



# Marketing success...

*Means getting back to basics*



The average person gets pounded with between **4,000** and **40,000** advertising impressions a day.





# Getting back to basics...

To be more successful, there are only three alternatives:

- Get more customers
- Increase the number of sales to each customer
- Increase the profit per sale



# Getting back to basics...

How do we differentiate our product, impact the consumer, motivate them to buy and do so at a realistic cost?

In my view, the keys are really simple...



# Getting back to basics...

- Know what business you are in.



# Getting back to basics...

- Determine your unique selling proposition.



# Getting back to basics...

- Think outside the square.





# Getting back to basics...

- Sell what people want to buy.



# Getting back to basics...

- Build relationships and empathy with every customer.



# Getting back to basics...

- Market the benefits.



# Getting back to basics...

- Add value.



# Getting back to basics...

- Focus on repeat business.



# Getting back to basics...

- Choose your advertising and promotion vehicles carefully.



# Research...

- Only research can determine the aspects of the product the public find appealing.
- Research is the backbone of marketing success.
- The results, whether palatable or not, should be accepted and solutions sought.



# Advertising...

A huge budget is not essential to effectively market your camp, accurate targeting of the correct message

is. It is essential to address three issues:

- Sell benefits not features.
- Keep the message simple and emotive.

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# Advertising...

## **Benefits...**

- It is not sufficient to advertise the features or attributes of the product.
- People do not buy features, they respond to benefits.



# Advertising...

Simple and emotive...

- A simple message conveying the USP will succeed while those that are complicated or fail to make a simple potent point will not.



# Advertising...

Simple and emotive...

- **The Headline...** the Make or Break Factor
- Headlines should be positive, people are looking to gain advantage, pleasure or value from their purchases.



# Advertising...

## **How important is the headline?**

1. How to turn your non-smoking into money.
2. Non-smokers save a bundle on health insurance.



# Advertising...

How important is the headline?

- The second headline generated **2000% more** calls.



# Advertising...

Simple and emotive...

## **The use of colour**

- Choice of colour is important and applies to every aspect of your marketing.
- Colour is one of the most important, and least considered, marketing tools available.

