

FIRST POSITION IN THE MIND



So what is marketing and what makes marketing affective? If anyone tells you there is a set answers to this question, and that they have it, run from them as quickly as possible. There is no one answer to advertising effectiveness. Focused, directed and a total overall marketing effort are the only way any advertising efforts can ever be effective.

WHAT IS MEANT BY "FIRST POSITION IN THE MIND"?

In its simplest form, when someone needs a service or product, they think of you first. When you want oil, tires, parts, tools, or any personal items, TV, stereos, clothing, etc., what company or name first pops into your mind. Was it Craftsman, or Snap-On? Whichever it was, they have gained first position in your mind. It's this positioning in your mind that this seminar is all about. How do you gain this position? What does it take to accomplish this feat? Can you really make your business first in the minds of your customers? There are many positions of the mind we can deal with. Are you "First Position in the Mind" internationally - nationally - statewide or - locally?

MARKETING ON A BUDGET

How can you do this if you have little or no budget? First, you must be willing to commit a percentage of every dollar that is generated within your business to future marketing. A minimum of 3% - 5% should be allocated to continued marketing. Start up businesses require 10% to establish even a minimum awareness within the consumer's mind.

TYPES OF MARKETING

SWEAT LABOR

(The least expensive form of Marketing)

Some of your marketing budget could be obtained through sweat labor, e.g., flyers on cars, door hangers, or handouts, as well as networking/partnering with other merchants and your own personal PR efforts. You would be surprised what getting on a radio talk show can do for your local image. Have a story to tell and tell it. Radio stations are always looking for something new and interesting to present to their listeners. Become the expert in your area. Anyone can do it, only a few will try.

WORD OF MOUTH

Many people, after establishing their businesses, think they can depend on word-of-mouth advertising to drive their businesses in the future. Word-of-mouth advertising is only effective if you make it work for you. If your customers are pleased with you and your work, they will return, but in most cases they won't go out of their way to tell others about you unless:

Someone may have asked them who they would recommend. Is there a reward in it for them to do so.

"WIIFM"

What's In It For Me

PAID ADVERTISING

Newsletters, Announcements, Invitations, Reminders, First Time Thank You, Referral Thank You, Follow up On Services, Special Promotions.

There are basically 3 ways to build your business. It's called "RED"!

- R - raise your prices
- E - earn more dollars per customer
- D - do more customers

Creating Your Advertising Piece

When creating your written ads, whether it's for a flyer, door hanger, handout, coupon or newspaper keep in mind the following:

Sell only one idea at a time. Price - Service - Unique - Special - Quality - Guaranteed.

DIRECT MAIL

Direct mail is probably the most effective marketing tool any business can use. You are marketing to people that have been to your shop at least once. They don't have to be sold through the marketing piece. Most businesses make the mistake of using direct mail to reach new people when in fact it should be used to reinforce the business you currently have.

What sort of information must you have in order to do effective direct mail marketing?

SEVEN SUGGESTIONS TO GETS A DIRECT MAIL PIECE OPENED

SHARED MARKETING

If you decide to do any untargeted marketing (not to your clients), then you may want to do "Direct Mail Shared Marketing". What this involves is 4 to 10 merchants in your immediate area getting together to market to one another's customers. The advantage of this is that each of you not only presents your current customers with your promotions, you are also reaching customers that shop in the immediate area with other merchants

DOOR TO DOOR

Don't underestimate the power of door-to-door marketing. Commonly referred to as door hangers. Mail advertising can be very effective because of the facts discussed earlier. Marketing efforts close to home are more effective.

NEWSPAPER INSERTS FOR LOCAL DELIVERY

In some areas of the country, daily papers are still delivered by local distributors and for a small fee you can have your flyers inserted into every paper they deliver.

NEWSPAPERS

This would include coupons and special promotional ads. Whenever you run any type of advertising, it is essential that you be able to monitor the effectiveness of your ads. Coupons and specials take advantage of this.

