

Why do you market and advertise?



Marketing Makes You Money

If You Do It Right

Experts agree, marketing is the #1 mishandled, overlooked, and under-funded part of most entrepreneurial businesses.

A 2003 study of venture capitalists concluded that the number one reason for failure was the lack of a sound marketing plan, and second was an ability to articulate the value proposition. In other words, they have a great product or service, but don't know how to get people to buy it.

Marketing makes you money. Peter Drucker, one of America's greatest business thinkers point that out. And Scott DeGarmo, Editor of Success Magazine said the "big money goes to those with superior marketing...".

One thing is certain, good marketing means success.

We Advertise, So Why Aren't We Doing Better?

In another study, the prestigious Wharton School Of Business found that it's not what you spend that counts, or even necessarily where your ads appear, but it is the MESSAGE that is the prime determinant of success or failure in marketing and advertising.

Businesses today often spend more time and effort deciding where to run their ads than they do in developing a clear, concise, and compelling message that they can communicate to their target market. And when they do concentrate on the message, they settle on one that does not differentiate their business from their competitors.

Your job, as a marketer, is to differentiate yourself from your competition so sharply and convincingly that your prospects will come to the conclusion that: *"I would have to be an absolute fool to do business with anyone but you—regardless of price".*

Compare Your Ads With Your Competition

Is your competition saying essentially the same things you

are? If so, your prospects have no way to tell you apart and so default to buying solely on the basis of price.

In our experience, we find that those businesses who make a solid, evidence-filled case for themselves, will win the lion's share of the business—even if their prices may be a bit higher!

Make These Four Simple Changes And Add Power To Your Ads

During our careers, we have evaluated thousands of advertisements, brochures, catalogs, websites and the like and four basic errors get repeated over and over again. These errors occur regardless of the size or the company, their industry, or the media their appear in. If we could wave our magic wands and make every entrepreneur an expert marketer, here's the four changes they would immediately make in their ads to increase their power many times over.

1. **Have An Attention-Grabbing, Relevant Headline, Sub Headline and Illustration.**
2. **Eliminate The Platitudes, Puffery & Plain Old B.S.** Stop saying "We're The Best", "Highest Quality", "We Care", and the like. No one believes it! If you're going to make a claim, be specific.
3. **Write "Selling Copy" Not "Style Copy".** You're not trying to impress your English teacher, every line, every phrase, should be designed to sell your product or service.
4. **Target "Future Buyers" Not Just "Now Buyers".** Most ads are targeted to prospects who are ready to buy now. However 96% of all prospects are not ready when they see your ad. You must facilitate their decision-making by giving them a way to continue to gather information so, when the time is right, they'll give you an opportunity to earn their business.

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