when competition comes. For instance, a well-thought out, planned strategy is always optimal to mere tactical responses. Tactics are single step moves whereas a strategy has several advanced moves and is ultimately composed of a series of tactics.

The purpose of **BinkNyc Culture** is to backtrack and get all the 5 steps dancing in line. The tighter a business is before pushing forward with a *public relations* or *advertising campaign*, the better. This refined approach produces predictable and measurable results in the hands of a seasoned marketer, ad man or publicist. Yep, that's us and this is the way which works best.

When I've tried and tested this approach with businesses over the last 25 years, it works predictably. This happens with less effort if planned correctly and with a little practice. Oh, and also with discipline. If these 5 steps are executed, even with moderate precision, the **Brand** supports itself and actually brings customers to you without you reaching out to them at all. It's pretty amazing to observe. Any great **Brand** knows their customer better than their customers know themselves. I'll use a metaphor to explain this because the intelligent people get the picture and visualization in their mind's eye.



Rationale

Neurochemical

The method(s) we employ for clients at **BinkNyc Culture** utilizes a particular multi-disciplinary method that many traditional marketers would consider very peculiar. The **Neurochemical** method we wholly rely upon requires a skill set most don't have in their wheelhouse. seem strange in that **logically** the methods shouldn't work and often don't make sense to the novice or even a professional seasoned marketer. however, when we apply the findings of neuroscience, demographics, psycho- and sociological data we usually arrive (9 times out of 10) with amazing and often startling results. Most of the time we come up with things *we never expected to find either*. We learn **what we didn't know that we didn't know**.

In other words, the finer educational institutions in this country do not teach what we (**BinkNyc Culture**) do. You won't find the techniques we utilize in popular or industry magazines, newspapers, blogs, etc. We are **NOT** tips and tricks agency. We do every thing we can to familiar ourselves with the unfamiliar and the research enlightens us 9 times out of 10.

Often the techniques we use butt up... smack in the face of your run-of-the-mill marketing techniques where complacency as "a good standard" are celebrated. Again, **you are warned**: our methods are generally for outliers only. 🧐 Outliers, and people who want to make money. So, we are results based.

We were taught and trained by many renowned, legendary admen from old school admen from Madison Ave. ad agencies. We've taken their approach and methods and coiled them up into more modern, high-tech business models. Today, we are in an entirely new realm of technology compared to the

industrial — elder days of yore. Ye antiquated advertising and marketing techniques of the ancients are dead, dying and rotting. We feel pity for “*The Industrialists.*” trying to sell things in this day and age.

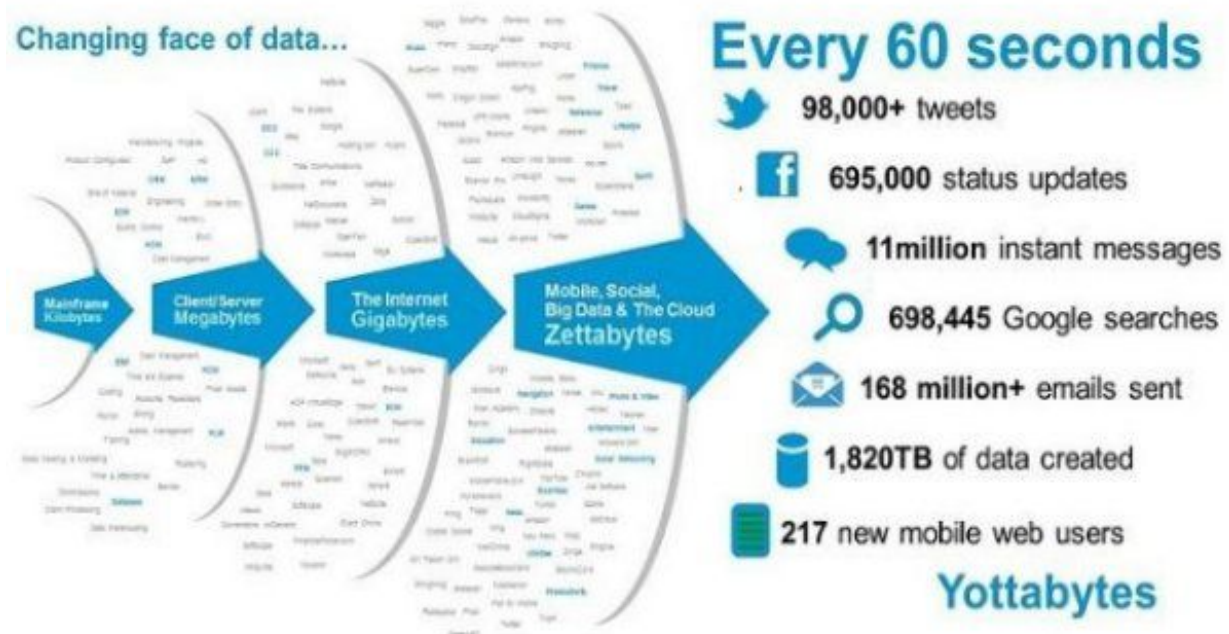
Today, we have **Neuroscience** and a few smart marketers are only now beginning to use this technology. NOW we can actually see with MRIs (magnetic resonance imaging) exactly what is going on in the human mind regarding purchasing decisions. This is all very, very real.

For the first time in human history we can actually see (caused and effect) what is going on in the dark skull of the human being. Long held beliefs that were haphazard in the olden advertising, psychological, 1940s-1980s, days are now met and smacked with hard data. And this is giving us a tons of useful information and far deeper insight to the human brain and how it actually works regarding decision making and purchasing than ever before. For the first time in recent history, we are able to look at the brain directly see what we DO and DO NOT respond to in imaging information from the external world.

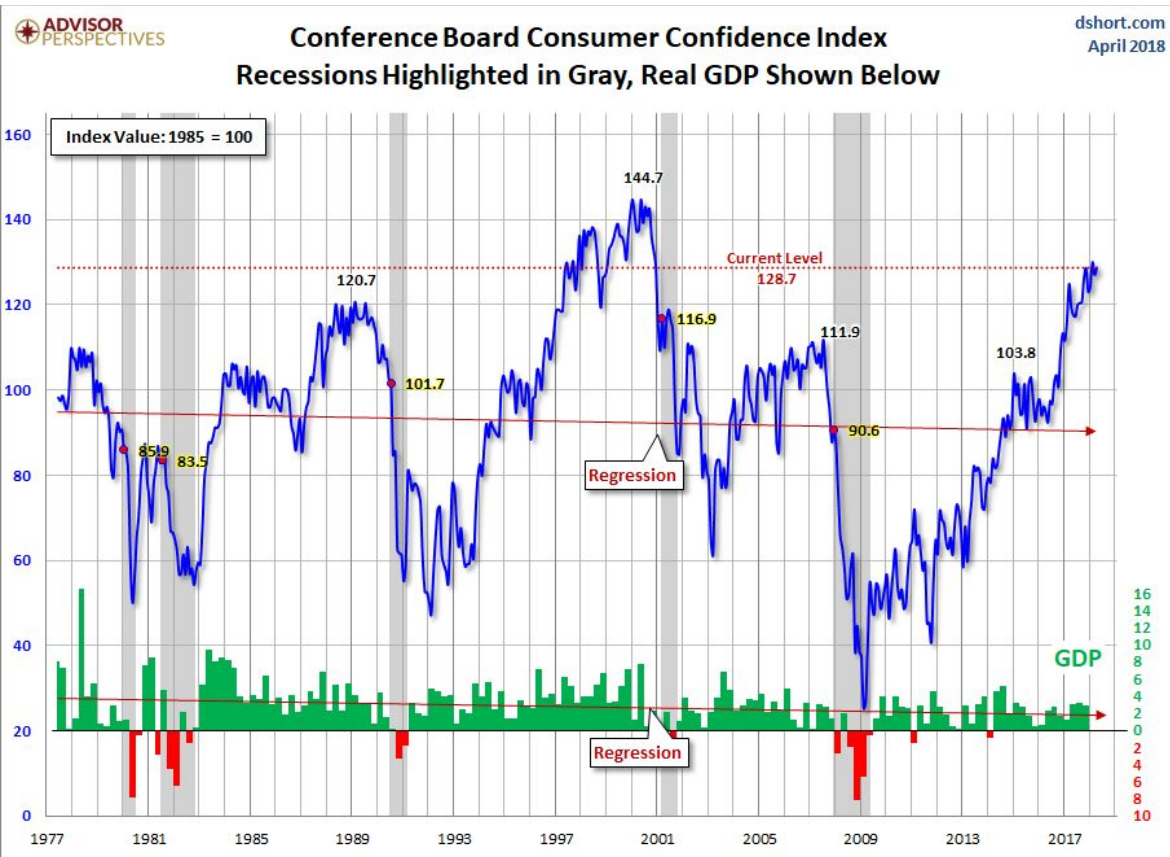
Imagine the delight of us marketers in being able to test market ads and instead of asking people how they feel about this or that ad. Today, we watch their brain scans and what lights up and what doesn't. The data and evidence is right here, before our eyes.

Olden day focus groups had long conversations to test campaigns but today we can see it LIVE with an MRI... This new factual scientific data now allows us to produce measurable and predictable RESULTS for our clients. We call this new system of neuro-information; the **Neurochemical**.

In other words, our system is **not** for your average bear. The **Neurochemical** utilizes techniques and methods which the businesses naturally; emotionally and subconsciously reject. < please read this again.



You may want to add Yottabyte to your 2018 vocabulary.



The **Neurochemical** is a compilation of the best of 86 scientific findings (tenets) which we have identified as *Human Default Patterns*. These default patterns is something we are naturally inclined toward recovering, embracing or rejecting. Nevertheless, they are inescapable truths and responses of the human condition. We, as a species, have intrinsic qualities and are far more predictable and consistent, behaviorally and biologically, than we openly care to admit. These 86 identified patterns (tenets) are also aligned with a human's subconscious and emotional desires. The results are when it comes time for a customer to make a decision to purchase a person, place or thing, we know where the BUY button lives in the human head.

