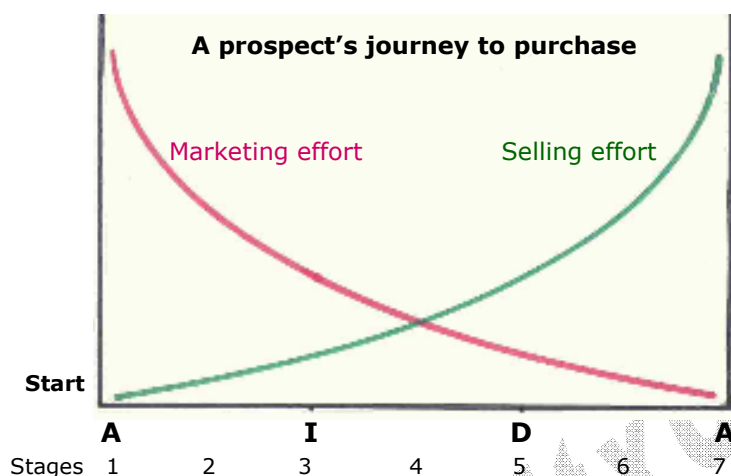


Some marketing thoughts— some principles to consider.

Marketing is all about creating a strong enough desire in prospect to buy. To achieve this they must be led on a journey that has at least seven stages. It is extremely rare the prospect will buy an unknown product from an unknown source.

The journey applies to each and every prospect, all of whom are likely to be at different stages of the journey. The more familiar they become with you, the faster the journey will progress. It is critical marketing messages are structured so they are relevant to every stage of the journey. You must think carefully as to how best to use marketing to achieve this. Multiple messages and channels are likely to be more successful. It is critical you use channels and language that your target market expects or may already be using for something else. You must know your targets markets!

If there is the opportunity for repeat business, it is essential you keep in contact. By keeping you and your products fresh in the mind of your clients it actually tends to block the tendency to go elsewhere.



1. Create **Awareness** of the product or service and you is the ideal source
2. Keep the prospect onside and in touch
3. Create **Interest**/curiosity and the want to know more
4. Use actions to convert interest to desire
5. Create **Desire**/need, reinforce features and benefits
6. Reinforce the must have to the prospect
7. Call to **Action** encourages purchase. Make the purchase easy exciting and safe.

To make your marketing more successful, think like the prospect, not the seller! Where do the prospects go, what they do, what do they read, how do they use the Internet, what activity, related products, or situation would they associate with your product or service.

Effective marketing relies on using a number of routes (channels) to reach a prospects and pull them into and through the sales funnel. Here are a few to think about.

Advertising	Sales promotion	Customer advocates
Sponsorship	PR	Public speaking
Packaging	Direct marketing	Viral marketing
Networking	Events	Guerrilla marketing

By thinking like a customer the most appropriate channels should emerge.

But not even these will work without the very best content

It may be worth using an experienced professional to coach you from time to time

Remember marketing strategies, tactics and channels need to be regularly reviewed and refreshed

