

# Why Better Marketing Strategies (Not Advertising) Adds Up To More Customers Calling YOU!

*Never before have businesses been so disillusioned by advertising as a way of winning new customers. Advertising was never meant to be the be all and end all of marketing!*

*You may be surprised to learn that there are strategies you can develop yourself that have the potential to actually eliminate advertising costs, and even eliminate the dreaded “cold call” from your selling repertoire.*

*After all, why would you have your sales staff calling uninterested people when he or she can be busy answering calls from interested, qualified customers.....*

## Executive Summary

This report is not only a way for you to learn to create strategic marketing campaigns that work, for little or no expenditure, but is a living, breathing example itself of what does actually work.

Just under 67% of people who received this report in a pre-release from us asked for further information and/or purchased from us, and yet this report has cost us nothing but our time.

Would you like those kinds of results for your business? Read on, and I'll share with you step-by-step how to conceptualise and put into action a marketing strategy that takes all the effort out of finding customers!

## The Acid Test for Advertising

I've probably been sucked in by more advertisers, and spent more wasted dollars on advertising, than almost any other business I know.

Finally I got to a point where I used to say to the advertising reps, “Tell you what, put my ad in, and if it even gets my money back, I'll pay you twice what it's worth. If it doesn't get back the cost of the ad, I pay you nothing. Let's do that.”

It probably won't surprise you that not a single ad rep has been willing to take me up on that offer, but it sure did stop them from continuing to harass me to fork out money on useless advertising!

Now I get left in peace to create marketing strategies that actually do work. It's a lot more fun, costs a lot less, and brings in a much better return.

And when you look at why advertising often doesn't work, the keys to successful marketing begin to appear obvious.

## Why Advertising Often Doesn't Work

### *The Interruption Factor*

All advertising, without exception, is basically an interruption to your potential client's day. Your potential clients don't often get up in the morning thinking to themselves that they must watch out for

your ads. They're busy going about their day-to-day lives and, sadly, your ad is very much an unwanted interruption.

### ***The 'Buried in a Mess' Factor***

Your advertising also has to compete with a lot of other advertising to even be noticed. With various media suffering smaller and smaller margins, advertising space is growing and growing, in many cases these days placing an ad is as good as burying it "6 feet under".

### ***The 'Scattergun' Factor***

Because it's so costly, advertising has to reach as many people as possible. Even in a "special interest" magazine, the readership will be split into so many different demographics that it's impossible to speak in a relevant way to all of them. Your message is irrelevant.

### **So You See the Clues?**

That's right! You need to make sure that what you're offering is not an interruption, but instead is what the potential client is actually looking for, and looking for with real urgency! How do you do that?

You need to avoid the 'buried in a mess' factor by delivering your message "on response" or by a warm "third party referral". How do you do that?

By hook or by crook you need to find out exactly what is in your targeted clients' mind and talk to them in the very words they are using themselves! How do you do that?

Let's examine some solutions!

### **Will You Welcome a Stranger with Open Arms?**

You may hate it when a stranger knocks on your door. But if your house is on fire and that stranger is a fireperson, wouldn't you welcome them with open arms?

If only you can find out your customers' version of "house on fire" (and it's almost *always* there), and you get the next step right as well, you will have found a true money tree.

### **When You Buy a Drill – What is it that You Really Want?**

No-one goes into a hardware store needing a drill. People buy drills because they need holes.

Your customer doesn't want your product or service either: they want what it gives them or what it means to them. Not only must you find out what that is, but you must go much further than that.

You must find out the very words they use to describe it, and you must use those very words straight back to them, or else they won't believe that you can help! (See the article "*The Customer Buying Advantage*" free on our web site.)

It's almost impossible to undertake this task of finding out what those words are, on your own. You'd have to be able to literally forget almost everything you know about your service or product in order to put yourself in your customer's shoes *accurately enough*.

However thanks to your fellow business people, the task becomes relatively easy. You can get a group of business friends together, or do this in our free on-line member forum.

### **Viral Marketing Strategies are Every Marketer's Dream!**

You're probably already aware that over 70% of business comes not from advertising, but from word of mouth. A viral marketing strategy is really a very clever, strategic "word of mouth" campaign.

A viral marketing strategy is also often free or almost free, and is something that literally replicates itself, often via the internet. It's something like placing a newspaper ad just once and then finding that it's popped up in every newspaper and magazine in the country, all by itself and with no cost.

You know those jokes that come around on the internet, the really good ones that you send off to all your friends? Well viral marketing is just like that. But just as you only pass onto friends jokes that you think they'll find amusing, *and be grateful for*, people will only pass on a viral marketing piece if:

- It is the "fireperson" (and the recipient will clearly "get" that fact), and
- They judge that the recipient's "house" is actually "on fire".

In other words, it gets passed on only to relevant, qualified targets.

A good viral marketing piece gets passed on an average of 2-6 times for each recipient. This could mean an audience of over a million *targeted* people in as little as just 19 days.

Examples of viral marketing material (when they're done right) are:

- White papers
- Reports
- Articles
- Stories
- Press releases

For an interesting article on how to write a viral marketing piece, do visit our web site and check out "*The Power of the White Paper*". You can use the principles explained in that to prepare any of the examples bulleted above.

### **How Businesses Can Help Each Other Form Effective Viral Marketing Strategies**

In a demonstration of how easily businesses can help each other brainstorm free or almost free strategies, we recently used a Speed Business Networking event for exactly that.

In the space of less than an hour, we worked with 4 different business owners to:

**Speed Business Networking**

**Telephone: 61 8 246 1977**

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- Identify their customers' critical "house on fire"
- Identify the very words the customer needed to hear to realise that their "fireperson" had arrived
- Construct a free or cheap viral marketing strategy, linked to an irresistible offer, to get that exact message out to masses of targeted people in such a way that they felt compelled to act

### **Where can you experience this business brainstorming for your business?**

The good news is that you can not only experience this, you get this help for FREE as a free member of My Speed Business Network! It's all at your fingertips and available 24 hours a day via our on-line member forums and other free business development resources.

Maybe we'll start charging for membership of My Speed Business Network some day, but for now it's completely free, so hop onto <https://www.speedbusinessnetworking.com> and click "**Take Me to My Speed Business Network**" at the top of the page to join today.

Straight away an automated mail will let you know the secret link for the business development forums, and you can start taking advantage of business brainstorming for better marketing strategies (and other business strategies too!).

I look forward to working with you on the forums!

Sincerely



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