A examples of this "Human Default Pattern" is like this: **We all are born as children, then move into adolescence, then to adults and finally to seniors.** We don't have to think about this everyday but there is an absolute belief, beyond the shadow of any doubt, that this is indeed, an inescapable truth. This idea is quietly playing in the background just below the experiences we have each day. It is in our subconscious. 95% of the time the subconscious is guiding purchasing decisions.

<https://harvard.buisness.school.edu/item/the-subconscious-mind-of-the-consumer-and-how-to-reach-it>

Another example of an inescapable truth, aka "Human Default Pattern," is that one day we will die. This is something we can NOT argue about. It is a fact.

Another Neurochemical

Existential death anxiety is the basic knowledge and awareness that natural life must end. It is said that existential death anxiety directly correlates to language; that is, language has created the basis for this type of death anxiety through communicative and behavioral changes. Existential death anxiety is known to be the most powerful form. So when we subtly and creatively apply this these two human default patterns (or Neurochemical) to advertising, branding, communications or design, we get inescapable and predictable responses. That's it for our methodology.

How does it work? (*I've spoken to Nadette about this for about an hour and she got it.*)

Well, the brain centers that are responsible for setting off **Neurochemical** triggers to instill TRUST happen in the limbic brain. When we "Have a feeling" about a decision we need to make and we don't feel right about it, the science shows that the limbic portion of the brain wasn't inspired or active to derive that *feeling of trust*. The limbic brain doesn't understand language. It understands feelings.

Our rational thought process happens in the frontal cortex so what we are actually doing is using our emotions and subconscious (or unconscious) as a limbic brain function and justifying our purchase with the frontal cortex. Again, this happens 90 – 95% of the time according to Harvard University. <https://harvardbusinessschool.edu/subconscious-mind-of-the-consumer>

Additionally, we've taken these basic *human default patterns* and have superimposed them over some powerful and profound ancient esoteric traditions from Greece, Egypt, China and Pagans who had a much greater affinity and connectivity with the planet than Modern Man does. The **Neurochemical** is a meta-system of predictable and highly effective techniques for messaging through visual, sound, and the written word.

Building a business is just like building a house or building.

The first step before deciding on a property to purchase is to know that you are building on solid land. This requires surveying the land and doing **Research**. It's astounding how many people leave put this step. 95% of them will be out of business or hit a low glass ceiling in 5 short years.

This **Research** will tell us what the available client base might be and what that client wants and their lifestyle. **Research** also tells you what steps to take and what clients or customers search for in the market. Backing up into our building metaphor, it is just like getting a survey of the land. It's **Research** which is based in factual information. That's always the first step. Get the facts.

The second step is **Branding**. This word is grossly misused in the vernacular but it is just like the basement of a house. It is the foundation that holds a house in place, like a rock. It tells us how high, wide and deep a building can be made and if we are able to do a two story house or an income producing skyscraper. This naturally depends on how wide, deep we go and how tall you want your business to be. We hardly ever consider the foundation of a house or building we enter into but, this foundation (**Brand**) makes it all possible. This foundation is built so when the heavy rains fall it doesn't wash the house down a river. Again, the **Research** will tell you what brand personas and metaphors are available among your competition.

The third step is **Design**. The design you use, as the face of your company, should be based directly from the findings we have discovered from the **Research** and the **Brand** (the first two steps). Back to the building metaphor: *the survey of the land tells us what steps to take and how deep, far and wide we can build the foundation*. The **Design** is where you intend to place the windows, doors, ceiling height, and room sizes.

The fourth step is **Communications**. This is how your clients and customers want to be treated. What you say and how you follow up with them keeps the business flow incoming and steady. It is also a plan as to *what to say to clients* and do to get to engage or re-engage and convert them for an up sell. Our building metaphor utilizes *plumbing, a/c and heat, water, gas lines, electricity and telephone/wifi* as metaphors on how the building (or business) **communicates** with the external world (clients and customers).

The fifth step is **Advertising**. You already know what this is because you see it all the time. If you have used a publicist in the past, they've probably went over briefly as to what your **research** might be, what your **brand** might feel like, what a **design** might look like and ways to **advertise** your business to the people and out > through the media. In our building metaphor, these are the most fun tasks in putting the final touches on our house or income bearing property. They are the *furnishings, paint colors, door handles, carpets, curtains and window treatments, desks, chairs, couches or beds* and all the pretty things we like to shop for.

Now....

There is a logical **Process** and order of business. This means building a business has a very logical sequence. Now, in order for you TO NOT HAVE TO advertise or use PR schemes to convince clients to come to you, you can build a system where **they want to come to you**. We are in the digital age. Advertising and PR are cheaper to get than ever before in human history.

If you survey (**research**) the client ecology and **brand** (insert brain tattoos) directly into their skulls of *why you do what you do*, they come to you through recommendations and a fantastic use of a skilled word-of-mouth campaign.

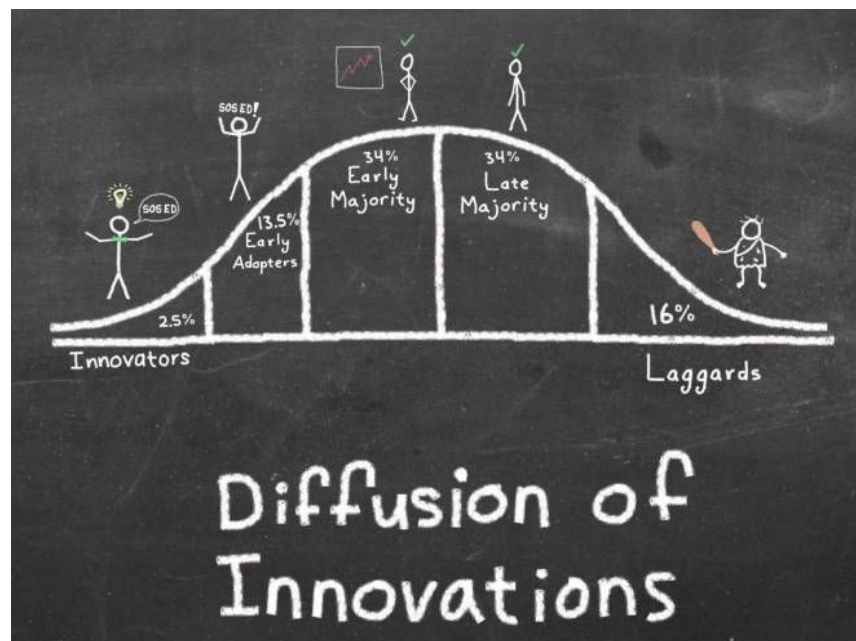
Back to a real-time business application of this metaphor and technique.

It is without fail that you can set up a tent on a lawn and sell products and procedures and line your pockets with the money. This happens all the time with upstarts and works well for business owners at carnivals, festivals and on the street, but when **COMPETITION** comes around with a building (business) that is more permanent and stable; one who did their **research**; knows their customers better than their customers know themselves (**branding**); **design** something that reflect the brand and fits the customers deeper needs, wants and desires; **communicate** with clients and customers in a way where they feel cared for, special and respected, and having each client that walks in the door become a business's ambassador and biggest fan... **pr** and **advertising** become bold, highly profitable and very promising endeavors.

Today's media ecology, particularly in social media, has driven a \$72,000 full page insertion in **Playboy** into something tangible that can be done for pennies on the dollar on **Facebook**, **Twitter** and **Instagram**. The question that arises in my mind is how many PR firms and Ad agencies can and do show repeated instances of measurable and tangible results. More importantly is how many of these firms can guarantee their methodology and execute plans in generating those results?

Many people consider marketing a manipulative art. Deliver the right creative alchemy at the right time, on the right channel, and, magic happens. The fact is that marketing is more data-driven each year. Digital channels, in particular, are oblivious to the sentimental hunches of older advertisers. Data simply reports the truth. The goal of advertising is to drive consumers to adopt a product or service. Conversion either happens or it doesn't.

Breaking down the consumer's journey of completing a purchase can increase your odds of success. At BinkNyc Culture, we use the **Process**.



<http://sphweb.bumc.bu.edu/BehavioralChangeTheories.html>

AntiMarketing

AntiMarketing warns business owners that marketers who ignore the importance of the unconscious level subject themselves to making critical mistakes. **AntiMarketing** is a new paradigm for reaching new or old markets with ease.

- **Thoughts are created in images, not words.**

Imagery applied to words or visual images make up thought, not discrete words.

- **Most communication is nonverbal.**

80% of human interaction involves the nonlexical component of communication by speech: intonation, pitch and speed of speech, hesitation noises, gesture, and facial expression.

- **Metaphors and stories are central to thought.** Visual images are so prevalent that we are often unaware of them. They visually stimulate the mind, help add perspective to the world, and allow us to surface unconscious and subconscious feelings.

- **Emotion loves with reason.** Most marketers have a reason-centered bias in their research and creative application. We will show why this fails in the market. Emotion should be included, captured and brought to the forefront.

- **Most thought, emotion and learning occurs with awareness.** Often people do not know they have knowledge until they materialize it with other data to derive information.

- **Socially shared mental models are important.** Mental models help to filter information and make it manageable. When groups of people share important features of mental models, they are called consensus maps (or shared stories, memories, rituals, opinions and feelings) and they are possibly the single most important set of insights a manager can have about consumers and purchasing. This is where engagement happens.

- **Memory is fragile.** Memory is actually a creative product of our encounters, beliefs, and plans developed on a subconscious level. Fragments of data are *unconsciously* utilized and later synthesized.

