

## EAGA Business Builder

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November 05, 2024

### Today's speaker was Rich Ringrose—Albuquerque City Lifestyle Magazine



Albuquerque City Lifestyle Magazine is one of the Lifestyle Magazine franchise. Overall, the company publishes in about 200 affluent cities throughout the United States. Their demographic is: homes valued from \$794,000 to \$6 million and annual income of \$150,000 or more. The Albuquerque version has a readership of about 80,000 per month, via print and digital versions. Rich and his team are constantly generating new content to keep their publication fresh and interesting. (If you don't live in one of the demographic neighborhoods, but want to get the magazine, just let Rich know) The December magazine will obviously be their holiday edition and the January publication will have a health and wellness theme. Their advertising rates will increase for 2025, but EAGA members can still lock in the 2024 rates if you contact Rich before November 26th. Although Mr. Ringrose did give us that, sort of 'Albuquerque City Lifestyle Magazine in a nut shell', he didn't spend much time talking about the publication. Instead, he spent the majority of his presentation speaking about another, but related subject. Advertising. Mr. Ringrose has been involved in the digital and print industry for quite a few years so he has had a lot of encounters with the advertising world. Here is some of the advice that Rich offered this morning: When beginning your advertising program, set a clear road map of your intended approach. You can do that by preparing an 'Executive Summary' sort of high-level overview of the plan. Set a main strategy and identify the objectives. In order to figure out how to attack your advertising, you will have to do research and analysis to determine where your business fits in the industry, what is your growth potential and what sets your company apart from the competition. Determine your "SWOT" - Strengths; Weaknesses; Opportunities; Threats. At this point in the presentation, Rich attempted to get the audience involved. He segregated the tables into three groups and tasked each with figuring out possible SWOT as though they were a travel agency, an appliance store and a high-end steakhouse, respectively. After a few minutes of discussion, a representative from a table or two presented a summary of their discussion and it was relatively quickly determined that the experiment didn't go well. It was obvious that these guys, this morning, were not going to be good candidates for audience participation, so Rich made it clear that he was going to abandon his plans for any more of that sort of activity today. 😊 So, moving on with his presentation...You will want to differentiate your products and services and show the positives of what you do, and it is best if you do that without displaying a negative attitude towards any competitor. Your advertising should be directed toward a specific demographic, so you will have to figure out who that is. What is the persona of your ideal customer? What is the preferred communication channel (the potential customer's preferred communication method, not yours)? What will be the marketing goals and objectives? And remember that those have to be SMART (specific; measurable; achievable; relevant; time-bound). Develop your market strategies: Define them, then outline specific strategies. Figure out what is your 'Unique Value Position'. Why should customers choose you? How do your products or services solve the customer's problems in ways that competitors do not? What about your website? The website is most often the first contact you will have with business customers—and they will make a quick decision when they go there. Are your Google phrases and key words the best for attracting potential customers? Who will create your web page? It has to be someone knowledgeable about the media and platform as well as about what are your intentions and goals. The site's content should provide a 'call to action' and your contact information needs to be readily available. Once the site is active, monitor its performance on a monthly or at least quarterly basis and change or 'spruce up' the content on a regular basis so the site doesn't become static. Overall, your advertising program needs to have a set budget and a defined resource allocation. Make the budget be a percentage of your revenues and not a specific dollar amount. And have the resource allocations include details for exactly where the money will be spent and who will do which specific job. The 'where' can be in short-term media like magazines that briefly get your message out, or it can be 'brand enhancement' ads like billboards or TV ads that maintain a general awareness so that customers will remember your business when they decide to make a purchase. The 'who' can be internal staff, yourself, or 3rd party personnel. If you want to discuss any of this with Rich you can contact him by phone at 505-868-5338 or via email [rich.ringrose@citylifestyle.com](mailto:rich.ringrose@citylifestyle.com). And here is how Mr. Ringrose says you can assist in making his business even more successful: Advertise in the Albuquerque City Lifestyle Magazine. Refer others that would advertise. Send him ideas for articles in his magazine.

- ◆ Board Members please note that there will be a board meeting right after breakfast on Tuesday, November 12th. If you have any questions, please contact Mario or President John.
- ◆ Congratulations to Michael Manning and BeeHive Homes. Three of their locations recently received a Bronze Quality Award from the American Health Care Association.
- ◆ We just got rid of all the political ads and now we'll see how many more we can generate with this next round of elections. EAGA will be voting on 3 new board members at the December 10th breakfast meeting. If you are interested in running for one of the available positions, or if you would like to nominate another member, please contact Paul Losey (pal@covenantschools.com) as soon as possible. Check with Mario to see if campaign signs are allowed within 300 feet of the breakfast buffet line.
- ◆ John Rockwell's group is having a gathering of "good friends, good food and good wine" on November 20th from 5:00 to 7:00 pm in celebration of local artist David Schwindt. See the flyer on page 3 for details.
- ◆ The EAGA Christmas Holiday Party will be on December 7th at Hotel Albuquerque. Signup sheets will be available at our next couple of Tuesday morning breakfasts. The party is free for members and their spouse, but there will be a \$100 charge for guests. The event requires semi-formal attire. Cocktails from 6 to 7pm; Dinner at 7pm; Dancing and door prizes from 8:30 to 11:00pm. There are also two links for reserving a room for the night:

[Hotel Chaco reservations link](#)

[Hotel Albuquerque reservations link](#)

## Badge Board Greeters

Nov 12 <sup>th</sup>	Robert Schuerman—Medical & Commercial Communications
Nov 19 <sup>th</sup>	Glenn Felty—SunState Solar
Nov 26 <sup>th</sup>	No Meeting—Thanksgiving Holiday
Dec 3 <sup>rd</sup>	Tim Stewart— Impact Nations
Dec 10 <sup>th</sup>	
Dec 17 <sup>th</sup>	
Dec 24 <sup>th</sup>	No meeting because of the Christmas Holiday
Dec 31 <sup>st</sup>	No meeting because of the New Year Holiday
Jan 7 <sup>th</sup>	

## Scheduled Speakers

Nov 12 <sup>th</sup>	No scheduled speaker—Open Discussion
Nov 19 <sup>th</sup>	Michael Kourcek—Atmosphere Commercial Interiors
Nov 26 <sup>th</sup>	No Meeting—Thanksgiving Holiday
Dec 3 <sup>rd</sup>	Jack Thompson—Legacy Mortgage powered by Guild
Dec 10 <sup>th</sup>	John Rockwell—RLX, LLC
Dec 17 <sup>th</sup>	Robert Schuerman—Medical & Commercial Communications
Dec 24 <sup>th</sup>	No meeting because of the Christmas Holiday
Dec 31 <sup>st</sup>	No meeting because of the New Year Holiday
Jan 7 <sup>th</sup>	Nestor Romero— The Payroll Company

EAGA Contact information for Executive Director: Mario Hernandez

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*Join Us!*

Please join

**Sierra Peaks Corporation**

and

**Marpac Corporation**

as we

gather good friends,  
good food and good wine  
in celebration of local artist

**David Schwindt**

4801 Lincoln Rd.  
Albuquerque, NM 87109

**November 20th 2024**

**5:00 - 7:00 pm**

RSVP: [spc.art.party@gmail.com](mailto:spc.art.party@gmail.com)