

How Marketing Works

The Secrets No One Ever Told
You About Using Marketing to
Increase Your Profits

Benefits

You will:

- **Learn a more complete framework for understand marketing**
- **Learn a formula you can use to create advertising**
- **Learn how to construct offers**
- **Increase your profits if you use it**

Who is this for?

Entrepreneurs, business owners, or salespeople of small to medium sized B2C, B2B, professional practice, or service business.

Why should I believe You?

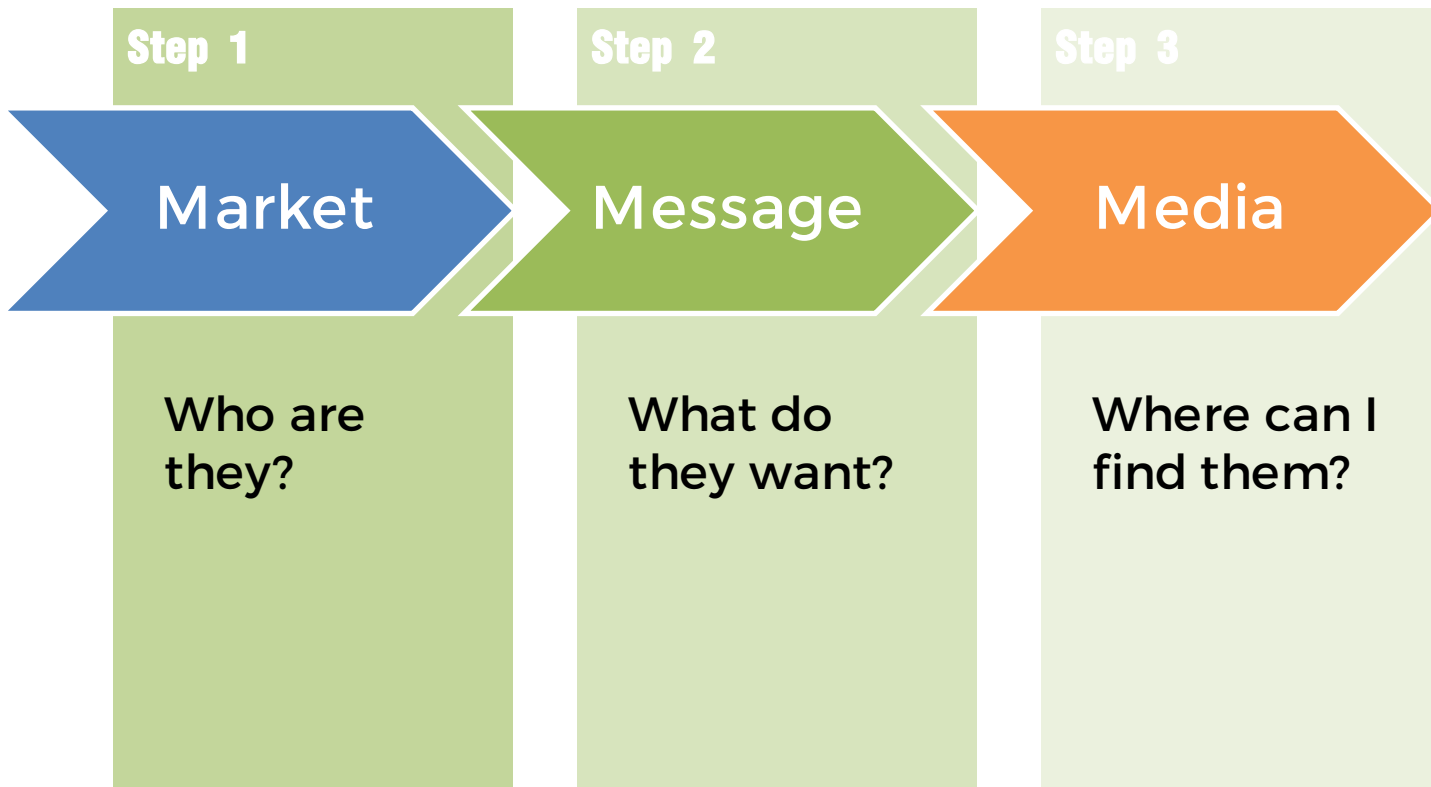
Don't! Make up your own mind.