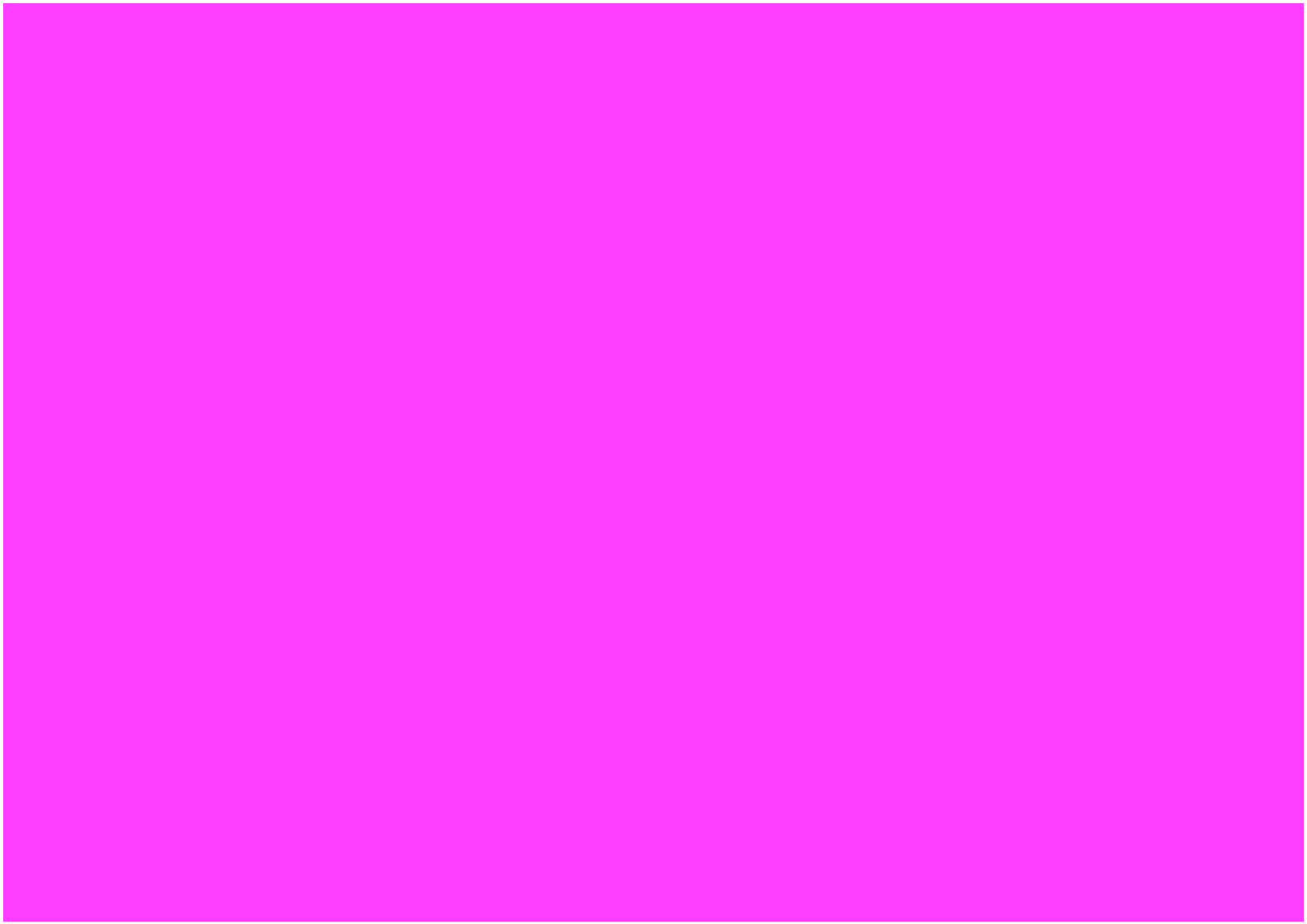


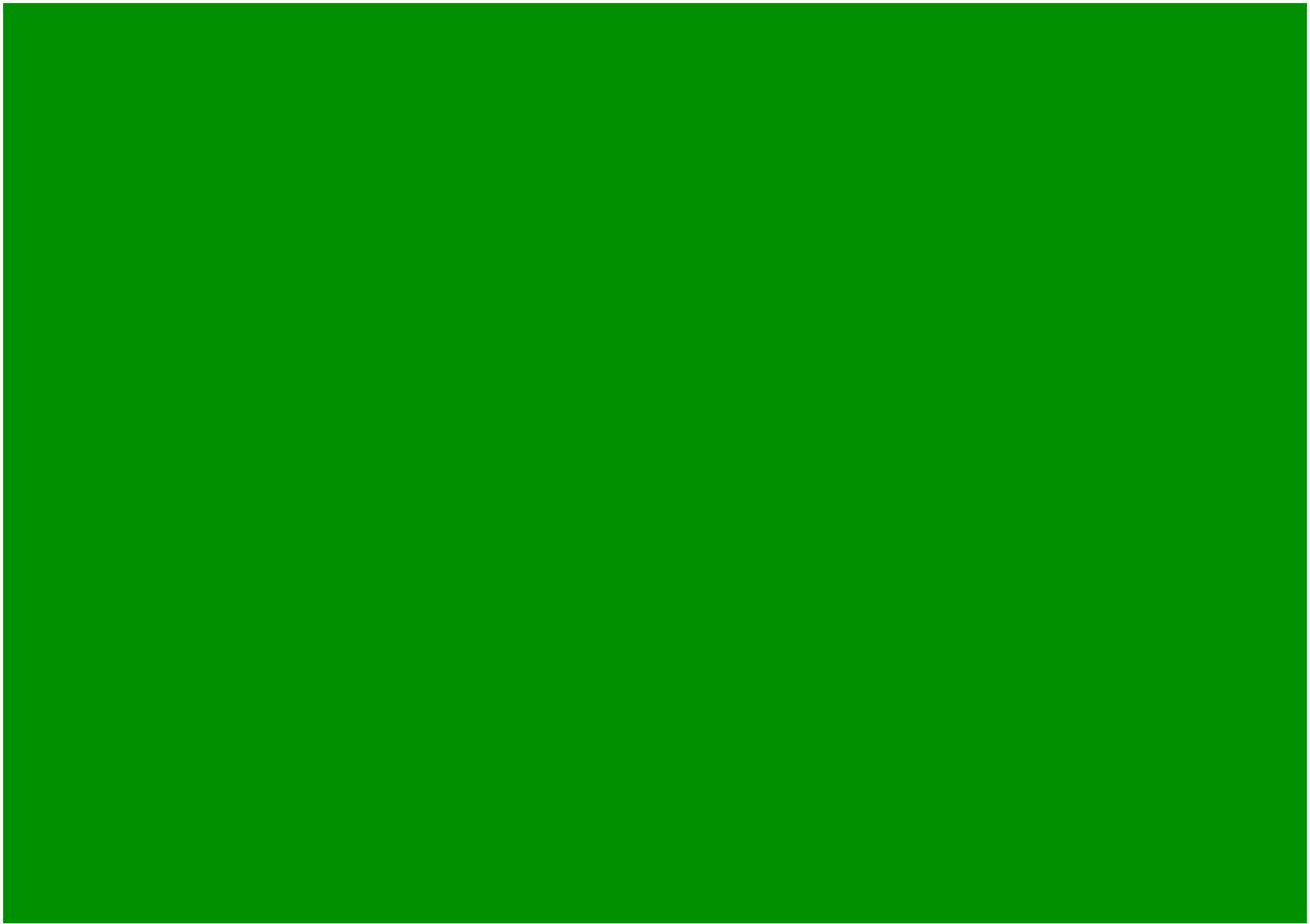
# Advertising...

