

***How To Double Your Marketing  
Return For About Half Of What  
You Are Currently Investing***

Presented By:


**marketing  
inc.**

*"The Medicine Your Marketing Needs"*



# Agenda

- Marketing Equation
- Strategic vs. Tactical Marketing
- Sales and Marketing Model
- Creating Your Marketing Message
- Image vs. Direct Response Advertising
- Consumer Buying Process



# “How am I doing?”

- Do you have a marketing plan?
- What marketing methods are currently being used?
- How do these methods differ from when the business was started?
- How do they differ from the methods used 5 or 10 years ago?
- What are the response rates of your marketing efforts?
- Are you satisfied with those rates?

Markets and consumer preferences change constantly...

Is your marketing changing with them?



# Marketing Equation

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- **Interrupt**
  - Grab the prospect's attention. Cut through the clutter
- **Engage**
  - Offer relevant information to draw them in deeper
- **Educate**
  - Build the case for your product/service. Help them to understand why you are the right choice
- **Offer**
  - Give the prospect a "no risk" option to do business with you.

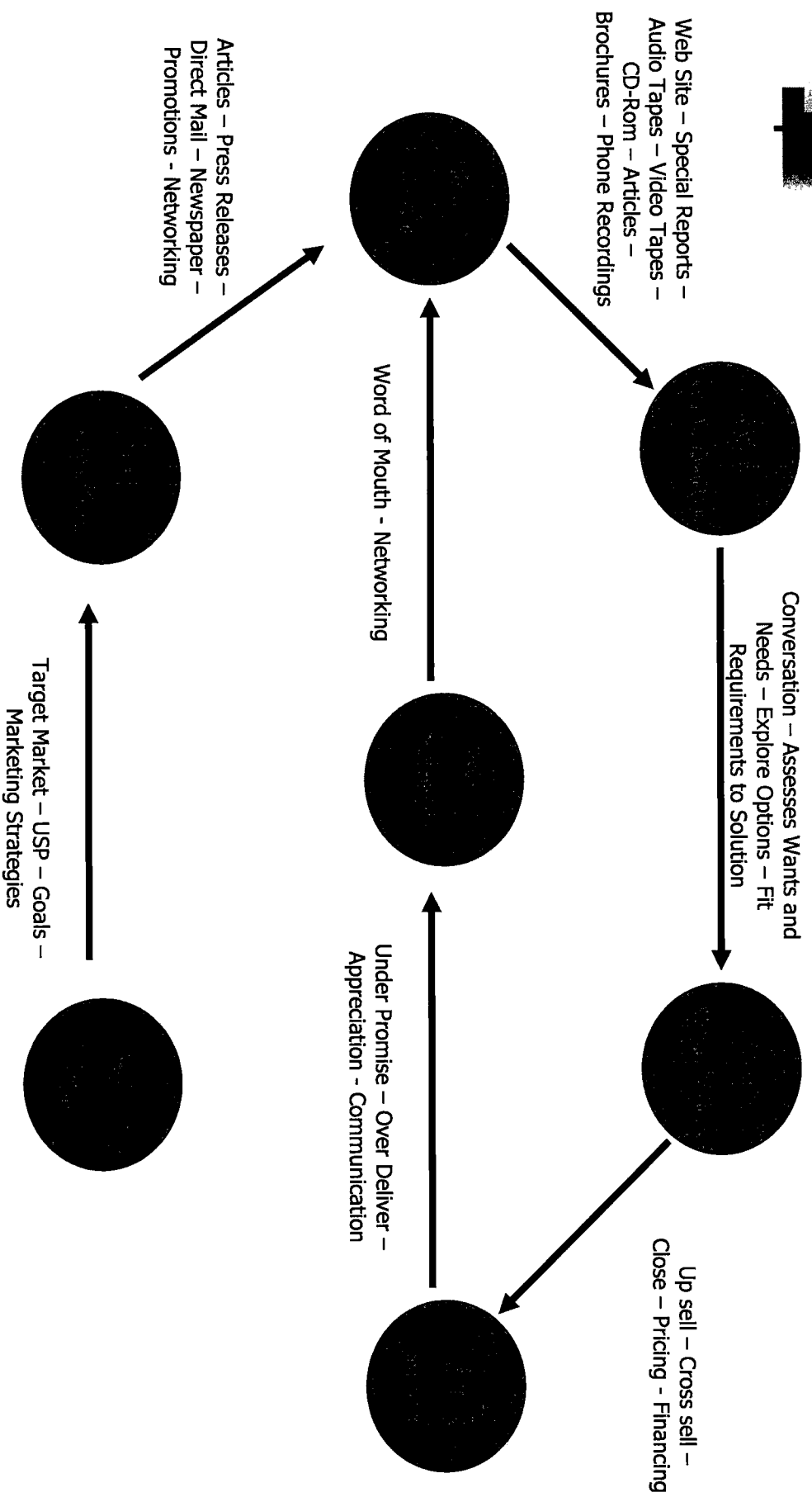


# Strategic vs. Tactical Marketing

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- Strategic Marketing
  - Strategic Marketing has to do with what you say, how you say it, and who you say it to.
- Tactical Marketing
  - Tactical Marketing is the execution of your strategic marketing plan as far as generating leads, placing media, creating marketing tools, and implementing a follow up system.

# Sales and Marketing Model





# Creating Your Marketing Message

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- Identify your target market
  - Demographic, Geographic, etc.
- Identify the problems your target market experiences
  - “What is the problem they have, and how does it make them feel”
- Present your solution to your market’s problem
  - You’ve made them feel the pain, now give them some relief
- Present the results you have produced for people in the same situation
  - Testimonials, case studies, etc.
- Explain what makes you different from your competitors