We'll Give You:

- **Mktg Blueprint**
- **How it works**
- **How to create ads**
- **How to create offers**
- **BONUS: Action Items**

The Three M's

The Three M's



Market

(textbook information)

Market

Textbook Information on Market

- **Demographics** - Standard information about your target market: Gender, Education, Household Income, Marital Status, # of Children, Own/ Rent Home, Etc.
- **Psychographics** - What they think, where they get their info from, what they want and aspire to.
- **Avatar/ Persona**
 - Desperate Debbie
 - Skeptical Steve

Market

(experience taught us)

Market

EXPERIENCE

Experience Taught Us About Market

- The Importance of the 5 Types of Lists
- The Sales Cycle (Path to Purchase)
- The Marketing Formula
- The Educational Overlay

Lists

Market

EXPERIENCE

**Your LIST is the most
important piece**

Market

EXPERIENCE

Types of Lists:

- **Prospecting** - Purchased or Traded
- **Leads**
- **Unconverted Leads**
- **Current Customers**
- **Past Customers**

The Sales Cycle

Market

The Sales Cycle (Path to Purchase)



Also known as the educational slide

The Marketing Formula

Market

The Marketing Formula

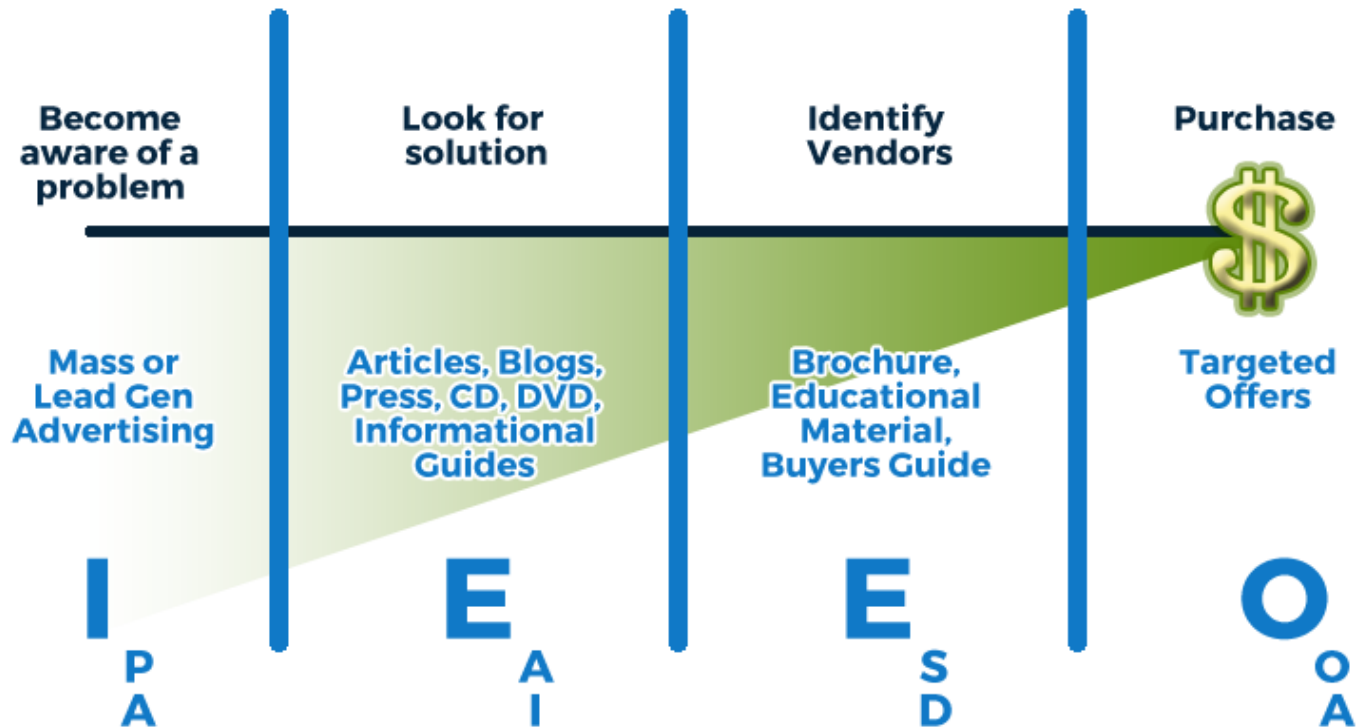
- **IEEO** - Interrupt, Engage, Educate, Offer
- **PASO** - Problem, Agitate, Solve, Offer
- **AIDA** - Attention, Interest, Desire, Action