AntiMarketing

*If selling is the business acts in their own best interest then, **they are SELLING.***

*If marketing is the business of selling, then marketers are **concerned about the CUSTOMER.***

*If AntiMarketing is the business of buying then **BEING the CUSTOMER** is treated like family.*

Research

STATEN ISLAND, NY

The Ganas Community has asked me to assist them in a marketing effort. This was March 17, 2018. They have also asked me to stay in their wonderfully warm community and have offered a barter compensation of “dues-free” (\$962.00) in exchange for the marketing effort. This was immediately accepted by myself and mutually agreed upon at a morning meeting they call “planning”. This began March 19, 2018.

“Planning” is an auxiliary, open community government body who has the power to influence decisions with the “core members” through logic and rational reasoning. Emotional issues and logistic plans regarding the people of the community participate in a sophisticated exercise called “Feedback Learning.” It gets serious at times.

“Planning” is sometimes an emotionally-charged daily meeting which gathers Tuesday-Saturday (7:45-9:30am) to openly discuss community issues at hand. It is also considered a safe space where ALL community members can openly share both emotionally and freely without punishment. There are consequences to the things said in the planning meeting but there is NO punishment.

Then, Every Thing Changed.

These three businesses are very unlike normal business operations. What they then wanted and asked for at the end of this tenure is a **marketing plan** so, I’ve opted for developing a research study to uncover what is going on in the community and with the stores called “Every Thing Goes”. I wanted to see how difficult it would be to do this research study instead of asking Charles. I’ve paid him (not the normal rate) for consultation and direction on more than one occasion. He’s obliged.

Unlike other projects I am accustomed to these stores are not run by business majors or business people. When we set out to understand a market and customer ecology for businesses, we normally set a list of 20 Questions. While we have included those 20 questions in this report, we have decided to delve further and even deeper with this project. Here are the three different thrift businesses:

1. a Book/Cafe/Stage
2. a Thrift • Vintage Clothing store
3. a Thrift • Vintage Furniture store

The community has three stores all named “Every Thing Goes” that are performing poorly (operating at a loss) financially impacting the community and its overall portfolio holdings (approx. \$10M). I believe that this is based on micro- and macro-economic forces and not wholly the fault of the community’s planning body or marketing tactics. However, in attempting to implement some test plans to increase income has met with slight and unwarranted opposition for reasons which escape my grasp but, not my experience. Some of the forces affecting the businesses are internal and operational. It’s nothing that can’t be fixed and repaired.

In the first month here, I am to now understand that there are a number of organizational structures to the company that are going on and we (@BinkNyc) usually engage with a Business Model Canvas in order to fully understand the organizational structure and business operations for any given assignment accepted. This seemed to become the “*innovation of the day*” and was shared with all the community. Naturally, this created a cognitive jam session netting zero results. So, again, this particular assignment, like most others, has its challenges.

Also In that first month, I began to understand that the community to be more of a psychological project and that these businesses “*were NOT designed to make money.*” It was intended to extend the “feedback learning” aspect exercised by the community into the work environment so the community could learn more about “each other and ourselves”, meaning the individual (psycho-) living in the community (socio-). This is a psycho-sociological exercise and has its problems. With this particular aspect as a premise, it is my hope to create and implement a marketing strategy and plan to roll-out which address both their immediate financial needs while retaining their psycho-socio-cultural community and identity.

Normally, creating and implementing a marketing program is far easier when we can keep our eye on the eight ball and focus on available market resources. St. George in Staten Island has its challenges but is perfectly positioned to excel far beyond the ETG expectations particularly with a 1.3M sq. ft. mall opening this summer/fall with 350,000 sq. ft. in retail outlets ¼ of a mile away called: **Empire Outlets**.

The store’s physical characteristics and conditions are acceptable. The property’s aesthetics are in the style ‘old New York’ style circa, 1970s-80s. This becomes nostalgic and retro-fit in the marketer’s hands.



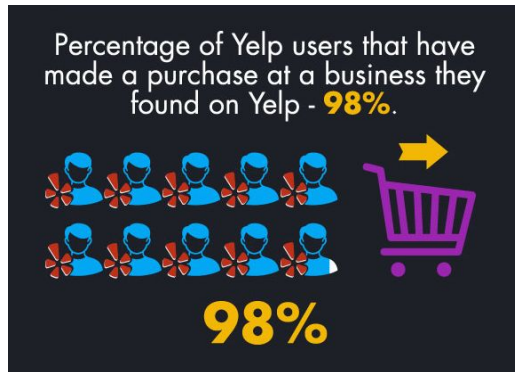
Discovery

One of the issues that came up in the first few weeks of research (after April 17, 2018) was that the community is having trouble and concerns with filling up the properties as they are accustomed to each Spring/Summer season. I searched Yelp! And found these:

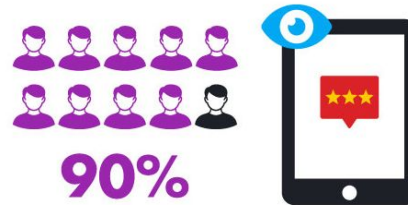
The screenshot shows the Yelp page for 'Ganas Community' in New York, NY. The page features a red header with the Yelp logo, search bar, and navigation links. The main content area displays the business name 'Ganas Community' with a '3 reviews' rating and a 'Write a Review' button. A map shows the location at 135 Corson Ave, New York, NY 10301. Below the map, there are two reviews. The first review by Tony S. from Brooklyn, NY, dated 8/13/2017, is a 1-star review. The second review by J.T. from New York, NY, dated 4/30/2018, is a 5-star review. A callout box with a black border and an arrow pointing to the 5-star review contains the text: 'I asked Alexandra (aka Jilly) to assist and write a review. She did.'

Yelp! has a page called **Ganas Community** which had two negative reviews adding up to ONE STAR. This could be easily resolved by community members signing into Yelp and writing a review.

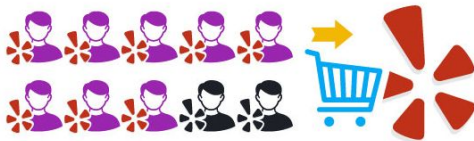
Social Proof: "90% of consumers read online reviews before visiting a business."



90% of consumers read online reviews before visiting a business.



Percentage of Yelp users that visit Yelp because they intend to make a purchase - **80%**.



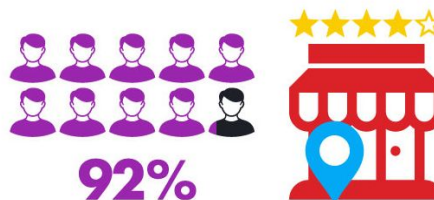
72% say that positive reviews make them trust a local business more.



88% Of Consumers Trust Online Reviews As Much As Personal Recommendations.



92% of users will use a local business if it has at least a 4-star rating

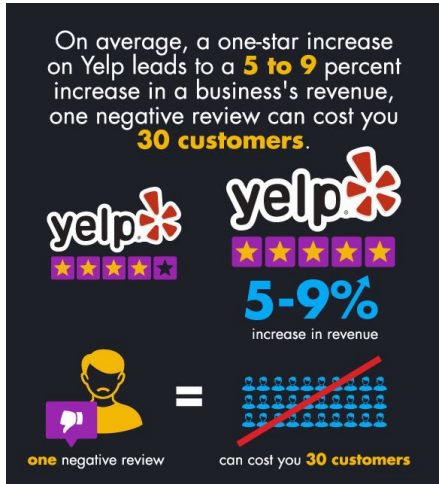


Customers are likely to spend **31%** more on a business with "excellent" reviews.

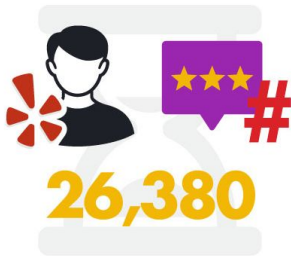


Source Links:

- <http://searchengineland.com/88-consumers-trust-online-reviews-much-personal-recommendations-195803>
- <http://www.webfeat.net/blog/post/5-Stats-That-Show-Just-How-Important-Customer-Reviews-Really-Are-1.aspx>
- <https://www.brightlocal.com/2014/07/01/local-consumer-review-survey-2014/>
- <http://www.brightlocal.com/2014/08/14/5-visual-stats-power-of-online-reviews/>
- <http://www.infinitecontact.com/blog/20-customer-service-statistics-you-cant-and-shouldnt-ignore/>
- <http://www.entrepreneur.com/article/238501>
- <http://www.inc.com/graham-winfrey/the-cost-of-unhappy-customers.html>
- <http://www.marketingpros.com/articles/2014/26323/how-to-make-a-negative-review-a-positive-experience>
- <http://webmarketingtoday.com/articles/114986-10-Ways-to-Deal-with-Negative-Customer-Reviews/>
- <http://expandedramblings.com/index.php/yelp-statistics/3/>



Number of reviews posted every minute by Yelp users - **26,380**



Percentage who expect companies to provide a consistent experience across every channel



"State of the Connected Customer," Salesforce Research, October 2016

More is here: <https://www.huffingtonpost.com/vala-afshar/research-state-of-the-consumer.html>

People

In May-June, questionnaires to a local consumer panel and received 2,104 completed survey responses. All respondents are from the USA (90%) and Canada (10%).

The purpose of the survey is to understand how online reviews influence the attitudes of consumers toward local businesses and how they directly influence the purchase of local business services.

The survey includes 13 questions. The following 4 charts represent some of the key findings of the survey. Full survey findings and charts can be viewed on BrightLocal.com.

88% Have Read Reviews To Determine The Quality Of A Local Business



Key Findings:

- 88% have read reviews to determine the quality of a local business (vs. 85% in 2013)
- 39% read reviews on a regular basis (vs. 32% in 2013)
- Only 12% do not read reviews (vs. 15% in 2013)

Analysis: Nearly 9 in 10 consumers have read online reviews to determine the quality of a local business, and 39% do so on a regular basis. The “trend line” over the last four years clearly shows how much more regularly people are reading reviews, clearly highlighting the need for local businesses to attract more reviews and actively manage their online reputation. The steady decline of consumers in the “No” column also allows us to forecast the way consumer attitudes are likely to continue changing in the future.

