

clarity projects
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Marketing Rule Book

Marketing rules.....

- 1 You reap what you sow
- 2 Stop pursuing a weak universal appeal
- 3 Don't fear customer rejection but customer indifference
- 4 Become three or even four dimensional
- 5 Stop copying or worrying about the competition
- 6 Make no assumptions
- 7 Be ideas centred not just customer centred
- 8 Stop wasting even more time

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Rule # 1 You reap what YOU SOW.....

Abandon everything you have been taught about marketing before. Take a cold quantitative look at your marketing activity and start again. All marketing should bring a return on your investment.

Break from the past and think about:

- Beginning again – we feel a truly clean sheet of paper works well
- Start solving the root cause of why your marketing is not working as well as it should
- Create a strategy, yes we know it's dull, but it will help shape your marketing and keep you on track when it inevitably gets tough
- Put a budget aside, you are going to need it
- Get a design company to develop a fantastic brand identity or logo

Don't be fooled, changing the marketing of your business is not going to be easy. You need a new marketing framework that will help you make sense of a new business environment where success is judged on more complex, sophisticated, less financially driven factors and more on human customer relationships and new ideas that not have been used in the past.



Rule # 2 Stop pursuing a weak universal appeal...

Increasingly the middle ground is becoming extremely vulnerable and that's generally where we position ourselves! Targeting your marketing at everyone usually just gets you that – everyone; low interest, passive, mundane, price sensitive customers. You now need to:

- Have an intense emotional relationship with your top 20% existing/potential customers
- Segment your market carefully. Target them with specific different offerings
- Your marketing has got to be better, not necessarily more expensive, but far better than your competitors
- Use design as a differential because even if your product/service isn't different, designers can make it look that way
- Make phone calls to your top customers today. Ask them what works, what doesn't, how you can deal with and market them better
- Can you customise any product/service you offer to your top 20% of customer ?

There is just no point in advertising to everyone.



Rule # 3 Don't fear customer rejection but customer indifference....

You've got to create major value added differences and if we hear you say quality and/or it's the way we treat your customers...well it's just not good enough anymore. If you have lost your ability to offer something special you have lost your right to market.

- People in your sector expect you to market in a particular way. Leave this dead end behind and try something different
- Make yourselves the centre of curiosity an inquisitive edge
- Ensure your marketing provokes a response
- Nothing short of wow will do...we know it's a cliché but we're serious!!!!
- 70% of customers reject businesses not because of price but because they didn't like the human side of doing business with their previous provider/supplier
- Look and feel different at every stage of the process

It's down to this, if your customers need a microscope to identify what makes you different you have a problem.....



Rule # 4 Become three or even four dimensional

Most marketing bores us stiff it's so piece meal. We get a brochure printed at huge cost yet badly designed, send it out and then expect our customers to come rolling in. And that's all we do. Several years later we put a website together and expect the same. No wonder it doesn't work. Most marketing is either average, boring or a copy!

- Never ever underestimate the customer experience. They pay a premium for it even if it is only a few pounds!
- You have to have a very, very good reason to advertise nowadays
- Marketing to your segmented customer base needs to be constant and you need to communicate in three or four different ways each year
- Even if you go out now and spend money on marketing to your existing customer base with some Public Relations, promotions, or even a visit you'd see a significant improvement in your marketing effort
- Think seriously about some good website optimisation

Your marketing should cater to the specific customer segment not the masses.

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