The Overlay

Market

EXPERIENCE

The Sales Cycle / Marketing Formula Overlay



Message

(textbook information)

Message

Textbook Information on Message

- **Brand**
 - Identity
 - Guidelines
 - Message
 - Promise
- **Value Proposition / USP**
 - Why should I do business with you instead of every other option available to me, including doing nothing?

Message

(experience taught us)

Message

EXPERIENCE

Experience Taught Us About Message

- Understand offers
- How to Construct an Ad
- How to Construct an Offer
- Turn the USP into an irresistible offer

Offer Examples

Message

EXPERIENCE

Types of Offers:

- **Direct Offer** - “Buy this”
- **Lead Generation Offer** - “Learn More”
- **Hybrid** - “Buy this or learn more”

Message

EXPERIENCE

Direct Offer Example



A Virtual IT Department You Will Fall in Love With

Imagine finally being able to put your trust in something that won't break your heart.

At Premier Computers our #1 goal is to ensure your computers and network are working flawlessly.

That's why, during February, I'm offering **25% off** the labor for your first service call!

If your computers or network have issues, just call me and we'll have you back to normal within 24 hours with our **24 Hour - It's Fixed or It's Free Guarantee***.

Call (303) 499-5152 now! I'll solve your network issues, and I'll show you all the benefits of **True IT™ Managed Services**, including:

- Reduced operating costs
- Focus on running your business, not technology
- Have peace of mind, knowing that your network is monitored 24/7/365

With IT Managed Services, you will never have to worry about your network or computers again!

Offer expires Midnight February 29, 2016 / *24 Hour - It's Fixed or It's Free Guarantee applies to labor only and all common issues

Message

EXPERIENCE

Lead Generation Offer Example



FREE GUIDE:
How to Get Customers on Demand

How to Get Customers On Demand

Need sales?
Get the guide and learn how to start driving business now!

- ✓ Proven ideas you can use to grow your business
- ✓ Entice your list with targeted messages
- ✓ Easily bring in customers when you need a boost

GET YOUR GUIDE NOW!

www.mindwhirl.com/cod

MARKETING MADE IN LOCAL COLORADO

 mindwhirl

www.mindwhirl.com | (303) 817-2398

Message

EXPERIENCE

Hybrid Offer Example



**If You Are Alone and Fall,
Who Will Know?
How Will You Get Help?**

**Never Be Alone with Our
New Fall Detection Button**

With our new, life-saving Fall Detection Button, we'll know if you fall and send help immediately. This sophisticated device will automatically send an emergency signal to the Medical Alert base unit and help will be dispatched 24/7. Give yourself greater security and peace of mind today!

**Don't Wait Until It's Too Late.
Call Today!**

1-800-438-2135
www.MedicalAlert.com

NEW

Fall Detection Button Features:

- Compact & Lightweight
- Comfortable
- Waterproof – Works in the Shower or Tub

Medical Alert
Help at the Push of a Button

Call or fill out and mail back this form to receive more information.

Name: _____
Address: _____
City: _____ St: _____ ZIP: _____
Phone: _____
Email: _____ NEFCOP116

Mail to: Medical Alert, 53 West Baltimore Pike, Media, PA 19063

By submitting your contact information you agree to expressly consent to having us contact you about your inquiry by phone (including automatic telephone dialing system or prerecorded voice) to the residential or cellular telephone number you have provided, even if that telephone number is on a corporate, state, or national Do Not Call Registry.