85% Of Consumers Say They Read Up To 10 Reviews



Key Findings:

- 67% of consumers said they read up to 6 reviews (vs. 77% in 2013)
- 85% of consumers said they read up to 10 reviews (vs. 92% in 2013)
- 7% of consumers said they read 20+ reviews (vs. 2% in 2013)

Analysis: Eighty-five percent of consumers are satisfied once they have read up to 10 online reviews for a local businesses. However, there is a greater proportion of consumers who now read in excess of 20 reviews. This obviously signifies more engagement with review sites, but does it also highlight trust issues? Do consumers now feel they need to read more positive reviews before developing trust? (More on this below.)

Most importantly for SMBs and SEOs, this highlights the importance of having at least 10 reviews to satisfy 85% of potential customers. It goes without saying that these reviews should be not only positive, but also fresh; if consumers only read the latest reviews, it's crucial to ensure that these most recent reviews and positive.

72% Of Consumers Say That Positive Reviews Make Them Trust A Local Business More



Key Findings:

- 72% of consumers say that positive reviews make them trust a local business more (vs. 73% in 2013)
- 10% of consumers don't take any notice of online reviews (vs. 12% in 2013)

Analysis: For 7 out of 10 consumers, positive reviews inspire trust. This highlights just how important they are for a local business, and it's clear that reputation management is something that cannot be ignored. Any negative reviews will directly affect customer acquisition and, in turn, company revenue.

Just 1 in 10 consumers do not take any notice of online reviews (vs. 12% in 2013). We can see from the chart above that this percentage is decreasing year-on-year as review consumption becomes more commonplace.

88% Of Consumers Say They Trust Online Reviews As Much As Personal Recommendations



Key Findings:

- 88% of consumers say they trust online reviews as much as personal recommendations (vs. 79% in 2013)
- Only 13% said they do not trust reviews as much as personal recommendations (vs. 21% in 2013)

Analysis: For nearly 9 in 10 consumers, an online review is equally as important as a personal recommendation. With word-of-mouth still the [most popular way of recommending a local business](#), this stat highlights the value of a positive review.

However, this trust comes with a caveat. There is almost a 50/50 split in what drives trust for this 88% of consumers. For one half, this trust will only be granted if there are multiple reviews to read. For the other half, this trust is dependent on the reviews being authentic. In this case, quality is equally as important as quantity.

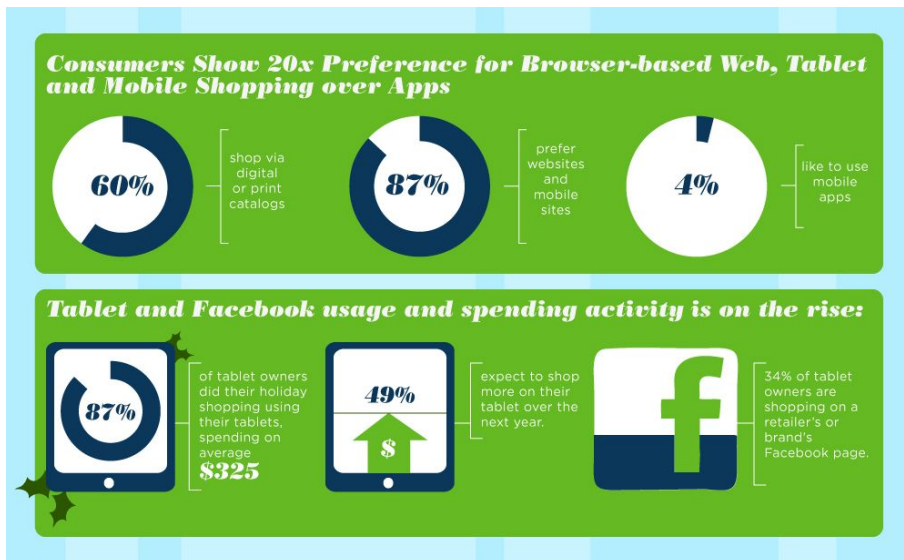
The subject of fake reviews has had a lot of news coverage and is clearly in the consciousness of the average consumer. It's likely that they will only become more discerning in their trust of reviews as this issue becomes more prevalent.

Sources: <https://88%trust-online-reviews-much-personal-recommendations-195803>

<https://www.webfeatcomplete.com/blog/5-stats-on-the-importance-of-customer-reviews/>

Who are the "digerati" and why are they "the cyber elite"? They are the doers, thinkers, and writers who have tremendous influence on the emerging communication revolution. They are not on the frontier, they are the frontier.

The digerati evangelize, connect people, adapt quickly. They like to talk with their peers because it forces them to go to the top of their form and explain their most interesting new ideas. They give each other permission to be great. That's who they want to talk to about the things they are excited about because they want to see if it plays. They ask each other the questions they are asking themselves, and that's part of what makes this cyber elite work. <https://www.edge.org/digerati/>



Enlarge Source: <https://www.mdgadvertising.com/marketing-insights/infographics/meet-connected-consumer-infographic/>

ONLY 14%
have a written strategy
FOR RETIREMENT.

4 OUT OF TEN
BELIEVE
that the Great Recession
has not yet ended.

52%
plan to continue working
AFTER THEY RETIRE
and most for reasons of
INCOME,
health benefits.

26%
have a backup plan
for retirement income if unable
to work prior to their planned
RETIREMENT.



36%
expect
Social Security
to their primary source of
income when they retire.

65%
plan to work past
AGE 65
or DO NOT PLAN to retire.

41%
are proactively keeping
their skills up-to-date so
they can continue working
PAST 65
or in retirement if needed.

BABY BOOMERS

— PIONEERS OF A NEW PARADIGM

Baby Boomers' expected sources of retirement income reflect a shift from the old system (i.e., defined benefit) to the new (i.e., 401(k)). However, they didn't get the full benefit of 401(k)s because many Baby Boomers were already well into their 40s before 401(k)s were implemented. Due to savings shortfalls, many Baby Boomers expect Social Security to be their primary form of income when they retire.

They are the first generation to envision a phased retirement of working longer, retiring later, and even working part-time in retirement – versus the old school "gold watch" retirement.

They are demonstrating that enjoying retirement activities and still working are not mutually exclusive.

As much as Baby Boomers share that vision, they haven't taken proactive steps achieve it and their vision is also out of sync with current employment practices.

Baby Boomers will be the architects of making this new paradigm a reality for generations to follow.

Source: 15th Annual Transamerica Retirement Survey of workers, © 2014. Transamerica Center for Retirement Studies® is a division of Transamerica InstituteSM, a nonprofit private foundation that is funded by contributions from Transamerica Life Insurance Company and its affiliates and may receive funds from unaffiliated third parties. For more information, please visit www.transamericacenter.org.

TRANSAMERICA CENTER
FOR RETIREMENT STUDIES®

MILLENNIALS

— AN EMERGING GENERATION OF SUPER SAVERS

Millennials are benefiting from 20 years of innovation of 401(k)s

Among those who are offered a 401(k) or similar plan, participation rate is 71 percent with a median contribution rate of 8 percent. Interestingly, for those whose plan offers a matching contribution, the participation rate is 80 percent with a 10 percent median contribution rate (and only 65 percent / 5 percent for those not offered a match)

FOR EXAMPLE:

Of those participating in a plan, 62 percent are taking advantage of professional account services in the plan (i.e., target date funds, strategic allocation funds, and/or managed accounts).

VERY DIGITALLY ORIENTED

Millennials are far more likely than older generations to view plan provider-based mobile apps and social media tools as helpful. For example, among plan participants who are offered mobile apps to manage their account, 71 percent of Millennials find them helpful (compared to only 47 percent of Baby Boomers). 61 percent of Millennials find information on social media from their retirement plan provider to be helpful – compared to only 28 percent of Baby Boomers.

MAJORITY OF MILLENNIALS

They plan to retire at or before age 65 – but most plan to continue working in retirement – with nearly half of them wanting to do so for enjoyment.

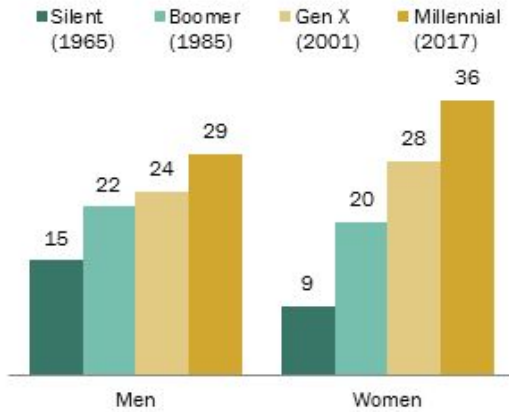
Source: 15th Annual Transamerica Retirement Survey of workers, © 2014. Transamerica Center for Retirement Studies® is a division of Transamerica InstituteSM, a nonprofit private foundation that is funded by contributions from Transamerica Life Insurance Company and its affiliates and may receive funds from unaffiliated third parties. For more information, please visit www.transamericacenter.org.

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As young adults, Millennials more educated than previous generations

% of those ages 21 to 36 who have completed at least a bachelor's degree, by gender

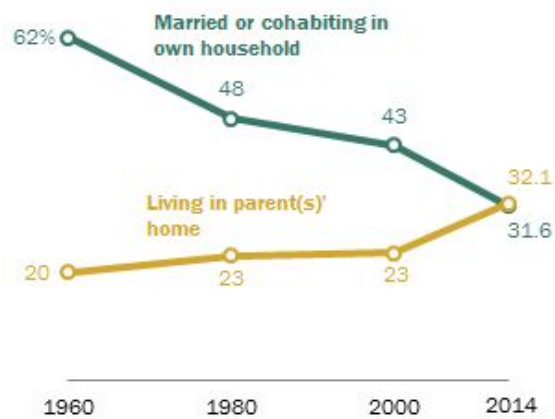


Note: The educational attainment question was changed in 1992. For Boomers and Silents, the share shown refers those who completed at least four years of college (regardless of degree status).
Source: Pew Research Center tabulations of the 1965, 1985, 2001 and 2017 Current Population Survey Annual Social and Economic Supplement (ASEC) from the Integrated Public Use Microdata Series (IPUMS).

