

Make your company remarkable

When working up a marketing budget, very few of us have unlimited resources. Therefore, we have to make the most of what we do have to spend by getting \$10 back for every \$1 that we spend. Eric Kieles from Square 2 Marketing recently held a seminar at the Chamber where he told attendees about “Reality Marketing.”

“Reality Marketing” is:

- Quantifiable – you can measure what you get back
- Prospect focused – all about the prospect
- Budget oriented – doesn’t cost a lot
- High ROMI - return on marketing investment

Eric said that the challenge is to be remarkable – make your business so remarkable that people can’t forget what you are doing. This will generate referrals because people will want to tell others about what you are doing. For example, a dry cleaner was looking to increase sales. After working with Eric they came up with a plan to market the company’s valet service – developed specifically for the customer who doesn’t want to go to the cleaners. The company keeps your credit card information on file and gives you cloth bags with your name on them. They pick up the bags from your home or office on Tuesday and drop them back off to you on Thursday. This service is so remarkable; you will absolutely use it and tell your friends. They marketed it through a direct mailer with a coupon and were able to track the return on investment.

Eric also said that testimonials are a great marketing tool. Use testimonials in your print ads, websites and e-mail blasts. Third party validation goes a long way when people are looking to use your product or service. And, he suggests that you always use a tool to collect prospect information. On your website, have a box that says click here to see how we can learn... When the person clicks on the box, they have to enter their contact info before continuing on the page that tells them about what you are telling them. Then, use the info to send them regular communications about your company – e-mail, newsletter, and coupon. With regular communication, your prospect and clients will call you!