  - Why should they do business with you?
- Side Note: Replace “What we do” with “What’s in it for the customer”



# Marketing Formula

- $F+M+D^2=Success$
- Focused
- Methodical
- Determined & Diligent



# Image Advertising vs.

## Direct Response Advertising

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- Effective at building brand awareness
  - Takes time (12-15 Exposures)
  - Up to 300 if prospects miss your ad
- Expensive
- Does not give the prospect a call to action
- Trackable
  - When a prospect responds, you know which ad and medium it was from
- Measurable
  - Number of hits from each ad
- Accountable
  - If it's not working..pull it



# Inside Reality vs. Outside Perception

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- Inside Reality
  - The actual value you bring to the marketplace. This is based on your product/service, quality, sales people, customer service, etc
- Outside Perception
  - The way your company is viewed by prospective customers. This is based on your communication with them: advertising, marketing, and sales efforts all form your Outside Perception

Inside Reality and Outside Perception **MUST** Be Equal In  
Order For Companies To Expand Their Business!

# The Truth About Buying

Consumers want to know that they are making an intelligent buying decision, and are getting the best deal possible.

It is Marketing's job to help facilitate that feeling.

# The "Buy In" Process

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**Consumer**

Aware      Considering      Buying      Repeating  
↔      ↔      ↔      ↔

Not Aware      Not Considering      Not Buying      Not Repeating

\$'s	Positioning	Product	Satisfaction
Distribution	Creative	Price	Relationship
Sales Force	Differentiation	Promotion	
		Packaging	

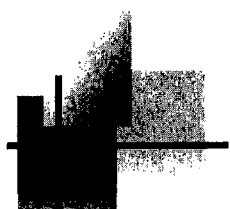
**Perception**

**Product**



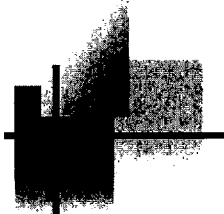
## Why Doesn't Marketing Happen?

- Not Enough Time
- Not enough resources (Perceived)
- No knowledge of Marketing



# Next Steps

- Identify target market(s)
- Research for customer's "hot buttons"
- Choose best mediums to push those buttons
- Create Marketing pieces
- Monitor results
- Adapt if necessary



*Thank You*