PEW RESEARCH CENTER

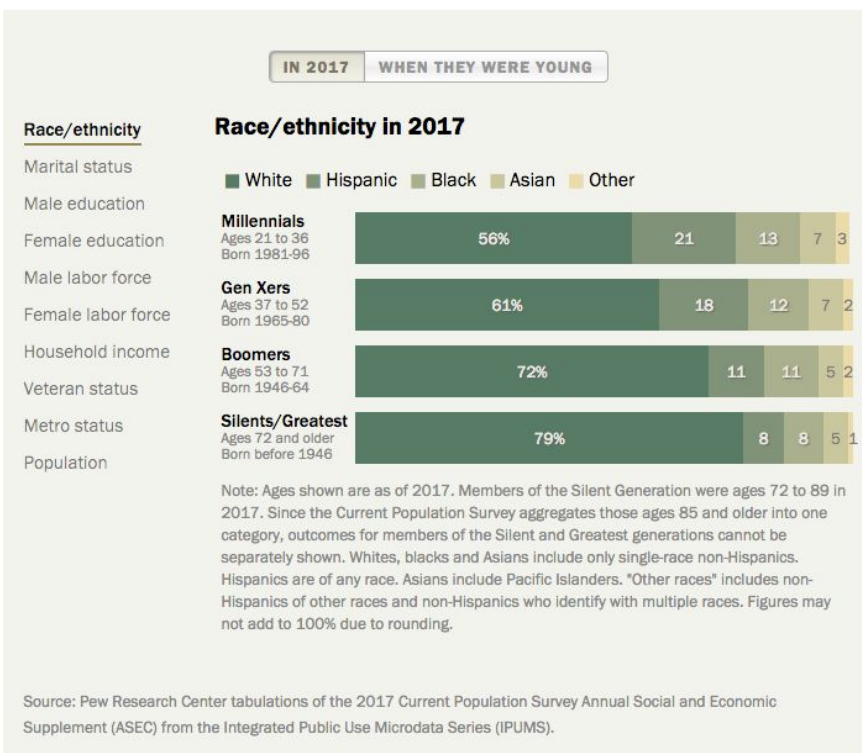
About a third of young adults in the U.S. are living with a parent

% of 18- to 34-year-olds by living arrangement



Note: "Living in parent(s) home" means residing in a household headed by a parent regardless of the young adult's partnership status.
Source: Pew Research Center tabulations of the 1960, 1980 and 2000 U.S. decennial censuses and 2014 American Community Survey (IPUMS).

PEW RESEARCH CENTER



The Mainstream Media



'Adolescence now lasts from 10 to 24'



Adolescence now lasts from the ages of 10 to 24, although it used to be thought to end at 19, scientists say.

Young people continuing their education for longer, as well as delayed marriage and parenthood, has pushed back popular perceptions of when adulthood begins.

Changing the definition is vital to ensure laws stay appropriate, they write in an opinion piece in the *Lancet Child & Adolescent Health* journal.

But another expert warns doing so risks "further infantilising young people".

Why Trump and Jerusalem was not about peace
15 May 2018

► Korea abruptly cancels talks with South
15 minutes ago

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Society Opinion

If adolescence now lasts until 24, what does that mean for the rest of us?

Yvonne Roberts

Sat 20 Jan 2018
19:05 EST

The rigid boundaries of youth are giving way, but sooner or later we must all learn to grow up

583 | 233

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HEALTH

The Cognitive Benefits of Being a Man-Child

For men and women, extending adolescence has the potential to make the brain more capable in adulthood.

JESSA GAMBLE | NOV 3, 2016

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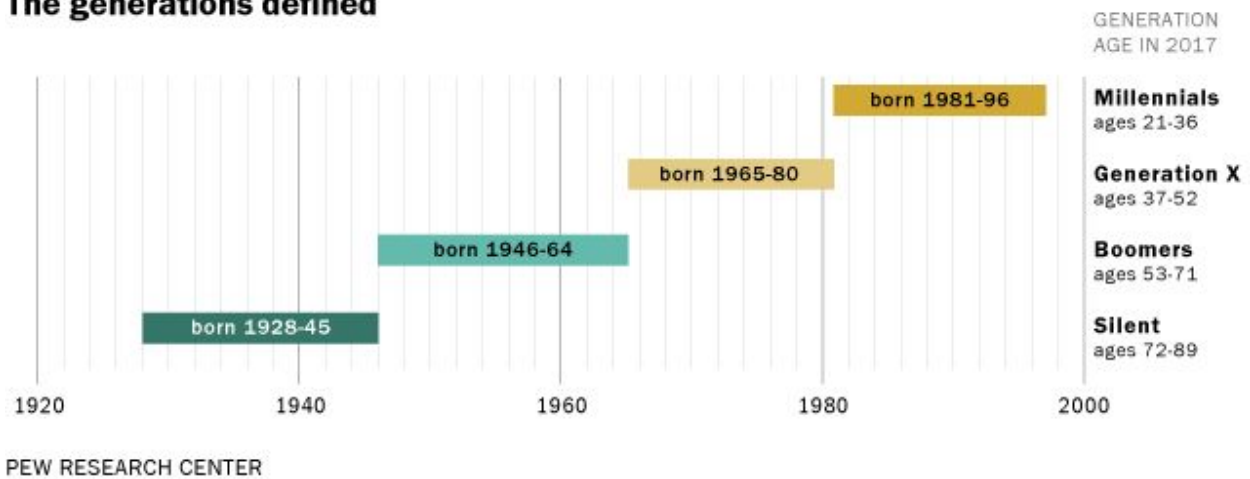
BEHAVIOR & SOCIETY

Extended Adolescence: When 25 Is the New 18

It is a common grumble that children grow up too fast. No more. Teens are in no hurry to embrace the putative joys of adulthood

By Beth Sherkis on September 29, 2017

The generations defined



Places

Staten Island Facts

Whites are the racial majority in **Staten Island**. Of the borough's 491,000 people, over 382,000 are white, which is over three-quarters (75.7%) of the population. Over 323,000 non-Hispanic whites reside in the borough, and they make up 65.8% of the population. The Caucasian population is largely Italian and Irish.

Population

Manhattan 1,636,268

Staten Island 474,558

Square miles

Manhattan 23

Staten Island 58

Real Estate

Homes

Manhattan \$848,600

Staten Island \$432,600

Rentals

Manhattan \$3,200

Staten Island \$1,088

Age Range

Manhattan 35.8

Staten Island 38.4

Household Income

Manhattan \$68,370

Staten Island \$73,496

Spending

Groceries

Manhattan \$555

Staten Island \$299

Dining Out

Manhattan \$805

Staten Island \$201

Entertainment

Manhattan \$2,177

Staten Island \$1,003

More Demographics: <http://worldpopulationreview.com/boroughs/staten-island-population/>

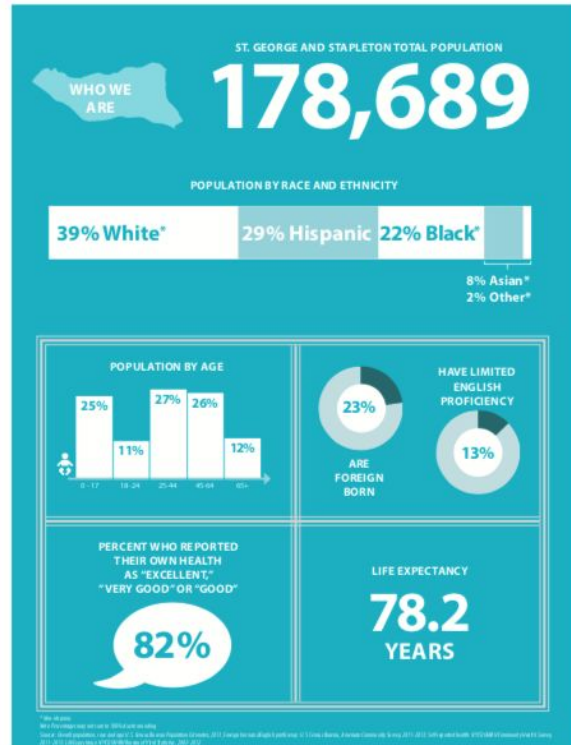
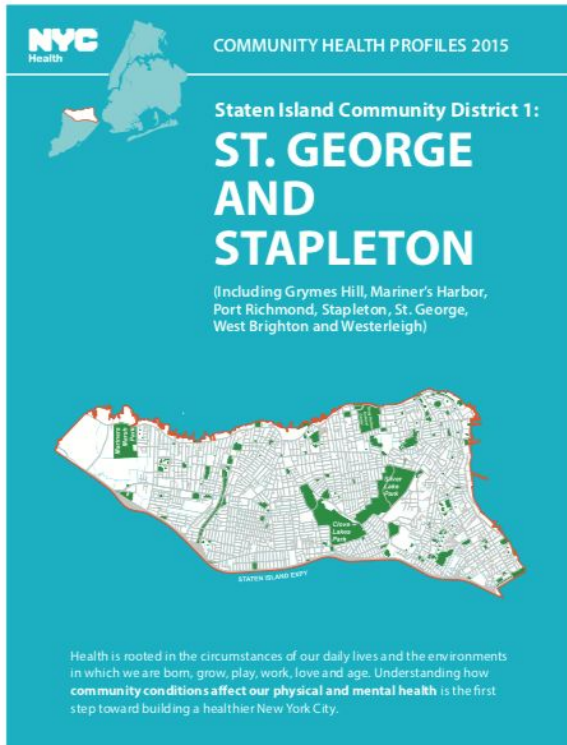
St. George (includes ethnicity): <http://www.city-data.com/neighborhood/St.-George-Staten-Island-NY.html>