BBB ACCREDITED BUSINESS **AS SEEN ON TV**

NO HOME PHONE, NO PROBLEM!
Ask About Our Mobile Solution!

Offers Only!

Never Use Awareness Only Ads

Message

EXPERIENCE

Awareness Example

**WHAT MAKES
ThermaCare®
DIFFERENT?
IT HEALS.**

**ThermaCare®
HEATWRAPS**

ADVANCED
BACK PAIN THERAPY

Use for
16 HOURS
PAIN
RELIEF

CLINICALLY PROVEN to relax tight muscles and enhance flexibility & mobility

Provides up to 16 hours of heat while you wear it. Plus 8 hours of pain relief after you take it off. Odor free, discreet and stays in place.

LOWER BACK & HIP HEATWRAPS
AN ACTIVATED, ONE-TIME USE

UNLIKE CREAMS AND RUBS THAT MASK THE PAIN, **ThermaCare®** HAS PATENTED HEAT CELLS THAT PENETRATE DEEP TO INCREASE CIRCULATION AND ACCELERATE HEALING.

HEAT + RELIEF + HEALING = THERMACARE®
The Proof That It Heals Is You.

Like us on [facebook.com/thermacare](https://www.facebook.com/thermacare) and visit us at [thermacare.com](https://www.thermacare.com)

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How to Construct an Ad

Message

How to Construct an Ad:

- **Headline**
- **SubHead**
- **Copy**
- **Offer**

Message

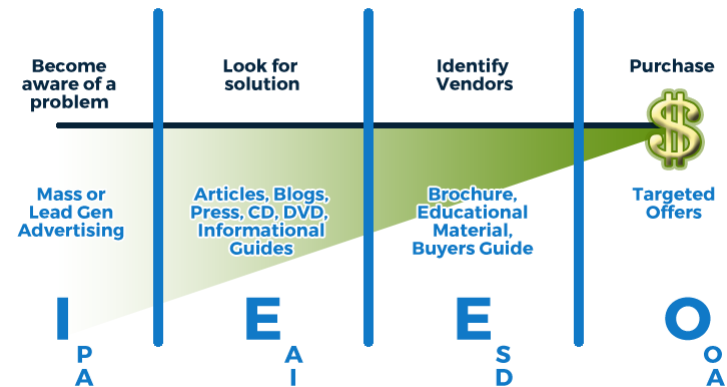
EXPERIENCE

How to Construct an Ad:

- Headline
- SubHead
- Copy
- Offer

Remember the Marketing Formula?

The Sales Cycle / Marketing Formula Overlay



Message

How to Construct an Ad:

- **Headline** (Interrupt)
- **SubHead** (Engage)
- **Copy** (Educate)
- **Offer** (Offer)

Message

EXPERIENCE

How to Construct an Ad:

- **Headline** (Interrupt)
- **SubHead** (Engage)
- **Copy** (Educate)
- **Offer** (Offer)

PACKAGES THE OFFER

ANSWER:
"WHAT IS THE COMPELLING REASON TO CALL NOW?"

Building Blocks Of An Offer

Message

EXPERIENCE

Building Blocks Of An Offer:

- Price
- Type of Offer
- Scarcity
- Guarantee
- Features & Benefits Bullets
- Bonus(es)
- Call to Action
- Offer Title

**Turning the USP into
an IRRESISTIBLE offer**

Message

EXPERIENCE

How can we make our offer Irresistible?

- **Pricing / Terms** - Pricing strategy, financing and payment terms
- **Type of Offer** - BOGO, ½ Off, %Discount, \$ Discount, packages
- **Guarantee / Warranty** - Satisfaction, Performance, 3-Year Parts and Labor, etc.
- **Bonuses** - product additions, free upgrades, trials, books & info, special service

Media

(textbook information)

Media

Textbook Information on Media

- There is a lot of places to advertise:
 - Online
 - Search Engines
 - Google
 - Yahoo
 - Web Sites
 - Yelp
 - Angie's List
 - Pay Per Click
 - Facebook
 - Display Ads
 - Social Media
 - Offline
 - Newspapers
 - Direct Mail
 - Magazines
 - Trade Journals
 - TV
 - Radio
 - Outdoor
 - Valpak