Simple and emotive...

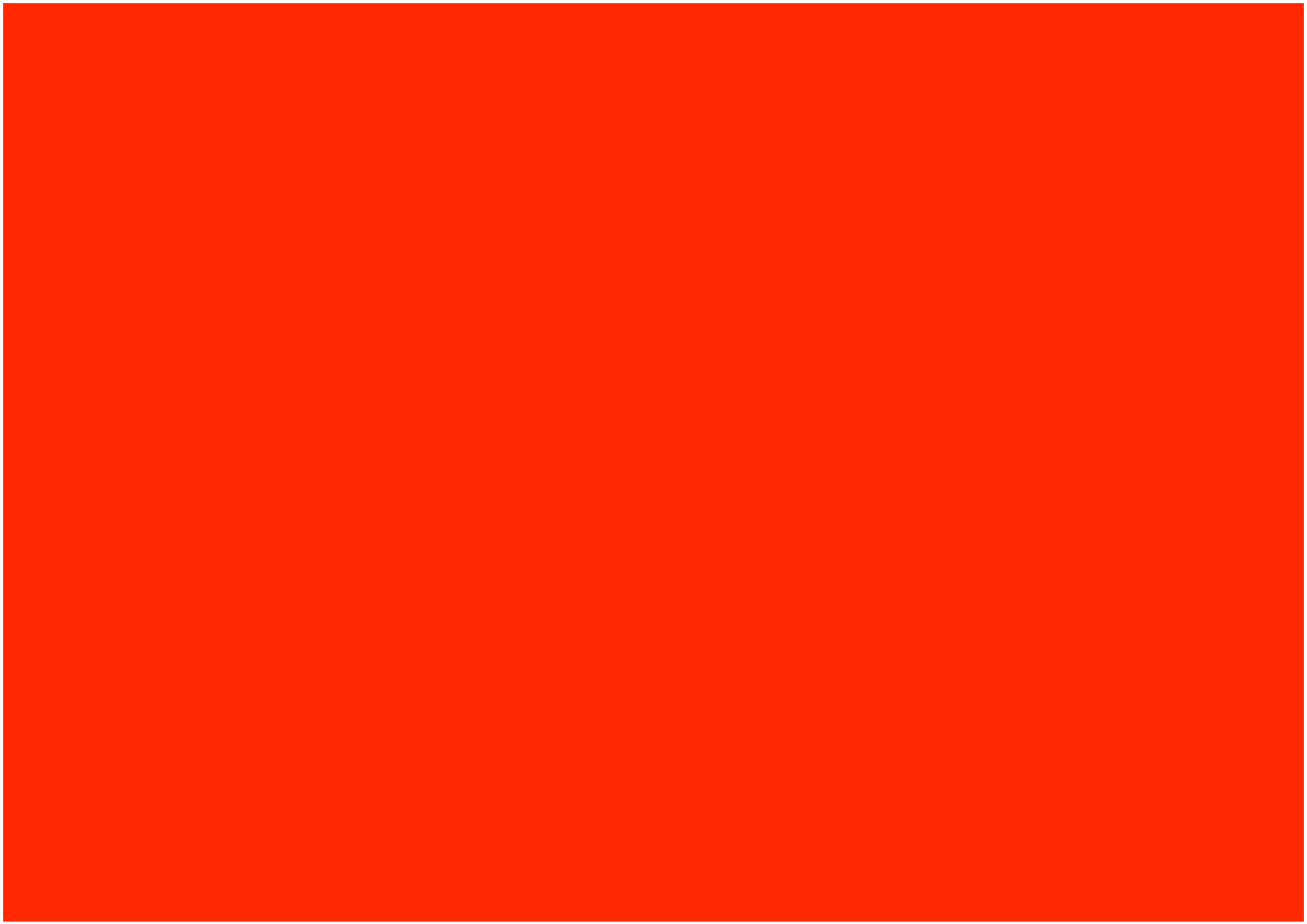
The use of colour