St. George (includes ethnicity) https://en.wikipedia.org/wiki/St._George,_Staten_Island

Demographics of SI: https://en.wikipedia.org/wiki/Demographics_of_Staten_Island

One third of NYC's Retail Spaces are now empty. <http://vacantnewyork.com>

Staten Island facts: <http://worldpopulationreview.com/boroughs/staten-island-population/>



Download the full PDF report here: <https://binknyc.files.wordpress.com/2018/05/st-george-and-stapleton.pdf>

- 1. Staten Island is the wealthiest borough.** The median household income is \$73,197, according to the [U.S. Census Bureau](#). It narrowly beat out Manhattan, where residents make \$72,871. Queens takes third place with \$57,720, while Brooklyn and the Bronx came last, with \$48,201 and \$34,299 respectively.
- 2. It's also the least populated borough in NYC, even though it's the third largest.** Though all the other four boroughs have more than 1 million residents apiece, Staten Island has claims just 476,000 people.
- 3. Staten Island has a whopping 170 parks.** That's 12,300 acres of protected land. No wonder it's known as "the greenest borough."
- 4. The Staten Island Ferry wasn't always free.** Passengers paid 50 cents apiece to ride the ferry until 1997, when it became free.
- 5. It was once home to the world's largest landfill, which is now well on its way to becoming a park.** Over 53 years, New Yorkers sent approximately 150 million tons of trash to Fresh Kills Landfill in Staten Island. After it closed in 2001, the city began the gargantuan task of converting the 2,200-acre site into a public park. Still, the days where residents can frolic safely along rolling green hills are a long way off: The city anticipates the first section of the park won't open until 2019, and Fresh Kills Park won't be fully operational until about 2036.
- 6. It's home to some of the city's oldest buildings.** Located in the geographic center of the island, historic Richmondtown includes 30 restored buildings dating back to the 17th century, including houses, farms and schools. On the [South Shore](#) of the island, history buffs can tour the site of early peace talks during the Revolutionary War at Conference House Park. The [Alice Austen House](#) on the [North Shore](#) is also worth a visit. Though it was built in 1690, it's best known as the 19th century childhood home of pioneering female photographer Alice Austen. Visitors can peruse the permanent collection of her work as well as exhibitions from contemporary photographers.
- 7. The name "Staten Island" comes from the Dutch legislature.** Like the rest of NYC, the first Western settlers on Staten Island were Dutch. When they first purchased the island from the Munsee tribe in 1630, they named it after the Staten-Generaal, the legislature that serves as the highest governing body in in their home country.

8. No one knows for sure why Staten Island is a part of New York and not New Jersey. Unless this local legend is true, that is. In 1664, the British took control of what was then known as New Amsterdam. The Duke of York decreed that the Hudson River would be the dividing line between the two new colonies of New York and New Jersey. Of course, that logic doesn't help figure out what to do with the islands in New York Harbor—namely, Staten Island. Legend has it that the Duke of York decided that any small islands that could be circumnavigated in less than 24 hours would belong to New York. British naval captain Christopher Billopp set out to circle Staten Island and accomplished it in just 23 hours, making it part of New York. Much as we'd like to believe that charming story is true, historians haven't been able to verify this version of events. For now, it's nothing more than legend.

9. There's a really creepy abandoned farm colony in Staten Island's Greenbelt.

In the mid-1800s, the Richmond County Poor Farm opened as a refuge for the island's paupers. Anyone could live for free on the 46-acre site, so long as they helped harvest crops or raise livestock. The introduction of Social Security and other social welfare programs eventually made the farm irrelevant, and it closed in the 1970s. Today, the collection of abandoned, rundown buildings are covered in graffiti and creeping vines. If you're skeeved out now, just wait: The farm colony is also the site of at least two murders. A 7-year-old boy was abducted and killed during the 1920s, and a string of other child murders during the '70s were attributed to a killer living in the tunnels underneath the property. Got goosebumps yet?

10. Staten Island voted to secede from New York City in 1993.

What with the sparse public transportation, the massive landfill and the fact that Staten Islanders didn't have a bridge connecting them to the rest of the city until the 1960s, the "forgotten borough" has always had a bone to pick with New York City. In 1993, Staten Island actually voted to break off from the other four boroughs—but it never happened. Rudy Giuliani took over the mayor's office shortly thereafter, and appeased Staten Islanders enough that residents set aside their demands of secession. Never say never, though: One local politician called to [restart the secession process after Brexit](#).

11. It's home to a renowned museum of Tibetan art.

You probably don't think of the snowy peaks of the Himalayas when you think of Staten Island, but oddly enough, the borough is home to the [Jacques Marchais Museum of Tibetan Art](#). The museum's permanent collection includes scroll paintings, ritual artifacts, musical instruments and other artworks from the region, and visitors can also take tai chi and meditation classes on its peaceful grounds.

12. The map of Westeros is modeled after Staten Island.

Game of Thrones fans might be surprised to know that the inspiration for the fictional world didn't come from Europe or fairytales, but far closer to home. In [an interview with Conan O'Brien](#), George R.R. Martin grew up in Bayonne, NJ, and he often gazed out his window and wondered what Staten Island was like. Later, when he started writing the *A Song of Ice and Fire* series, he used the island's shape as the model for Westeros. So does that mean Staten Island is Dorne or Dragonstone?

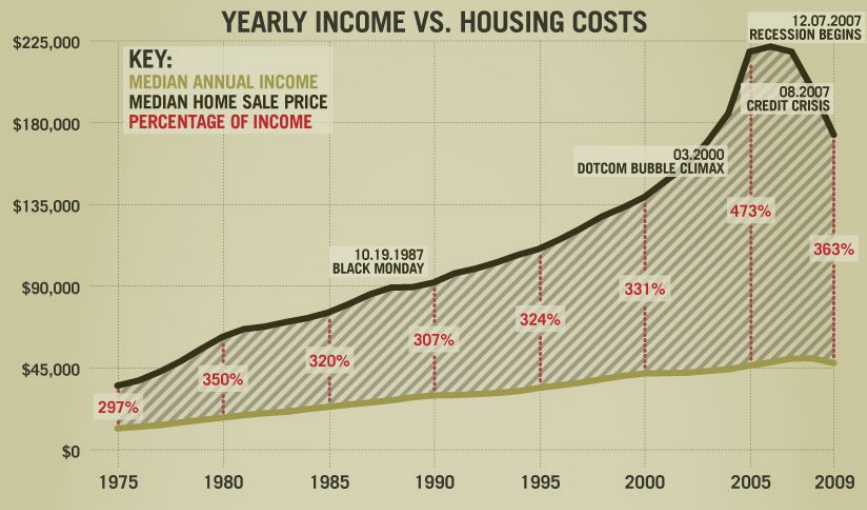
13. A flock of wild turkeys terrorized locals so much, the birds had to be moved upstate.

Talk about stranger than fiction. A rafter of nearly 100 wild turkeys (yes, that is the technical term) invaded the Dongan Hills neighborhood in the early 2000s, regularly stopping traffic and making a mess of locals' yards. Finally, the feds had to be called in, and the feral birds were removed to the And-Hof Animals Sanctuary in Catskill, NY. And that's not the only animal incident in the borough recently: A pair of [snow ponies](#) escaped their pens during a March snowstorm.

Source: <https://www.timeout.com/13-strange-things-you-probably-didnt-know-about-staten-island>

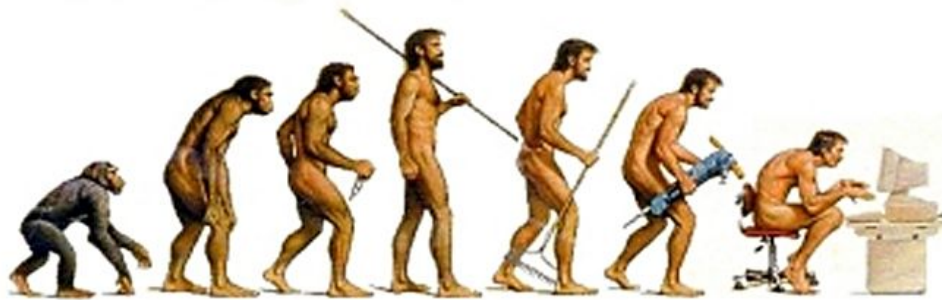
THE COST OF HOME OWNERSHIP

THE LAST THREE YEARS HAVE SEEN A SIGNIFICANT DROP IN THE COST OF HOUSING IN THE UNITED STATES, BRINGING PRICES BACK DOWN FROM ONCE ASTRONOMICAL LEVELS.



