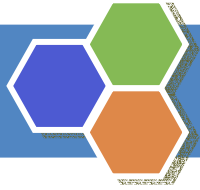


The Operative Marketing Plan

Nov. 15, 2007

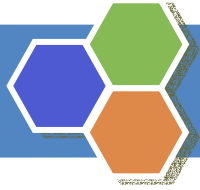




The Operative Marketing Plan

Plan 1: Put together the right message

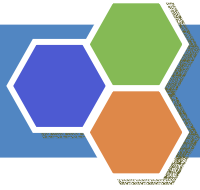
- ◆ A Unique selling proposition
 1. Explains how you are positioned against your competition
 2. Summarizes and telegraphs your key benefits
- ◆ An answer to the one question every prospective customer will always ask
- ◆ An irresistible offer to take immediate action



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Plan 2: Pick the right targets

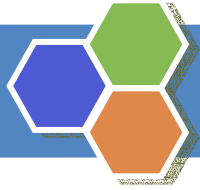
- ◆ Geographic targeting
- ◆ Demographic targeting
- ◆ Affinity or association targeting



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Plan 3: Prove by application story

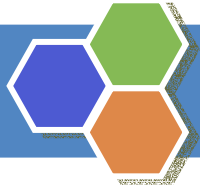
- ◆ Personal endorsements or testimonials from past clients who are happy with the results
- ◆ Pictures that show definitive proof of the results
- ◆ Testimonials of real people rather than celebrity spokespeople
- ◆ A large number of existing clients



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Plan 4: Put your best show

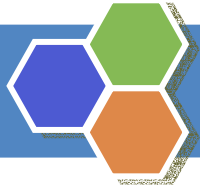
If your marketing is designed to get people to come to your business, take the time to make certain that what the client will see at your store or office is aligned with the image you create through your marketing.



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Plan 5: Generate some free advertising

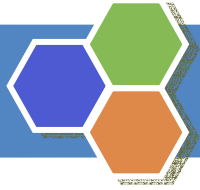
- ◆ By joining forces with a charity
- ◆ As a guest on radio and TV talk shows
- ◆ Through the use of press kits and news releases



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Plan 6: Maximize total customer value

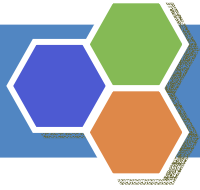
- ◆ Make everyone an ambassador of customer service
- ◆ Have a customer-service diplomacy policy in place
 1. Greet customers as welcome and honored guests
 2. Answer the customer's questions knowledgeably
 3. Never say "That's our policy". Instead, use empathy
 4. Handle complaints systematically and well
- ◆ Stay in touch with your customers regularly
- ◆ Make it easy for existing customers to do more business with you
- ◆ Make it easy for customers to refer their friends and associates



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Plan 7: Create short-term sales promotions

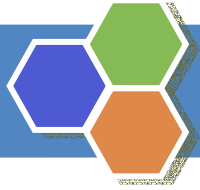
- ◆ Making past clients sweepstakes winners
- ◆ Offering a red tag sale
- ◆ Double coupon days
- ◆ Offering a free gift that's truly impressive
- ◆ Accepting old equipment as a trade-in or extending especially good payment terms
- ◆ Special event



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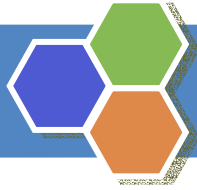
Plan 8: Use new technology

- ◆ Leaving prerecorded messages on 1-800 numbers
- ◆ Using the internet for customer service, education and keeping in contact with past customers
- ◆ Audio brochures
- ◆ Video brochures and infomercials
- ◆ Auto dialers
- ◆ Broadcast fax



The Operative Marketing Plan

- ❖ **Put together the right message**
- ❖ **Pick the right targets**
- ❖ **Prove by application story**
- ❖ **Put your best show**
- ❖ **Generate some free advertising**
- ❖ **Maximize total customer value**
- ❖ **Create short-term sales promotions**
- ❖ **Use new technology**



The Operative Marketing Plan

It is the process of getting the **right message** to the **right people** via the **right media** and methods so they make the **right decision** to buy the product or service you offer

Optimize the number of sales and building the long-term future of your business.





Thanks for attending !
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