RADIO ADVERTISING

Radio advertising works if your budget can handle the requirement necessary to make it work. If you're going to run radio ads, be prepared to run at least 26 if they are to become effective. Remember advertising only works when someone has an "Itch".

CABLE TELEVISION

When your budget reaches the point that you could afford to consider TV advertising, start out with cable. Most Cable stations will product the marketing piece for you when you purchase a certain dollar amount of programming spots. This is a tremendous savings and the TV commercial can be used over and over in the future.

Become the expert in your area.

WHEN DO WE ADVERTISE AND WHAT MEDIA DO WE USE?

RULE 1: never advertise when business is naturally slow.

RULE 2: sell only one thing at a time.

- RULE 3: be consistent.

There really is no science to determining which ads really created business for you, but without constant marketing there will be no business.

EXPOSURE RATE

Look at which media avenue will reach the greatest number of people for the least amount of money. Look into cross-marketing programs offered by Mailing Services, Radio and TV. Your goal is to maximize your exposure with the least amount of cash outlay.

CO-OP ADVERTISING

Take advantage of any and all co-op advertising available to you. In the automotive industry over 80% of the available co-op advertising is left on the table each year.

INFORMATION USAGE:

Follow up Marketing

QUESTIONS TO ASK TO TRACK YOUR ADVERTISING

When did you advertise?

What month did the ad run?

What season did it run?

- Where did you advertise?
- What media did you use
- What did you advertise?
- Can you measure the effectiveness of your ad?
- How effective was it?

- What area did it pull from?
- What type of work did you get from it?
- How much did it cost?
- How much did you spend on advertising the last 2-3 years?
- How many new customers did you service last year?
- Do you know why they chose your business over others in your area?

ADDITIONAL MARKETING TOOLS

These are items that you can use as an on-going marketing effort to maintain your "First Position in the Mind." These are little things that remind your customers that you're alive and doing well. They can be used as special thanks for first time visits, referrals, repeat business; anniversary visits (theirs or yours).

CROSS MARKETING EFFORTS

Create cross marketing promotions with other local merchants.

BUSINESS NAME AND LOGO

- Clean
- Understandable
- Clearly states your business

BUSINESS LETTER HEAD

- Clean
- Memorable
- Used with all correspondence

BUSINESS CARDS

- Business cards are your business extension to the consumer. Take the time to design a business card that reflects your business.

SIGNS - OTHER SOURCES OF MARKETING

- Size
- Lighted
- Color
- Animated
- Location
- Building
- External

INTERNAL MARKETING

- Sales Area
- Refreshments
- Retail Items
- Service Counter Marketing
- Work Area
- Clean & Neat
- Professional Appearance
- Certificates of Completion on Walls

RECOMMENED READING MATERIALS

After Marketing (keeping your business), Terry Vavra

10 Secret to Marketing Success, Rick Crandall

Beating the Competition, Tait Trussell

Danger in the Comfort Zone, Judith M Bardwick

Advertising & Marketing Checklist, Ronald Kaatz

Swim with the Sharks without Being Eaten Alive, Harvey Mackay

Made in America: Wal-Mart, Sam Walton

Personal Marketing Strategies, McCaffre & Alexander Lucia

I Wish I'd said that, Linda McCallister

Doublespeak, William Lutz

How to Sell Anything to Anybody, Joe Girard

RECOMMENDED AUDIO TAPES

Breaking the Success Barrier, Brian Tracy

Guerrilla Marketing

100 Affordable Marketing Methods, Jay Conrad

The 12 Life Secrets, Robert Stuberg

Tough Minded Management, Joe Batten

Doing What You Love, Loving What You Do, Dr. Robert Anthony

The "E"myth, Michael Gerber

CONCLUSION

Marketing is a multi-faceted system. Yes, there are some ads that you can run that will command an immediate response. Copywriters for large department stores and grocery stores are faced with this challenge every day. These are "I need that" ads. This type of advertising is not designed to create the "First Position in the Mind" effect. Although in some cases they do. In its simplest form this entire seminar was meant to make you aware of the importance of consistent marketing.