1	APPLE	
2	AMAZON	
3	GOOGLE	
4	BERKSHIRE HATHAWAY	
5	STARBUCKS	
6	WALT DISNEY	
7	MICROSOFT	
8	SOUTHWEST AIRLINES	
9	FEDEX	
10	JPMORGAN CHASE	

Tech

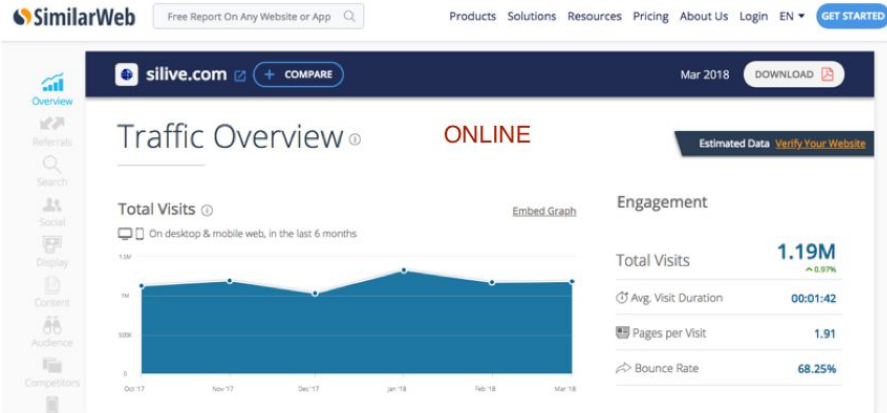
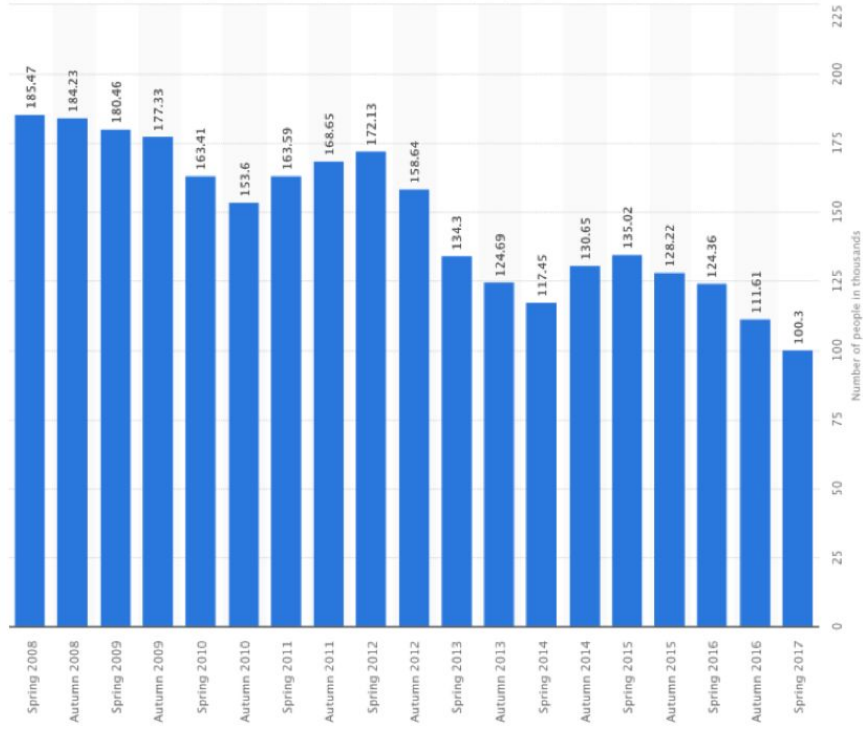


Things



Staten Island Advance

PRINT



BinkNyc Sources:
 1) <https://www.statista.com/statistics/229388/readers-of-the-staten-island-advance-ny-daily-edition-per-issue/>
 2) <https://www.similarweb.com/website/silive.com>

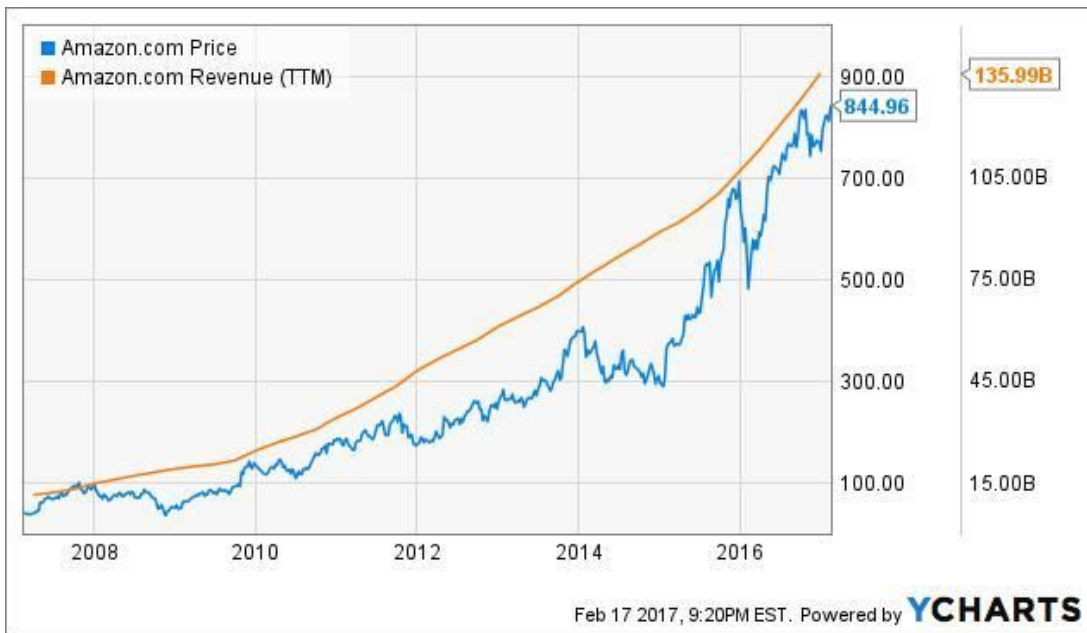
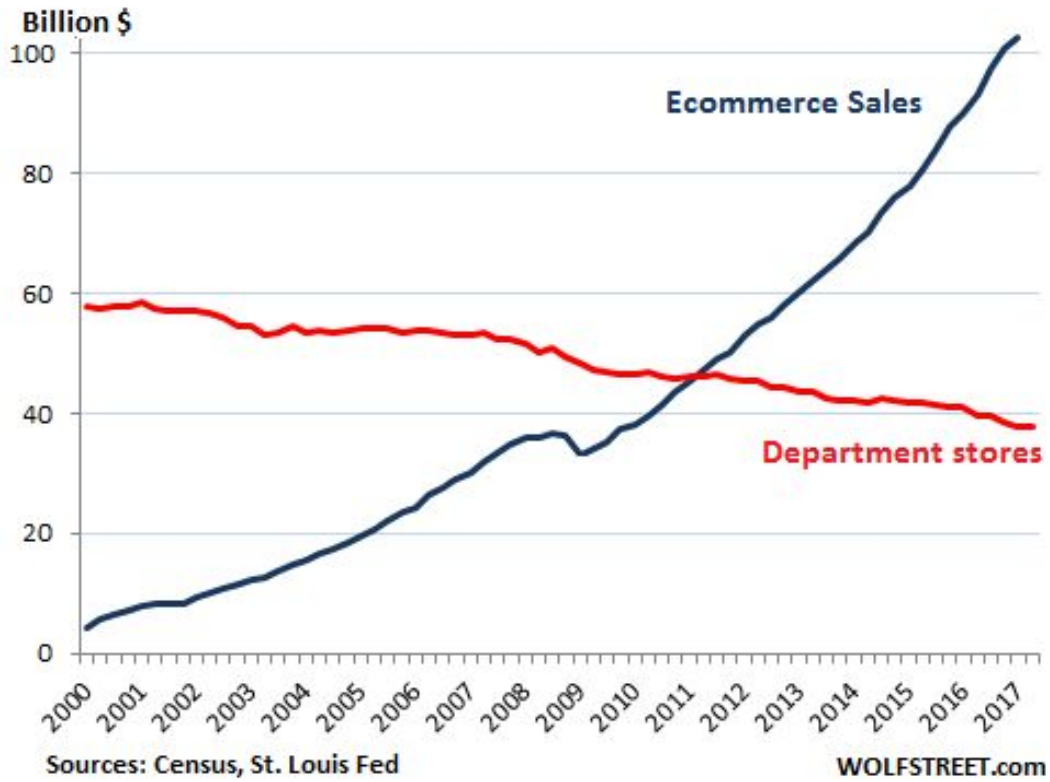
Advertise Online Only! >



Death of Brick-and-Mortar Retail

Department Stores v. Ecommerce Sales

Quarterly, seasonally adjusted



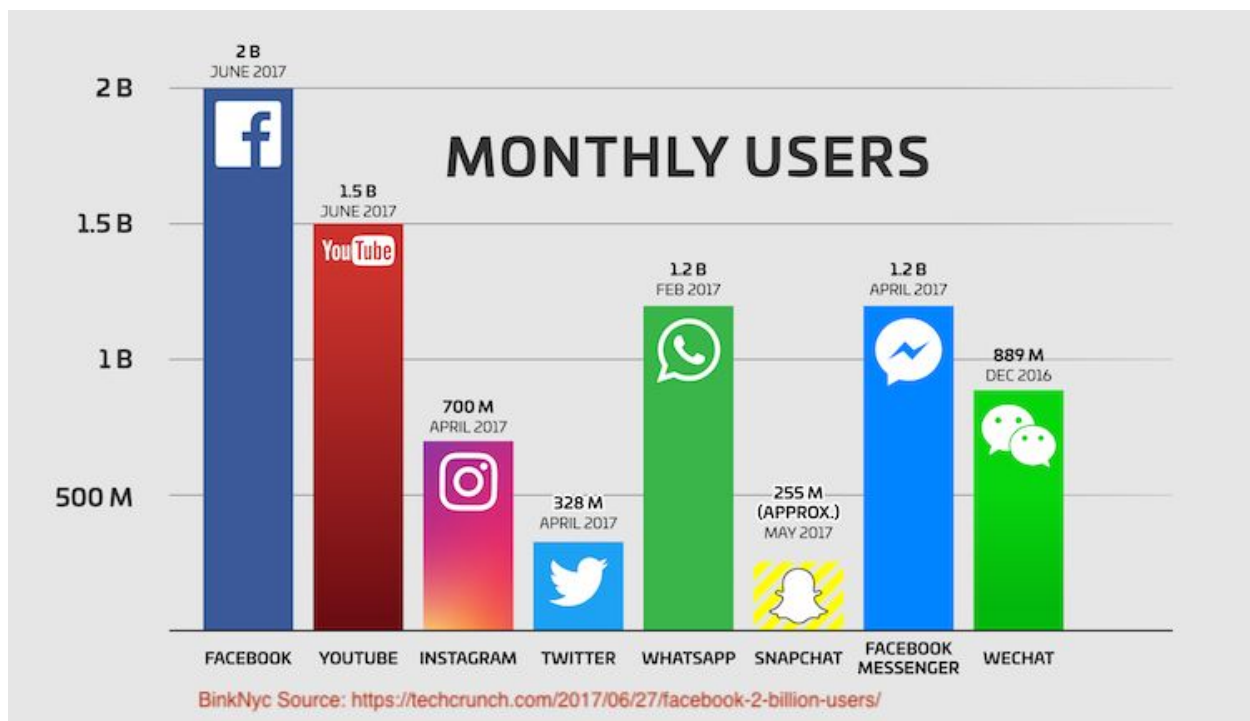
In preparation for an article in the ***Staten Island Advance*** (outline)

1. Anticipating the Empire Outlet Mall (passion)
2. Every Thing Goes — *Keeping garbage out of the largest US Freshkill landfill since 1987* (hero)
3. Empire Outlets — *Big Box stores descend on SI.NY and increase ferry traffic by 150%* (villain)
4. Recycling is forever — *Create a unique Experiential customer-friendly experience* (awareness)
5. Choose to reuse (Transformation).