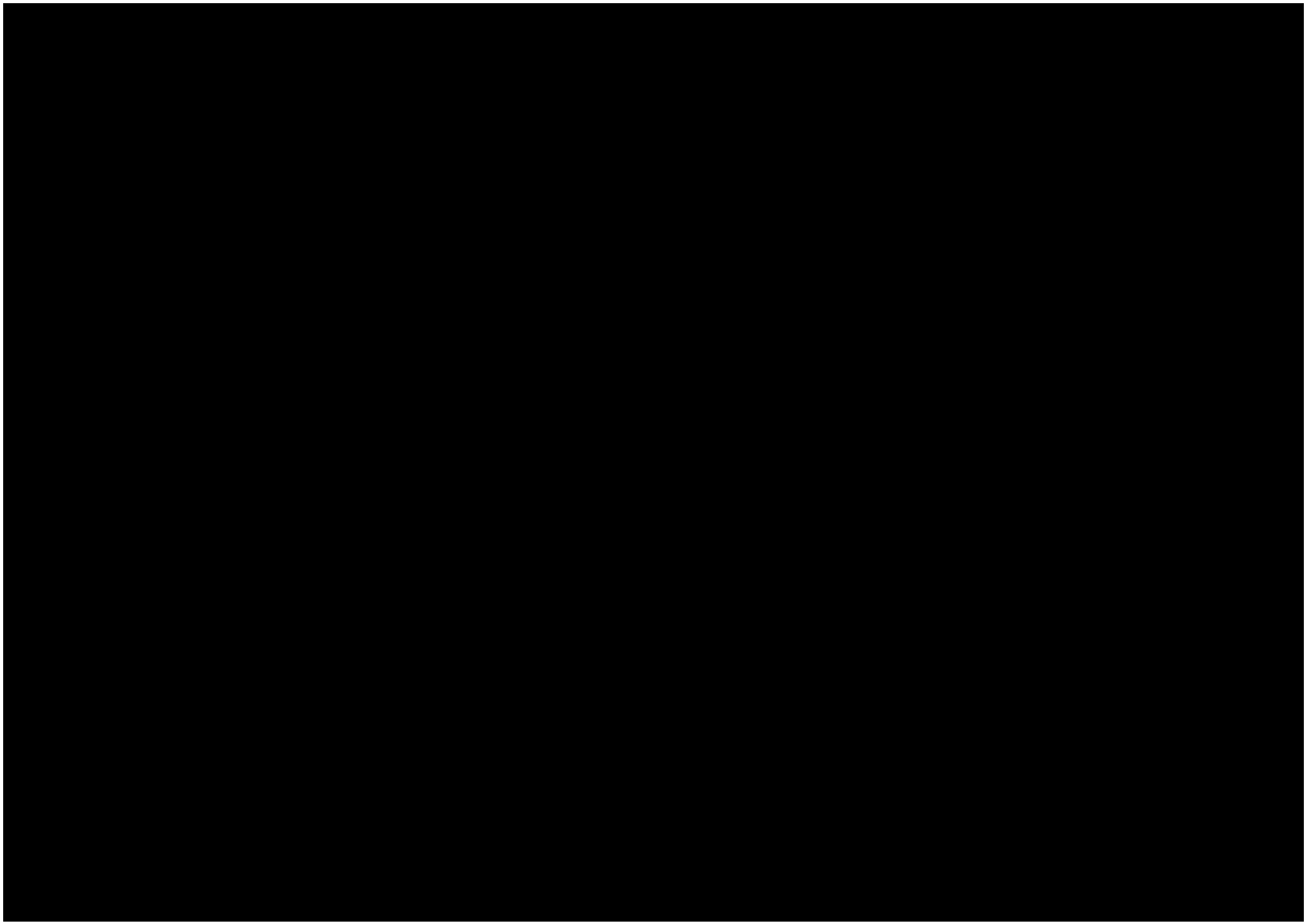
- What colour do you associate with **trust** and **stability**?











