CAPE ROMANO

Continued from B/1

side of the house. “On the pass side it never eroded,” Judy explains. “The reason why the pass disappeared is because all the sand from the Gulf went into the pass.” Once the pass became too shallow, they purchased a four-wheeler to drive back and forth to the west end of the island in order to go back and forth to Marco.

“When that erosion started, it just didn’t stop.” By 1988, the 2,000 feet of beachfront dwindled to the point of threatening the home. The family was also going through some difficult times. Judy had an accident with her horse, breaking her shoulder. She wasn’t able to return to the pyramid home. Monte didn’t go back either. Judy hasn’t seen him since 1988. Heather returned to the island to care for the animals and slowly began to remove them. Many of them ended up at her mother’s property in Naples.

“You know what took the pyramid? A tornado. We sold the place to a couple from Ohio and the water was right at the edge. They bought it thinking they were going to save it but before they even moved in a tornado came and took it. Monte always said, ‘nothing is ever gonna take this away!’ Boy were we wrong!”

After only ten years, the pyramid house became just a memory. Those who have been around long enough have faint recollections of being chased away by emus or seeing horses swimming in the ocean. For Judy, looking through the photos brings her right back to this former life. “I remember it all so clearly. There was hardship but it was wonderful. It was the best ten years of my life.”



Monte and Judy couldn’t wait to move in, so they lived in a tent on the second floor during construction.



Monte built a windmill to help power the home which also ran on a generator.

Gearing up for season



Business Basics

Camden Smith
DREAMFly Marketing

Many of our readers have asked for effective season planning tips so this week the column breaks down four must-haves for any business’s advertising promotions.

First things first. Let us just get this out of the way. If you are a manager or business owner and you focus entirely on season, this is why you go into a slump in May.

With 320,000 year round residents in Collier County, it is imperative to target advertising to both residents and visitors. Both audiences are equally important. Planning for our seasonal visitors has become unique. For service industry organizations such as restaurants, art studios and other destination-type shops, making friends with local concierges is critical.

The top tip is for all business owners to designate a staff member to drop by promotional information and a monthly gift to hotel concierge’s who host your target audience. You cannot drop by every hotel in Naples, but you certainly can make the easy drive right on Marco Island. If you sell cupcakes, drop off cupcakes to the concierge or give him or her their favorite candy or free tickets to say a comedy show at our favorite Marco Island comedy club. Make the connection genuine.

Second, during season advertising must be frequent and should include call to action statements placed prominently with promotional discounts exclusive to each ad. This makes promotions easy to track and encourages consumers to look for the next ad with the next promotion.

Third, advertising must be focused. Too many small businesses both on and off Marco Island make the mistake of buying in four newspapers for examples but buying too little in each publication in order to meet the minimum ad frequency reach of three times for consumers. Running fewer ads less frequently in more publications actually harms your campaign.

Finally, do not assume because there are more people in town you can forget about publicity. Make sure to send professionally written, typo free press releases with strong lead sentences telling the media why your news is a story.

Local media outlets with fewer writers today are always looking for newsworthy content. Next, month I will outline what makes news newsworthy.

Collect client names and emails no matter how small or big your business is and create an e-promotion newsletter using a platform like MailChimp or Constant Contact. Remember, email lists are opt-in, you must ask to add a customer to an email list.

Make this season successful by connecting with key concierge staff at hotels, targeting advertising buys, adding stronger promotions in ads, and focusing on publicity.

Camden Smith, owner of DREAMFly Marketing LLC, has more than eight years expertise in branding and marketing strategy and 13 years in public relations. Formerly a WINK-TV reporter, Smith is an award-winning PR strategist and lives in Naples with her husband. Visit Smith at http://dreamflymarketing.com

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