Use Social Media

- Yelp! (see pages 17 & 18 in this report)
- Facebook <http://www.businessofapps.com/data/facebook-statistics/>
- Instagram <http://www.businessofapps.com/data/instagram-statistics/>
- Twitter <https://www.statista.com/topics/737/twitter/>
- BuzzFeed <https://www.similarweb.com/website/buzzfeed.com#overview>
- Business Insider <https://www.similarweb.com/website/businessinsider.com#overview>
- Snapchat <http://www.businessofapps.com/data/snapchat-statistics/>

Social Media (SM) is free in comparison to the costs that can be incurred by traditional media. SM has higher engagement, can be specifically directed to a targeted audience, is a two way medium (vs. one way medium) and reaches many, many more people in a shorter amount of time (almost immediately).



Plan 1

“Stop the Hemorrhaging.”

This sale is an ad campaign but instead of handing out flyers, we are attempting to create a living ad with each and every shopper. Then they tell two friends.



Visual

Please make sure the store is PACKED with plenty of stuff. The research, according to other THRIFT stores retailers is strongly suggesting that Shoppers love going through things and find their own treasures. We can help create a AMAZING experience for them by burying a GREAT DEAL (or two) in a pile of stuff.



Think

THINK of the stores as being more of an ENTERTAINMENT experience rather than just a shopping experience. If you are angry, dour, sad, or stressed, this energy will reflect right onto the customer creating a suboptimal experience for them. This sucks. You suck! 😞

Hang your mood on the coatrack by the door. You can pick it up when you leave at night. It will be waiting there right where you left it. No one else plans to steal it from you. 😏



Therapy

Please make all the customers feel welcome. We shop for therapy. We shop to feel good. In a way you are their shopping THERAPIST.



Say “Good Morning (or afternoon), WELCOME TO THE SHOW!” Be creative. Be Special. You get a read of (1) why they are shopping and (2) if they want to be left alone or engaged. Get a read and then respond to that. We trust your judgement. Be a nice human.

An EMPATHETIC statement makes people feel good and validated. Make eye contact and acknowledge their presence. They will buy something. Most of all, if you have fun, we all win.



Smell

There are two smells that neuroscience is showing that create optimal shopping experiences for shoppers.



Vanilla for Men. Peach for Women.

[Yes, Biology is sexist.]



Shop like it's 1969 all over again. 🤖

STOREWIDE SALE

50% OFF

CLOTHING >>> FURNITURE

Every Thing Goes!

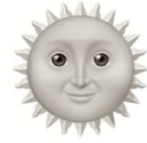
Friday & Saturday Only.
May 18 & May 19



Think like Jim King. Everybody loves the King. If we could clone 20 of him, we would've. He won't let us (selfish bastard)! He wants to be that one-of-a-kind. It's a free country.



Shop like it's 1969 all over again.



STOREWIDE SALE

50% OFF

C L O T H I N G > > > F U R N I T U R E

Every Thing Goes!

Friday **&** Saturday 😊 Only.
May 18 May 19

20 questions market research helps answer

- **Who** is buying the products at Every Thing Goes (ETG)?

A: Local customers from in and around St. George, Staten Island, NY.

Companies who do set design for TV and movies.

- What are these **people's lives** actually like?

A: The workers would be the best to answer this question.

- Why are other people **not** buying it?

A: Three primary reasons micro- and macro-economic forces:

1. The decrease in business appears to be perfectly aligned with the Trump election (11/2016).
2. A cultural shift from "shopping in-store" to "purchasing online" syncs with Amazon's epic climb. (We've suggested to add delivery to both "service the customer better" and "generate income"). This Amazon "climb" had first appeared in December 2017 (\$39B to \$100B).
3. We're finding the prices are either too high OR customer engagement is just too low.

- **Who** would be interested in buying ETG products in the future?

A: Shopper traffic overflow from the Empire Outlets mall.

- **How many** people like this are in the area?

A: The Empire Outlets mall are expecting upwards of 4.5 million shoppers this summer/fall.

<https://www.nycedc.com/program/downtown-staten-island>

- What general **trends** are affecting these people's lives at the moment?

A: **Undetermined:** Macroeconomic: The Dow Jones has exceeded \$20,000 last Jan. 2017. The *Consumer Confidence Index* is **very good** at 128.7. I'll have to learn more about what happened in-store right after the 2016 Trump election. What changed? Who was working there?

- **Where** would people buy your product from?

A: Currently: in-store. We should add more online options and add delivery according to all the data.

- **When, where and how** would they purchase used (Thrift & Vintage) goods?

A: It is unfortunate that the stores are closed Sunday. This is a big shopping day and most of their competition are opened these days.

- **Why** would they buy it? What need are they wanting to satisfy?

A: To escape boredom; need to fill a new home or apartment; happiness; update social status.

- Who is the real competition?

A: There are approximately 8 used clothing stores within 12 miles (with similar prices, more selection).

- What **image** do people have of your brand vs your competitors'?

A: The reviews are good. The community members DO NOT shop at the clothing store because the prices are too high. I have at least 7 used clothing store customers here who will attest to this claim.

- What would be the ideal **image** for the ETG brand to have?

A: Currently: The EVERYMAN or the CAREGIVER but, the OUTLAW or AMERICAN is better suited.

- What do they think about the **different aspects** of your product or service (name, packaging, features, advertising, pricing...)?

A: The reviews suggest that there are good treasures for EXPLORERS, Packaging can be greatly improved, customer service could be optimized, physical features are getting upgraded, advertising will begin as they are ready to do so, prices need to be lower for an income resurgence.

- What improvements could be made to your product or service to meet people's needs even better?

A: There are many: cleaning the store better, organizing the store by decade instead of by garment item, adding better, more diverse and more unique products, creating an in-store experience, adding outdoor seating, adding more products online and shipping, steady and OUTLAW social media.

- What is the single most important benefit the ETG brand should be seen to be offering - and why would people believe this to be true?

A: **“We come together to join energies. It’s a gift we give to our community and each other.”**

The community is known as “the hippies, freaks, kooks on the hill” <http://nymag.com/news/features/16711/>

- How can you best **communicate** that benefit to the people you're interested in attracting?

A: Instagram and Facebook (low cost and high engagement, nothing beats a conversation).

- What is the right price to charge?

A: 50% off what they (**Every Thing Goes**) are currently charging.

- What other new products or services could your brand offer people?

A: Complimentary coffee, snack and friendlier, more astute service engagement.

- So what is the **vision** for the brand?

A: CREATE in-store EXPERIENCES utilizing the cozy cafe experience in all three stores. CREATE all three spaces to become gathering places to meet new people to get INFORMATION, INTRODUCTIONS and INVITATIONS to events.

- And what would be the best roadmap for getting there?

A: 1. Sell off all the old furniture, books, and clothing to “Stop the Hemorrhaging” (50% off). This will increase customer re-engagement and engage new customers. 2. Lower the prices, in general, moving more product(s) in and through the store faster. 3. Empty the storage units and rent those. 3. Resolve the great disparity between Baby Boomers and Millennials. This will add better communications between the community members. 3. Utilize the talents and desires of the workers for optimal benefit and motivational engagement. 4. Find out more about the Millennials “passions and desires (ganas)” then add these skill sets to create a new business model and increased income to the stores.

Mistakes

BIGGEST MISTAKE THRIFT STORE OWNERS MAKE



<https://www.youtube.com/watch?v=CGer2pFccS8>

[What can we learn from Jimmy Moonshine about thrift stores?]

Marketers handicap themselves with **LIMITING VIEWS** such as:

- ***Consumers think in a well-reasoned or rational way.***

FALSE: Consumers rarely access benefits, attribute by attribute, and consciously balance the pros and cons of buying. The selection process is largely affected by emotions, the unconscious, and social and physical context.

- ***Consumers can readily explain thinking and behavior.***

FALSE: Ninety-five percent of thinking happens in the unconscious/subconscious mind. Verbal explanations after-the-fact attempt to make sense of behavior, but rarely explain what controlled it.

- ***Consumers can be injected with company messages and interpret them as marketers intend.***

FALSE: Because consumers do not think in words, finding a clever way to express your company's message in words does not guarantee that consumers passively absorb it. Falling prey to these misconceptions causes marketers to make predictable errors. They mistake descriptive information for insight by making assumptions about what consumers say. For example, a customer may say she prefers round containers to square ones. But unless you know why, you may not realize that round containers are still not optimal, and she would prefer something else entirely. Managers also confuse customer data with understanding by collecting huge quantities of easily accessible data, particularly demographic data.

They focus on the wrong elements of the consumer experience by spending 90 percent of market research on surface-level attributes and functional features and their immediate psychological benefits. You must learn to understand the full consumer experience and the deeper emotional benefits. Customer-Centricity The key to understanding the full customer experience is customer-centricity, the degree to which marketers focus on latent and obvious needs of current and potential customers.

To be continued.....

Brek Iversen