Media

(experience taught us)

Media

EXPERIENCE

Experience Taught Us About Media

- The 4 Media Verticals
- How to Choose the Right Media for the Right Market

The 4 Media Verticals

Media

EXPERIENCE

The 4 Media Verticals

Print	Direct Mail	Broadcast	Online
<ul style="list-style-type: none">• Newspapers• Magazines• Trade Journals• Free Standing Inserts• Newsletters	<ul style="list-style-type: none">• Postcards• Sales Letters• Mailing Pieces• Packages• Lumpy Mail	<ul style="list-style-type: none">• Radio• TV• Outdoor• PR	<ul style="list-style-type: none">• Search Engines• Websites / Blogs• Social Media• Email• PPC• Display

Right Media for the Right Market

Market

EXPERIENCE

Remember the Marketing Formula?

The Sales Cycle / Marketing Formula Overlay



Market

EXPERIENCE

The Sales Cycle / Marketing Formula Overlay

+ MARKET = TARGETED ADVERTISING



Summary

Summary

In the last 15^{ISH} Minutes, You Learned:

A framework to build your understanding of marketing on:

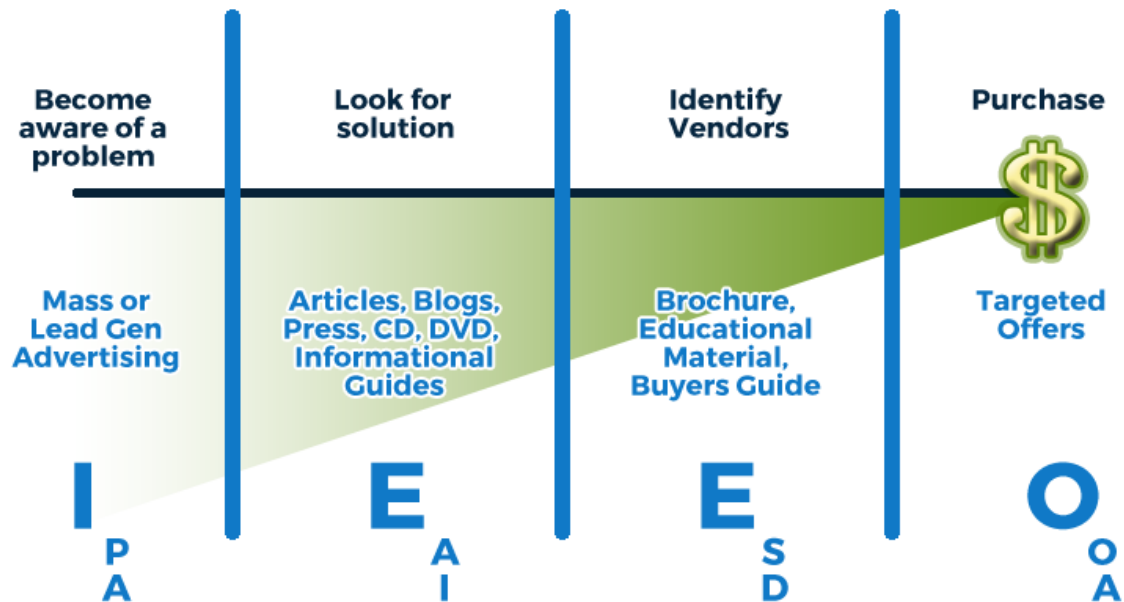
Specifically, the 3M's:

- Market
- Message
- Media

Summary

How the sales cycle and marketing formula are used in each step.

The Sales Cycle / Marketing Formula Overlay



Summary

- Gave You the real Marketing Blueprint
- Told You How it works
- Showed You How to create ads
- Showed You How to create offers

Summary

You have everything
you need to create

A Cash Surge

In Your Business!

Summary

Need Help?

We are a phone call away:
(303) 817-2398

Like email better? Go nuts!
mmiller@mindwhirl.com