# Advertising...

## Trust and stability...

- **Blue**      **41%**
- Red        13%
- Green     8%
- Pink      7%
- Black     6%



# Advertising...

Simple and emotive...

When considering copy, again colour is critical.

- People find blue copy more “attractive” than **black**, the comprehension of blue copy is only **15% of black copy.**



# Advertising...

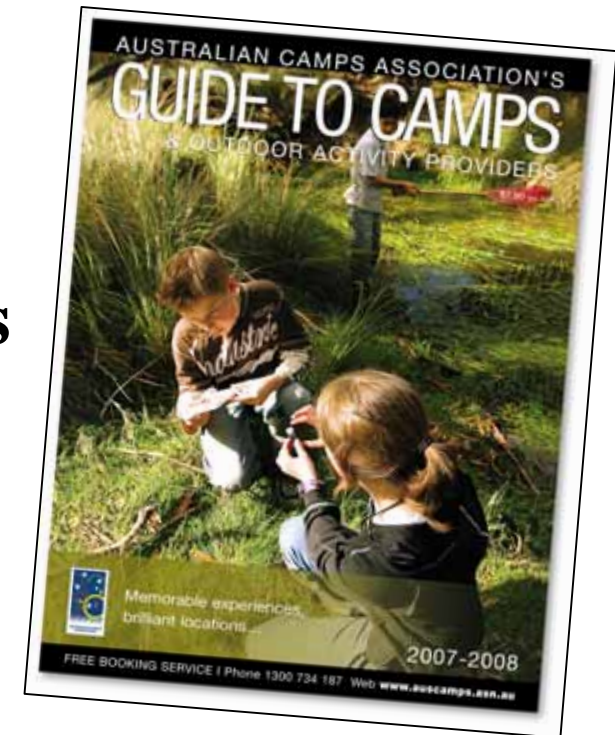
## **Choose the medium carefully...**

To get the best value for your advertising dollar it is important to target your advertising to your target market and through the most appropriate advertising medium.

# Advertising...

Choose the medium carefully...

- Brochures & **Trade Publications**
- Yellow Pages
- **Direct Mail**
- Newspapers & Magazines
- **Internet**
- Radio Television





# Advertising...

## **Buying advertising...**

- Ask for a copy of the publication.
- Ask for proof of the circulation and number of copies published.
- Check the publication's target market and if it matches your target market.



# Advertising...

Is your advertising working?

