



MARKETING – LIST OF STRATEGIES

Developing and Defining your Product or Service

<ul style="list-style-type: none"> ➤ Explore Market Opportunities: <input type="checkbox"/> Focus on the customer's needs and market availability, including: <ul style="list-style-type: none"> <input type="checkbox"/> Target Market <input type="checkbox"/> Level of Service <input type="checkbox"/> Price <input type="checkbox"/> Quality <input type="checkbox"/> Speed of Purchase/Delivery <input type="checkbox"/> Product Line Offered 	<ul style="list-style-type: none"> <input type="checkbox"/> Ease of Use <input type="checkbox"/> Product/Service Development <input type="checkbox"/> Protect your intellectual property ➤ Preparing the Message: <input type="checkbox"/> What are the Features? <input type="checkbox"/> Turn Features into benefits <input type="checkbox"/> Prioritize Benefits ➤ Develop Overt Benefit 	<ul style="list-style-type: none"> ➤ Their reason to believe you: <input type="checkbox"/> Testimonials <input type="checkbox"/> Features <input type="checkbox"/> History <input type="checkbox"/> Guarantees <input type="checkbox"/> Awards <input type="checkbox"/> Define your differentiation <input type="checkbox"/> Develop Your Marketing Plan <input type="checkbox"/> Finalize Corporate Identity
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Getting the Word Out – New Customers

<ul style="list-style-type: none"> <input type="checkbox"/> Build Target Market Database <input type="checkbox"/> Direct mail <input type="checkbox"/> Letters <input type="checkbox"/> Fliers <input type="checkbox"/> Postcards ➤ Networking <input type="checkbox"/> Strategic alliances <ul style="list-style-type: none"> <input type="checkbox"/> Chamber of Commerce <input type="checkbox"/> Trade associations <ul style="list-style-type: none"> <input type="checkbox"/> Tip clubs <input type="checkbox"/> Referral system <input type="checkbox"/> Hold seminars <input type="checkbox"/> Google advertising <input type="checkbox"/> Telemarketing <input type="checkbox"/> Club/Association Memberships <input type="checkbox"/> Website <input type="checkbox"/> Brochures <input type="checkbox"/> Name of company <input type="checkbox"/> Consistent, congruent logo <input type="checkbox"/> Business cards <input type="checkbox"/> Letterhead <input type="checkbox"/> USP/Slogan <input type="checkbox"/> Write articles <input type="checkbox"/> Cold calling <input type="checkbox"/> Social Media: Facebook, Twitter, LinkedIn, etc. 	<ul style="list-style-type: none"> <input type="checkbox"/> Email newsletter <input type="checkbox"/> Drip Marketing ➤ Print Advertising: <input type="checkbox"/> Local newspaper <input type="checkbox"/> Daily newspaper <input type="checkbox"/> Magazine <input type="checkbox"/> Trade journal <input type="checkbox"/> Industry newsletter <ul style="list-style-type: none"> <input type="checkbox"/> Strategic alliance newsletter <input type="checkbox"/> Local school or university newspaper <input type="checkbox"/> Other newspapers/newsletters ➤ Signage: <input type="checkbox"/> Building signage <input type="checkbox"/> Vehicle signage <input type="checkbox"/> Windows signage/displays <ul style="list-style-type: none"> <input type="checkbox"/> In-store signage/POS <input type="checkbox"/> Television advertising <input type="checkbox"/> Infomercials <input type="checkbox"/> Radio advertising <input type="checkbox"/> Billboards <input type="checkbox"/> Packaging <input type="checkbox"/> Catalogs <input type="checkbox"/> Surveys 	<ul style="list-style-type: none"> <input type="checkbox"/> Free trials <input type="checkbox"/> Flyers <input type="checkbox"/> Uniforms <input type="checkbox"/> Stickers, Tags, Magnets <input type="checkbox"/> Trade shows ➤ Host-beneficiary relationships: <input type="checkbox"/> Piggy-back mailing <ul style="list-style-type: none"> <input type="checkbox"/> Complimentary businesses due to proximity <input type="checkbox"/> Complimentary businesses due to similar target market ➤ Promotional items: <input type="checkbox"/> Clothing <input type="checkbox"/> Other items with name <input type="checkbox"/> Press releases/Public relations <input type="checkbox"/> Fax-outs <input type="checkbox"/> Taxi backs <input type="checkbox"/> Sponsorships <input type="checkbox"/> Expanded/ Different hours <input type="checkbox"/> Government contracts <input type="checkbox"/> Posters <input type="checkbox"/> Barter groups <input type="checkbox"/> On-hold messages <input type="checkbox"/> Gift certificates <input type="checkbox"/> Contests/sweepstake
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Keep them Coming Back – Current and Previous Customers

<ul style="list-style-type: none"> <input type="checkbox"/> Under promise and over deliver ➤ Maintain database of customers <input type="checkbox"/> Keep in contact every 90 days <input type="checkbox"/> Inform all customers of all product lines <input type="checkbox"/> Consistent delivery of service <input type="checkbox"/> Consistent product <input type="checkbox"/> Newsletters <input type="checkbox"/> Start member/VIP group 	<ul style="list-style-type: none"> <input type="checkbox"/> Define customer “magic moment” <input type="checkbox"/> Regular upgrades <input type="checkbox"/> Offer service contracts <input type="checkbox"/> Closed door sales <input type="checkbox"/> Product of the month <input type="checkbox"/> Ask them to come back <input type="checkbox"/> Contracts <input type="checkbox"/> Book next visit now <input type="checkbox"/> Offer on their next purchase <input type="checkbox"/> Referral rewards 	<ul style="list-style-type: none"> <input type="checkbox"/> Accept trade-ins <input type="checkbox"/> Offer in-store credit <input type="checkbox"/> Scheduled post-purchase follow-ups <input type="checkbox"/> Birthday/Holiday cards <input type="checkbox"/> Become their ally/friend <input type="checkbox"/> Labels, magnets and stickers <input type="checkbox"/> Surveys <input type="checkbox"/> Catalogues <input type="checkbox"/> New product trials/info
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PROFIT YOURSELF HEALTHY INC.
Earn more, worry less

- Promotional gifts with
company name
- Shop Competitors
- On-hold message



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