- Track
- Review
- Revise

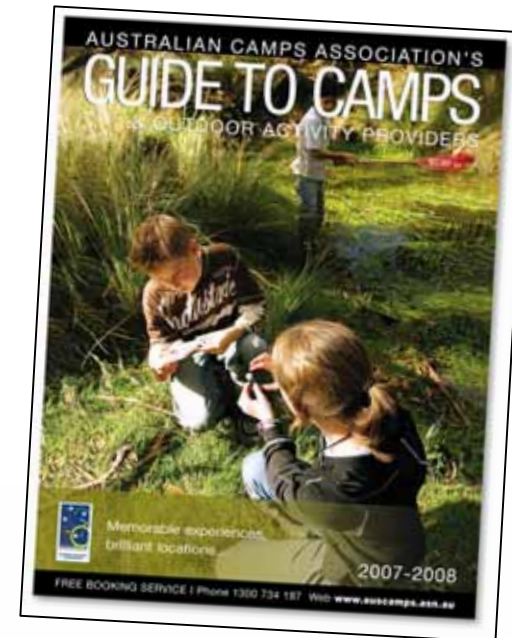
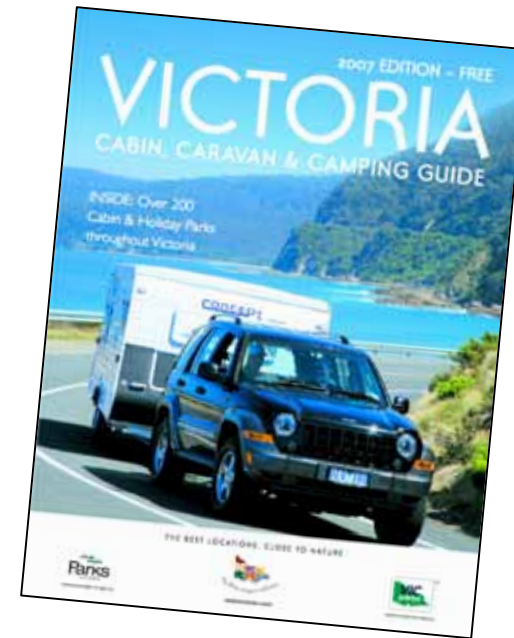


# Brochures...

## **Producing a brochure that sells...**

1. Be clear about your business objectives.
2. Think customer, think customer, think customer.
3. Consider words that motivate.
4. Highlight the unique USP.
5. Think about the brochure's format and design.

# Brochures...





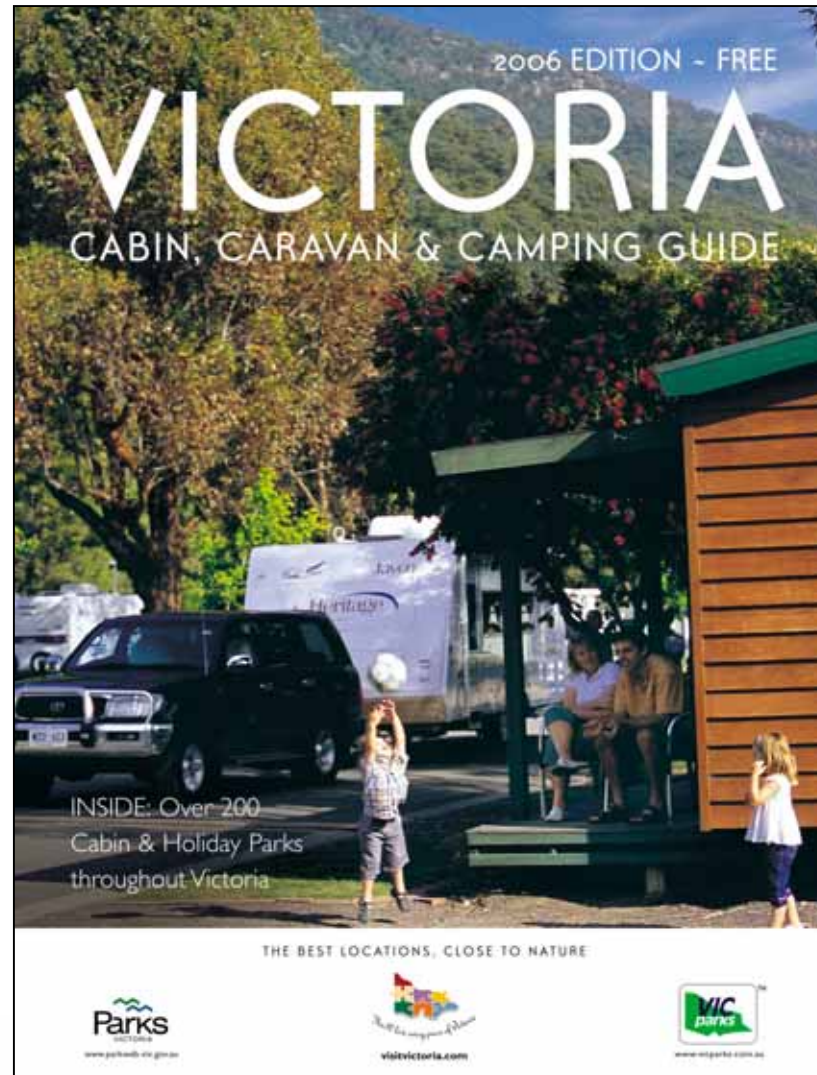
# Brochures...

Consider these elements...

- Size - DL, A5, Quarto, A4
- Graphics & Colour
- Maps
- Simplicity
- Legal aspects
- Only promise what you can deliver

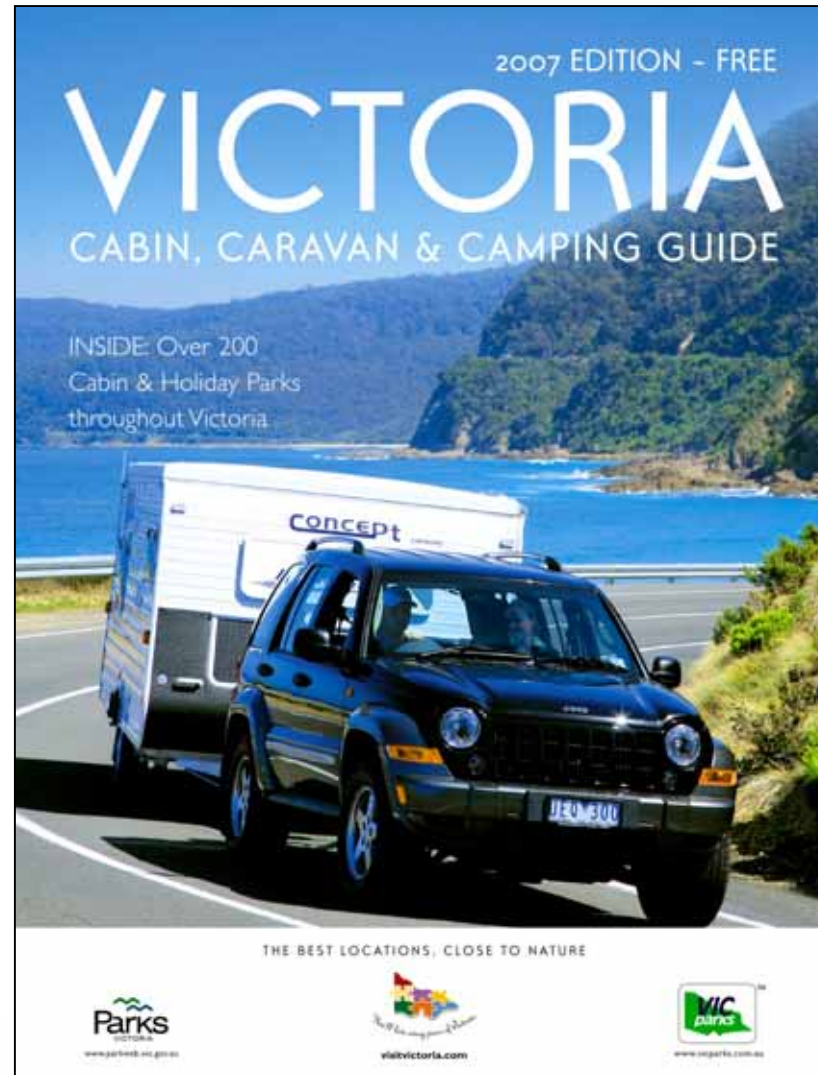


Images...





Images...





# Brochures...

## **What to include in your design brief...**

- What is the key product/service?
- Who will be the target audience?
- Who will be your business competitors?
- What is the image you wish to convey?



# Brochures...

What to include in your design brief...

- What will be the product benefit to your customer?
- Should there be any mandatory inclusions?
- What should be the tone of tone and manner?
- What are the expected outcomes?
- What is your budget?



# Internet...



All that we have already discussed plus...

- How often is your site going to be updated?
- How will update it?



## Summary...

- Sell benefits not features
- Keep the message simple and emotive
- Choose the medium carefully
- **TRACK, REVIEW, REVISE...**