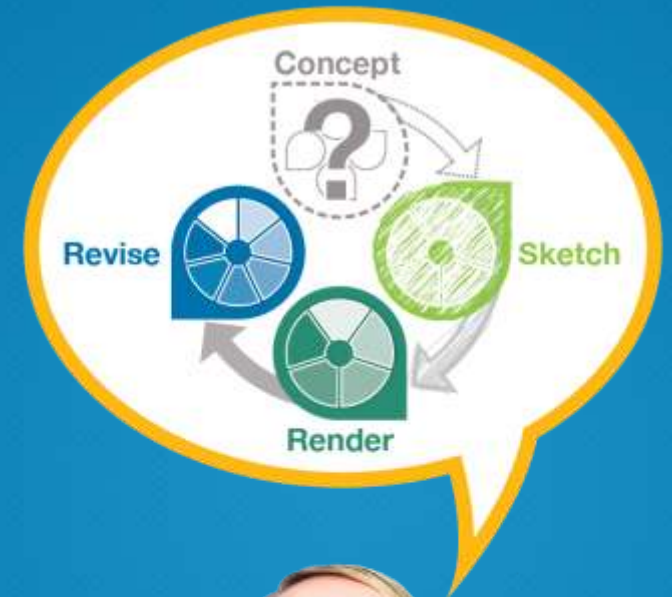


APMP®

Make Marketing Matter: BD Marketing Secrets Revealed

*Presented by:
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Principal at 24 Hour Company*

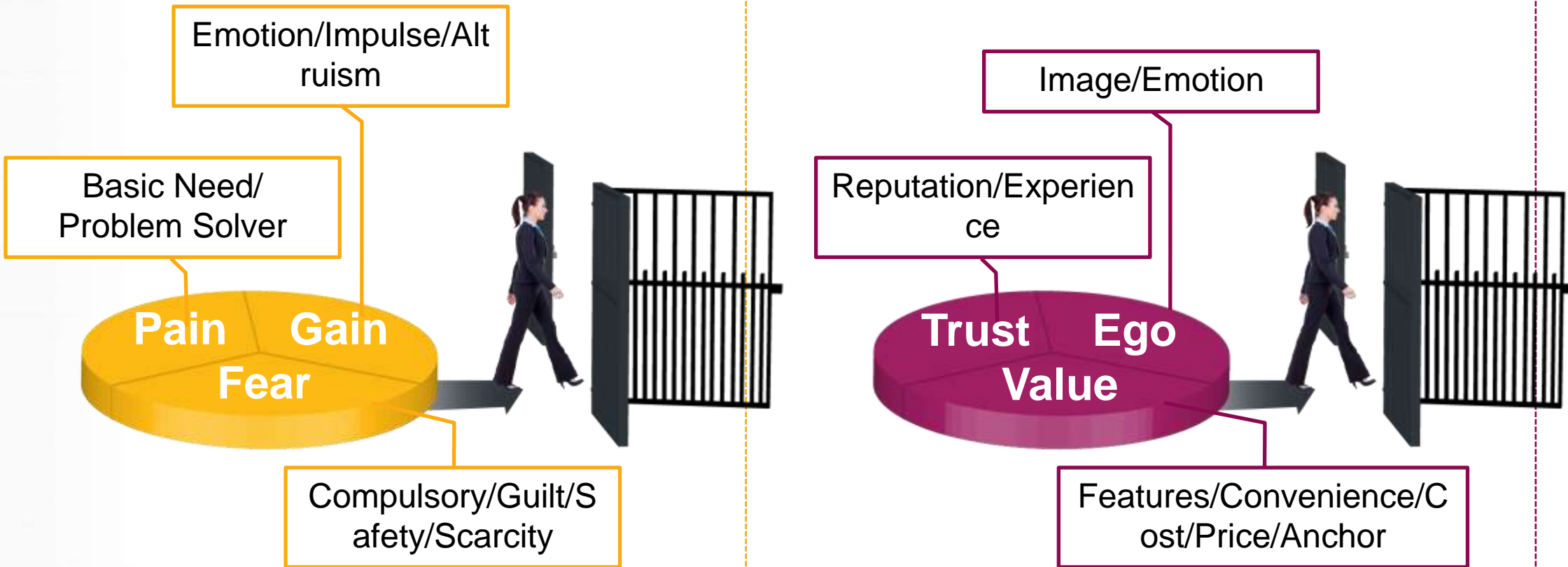


The Buying Process

Gate 1: The Catalyst

Gate 2: The Choice

Purchase



At what gate is your target audience?



Marketing Plan



BRAND



SOLUTION



AUDIENCE



ANALYSIS



BUDGET



MEDIA

1. Know Your Brand

- **What do you want to be known for?**
What should be the first thing that pops into your prospect's mind—emotions, concepts, ideas?
- **Build a brand.**
Focus on the emotion, not the solution (service or product).
- **Design is important because it affects perception and emotion.**
- **Use pictures and stories to tap into emotions.**
 - Familiar, related, emotional: royal wedding, symbols
 - Avoid overused: Hindenburg (we are desensitized to it; not unique to our solution)



2. Know Your Solution

What problem are you solving?



What are you selling that solves this problem?



3. Know Your TARGET Audience

- A** = attitude
- U** = understanding (of the content)
- D** = demographics
- I** = interest **and** interests (habits)
- E** = environment
- N** = needs (stated and not stated)
- C** = cares
- E** = economics (budget)



4. Market Analysis

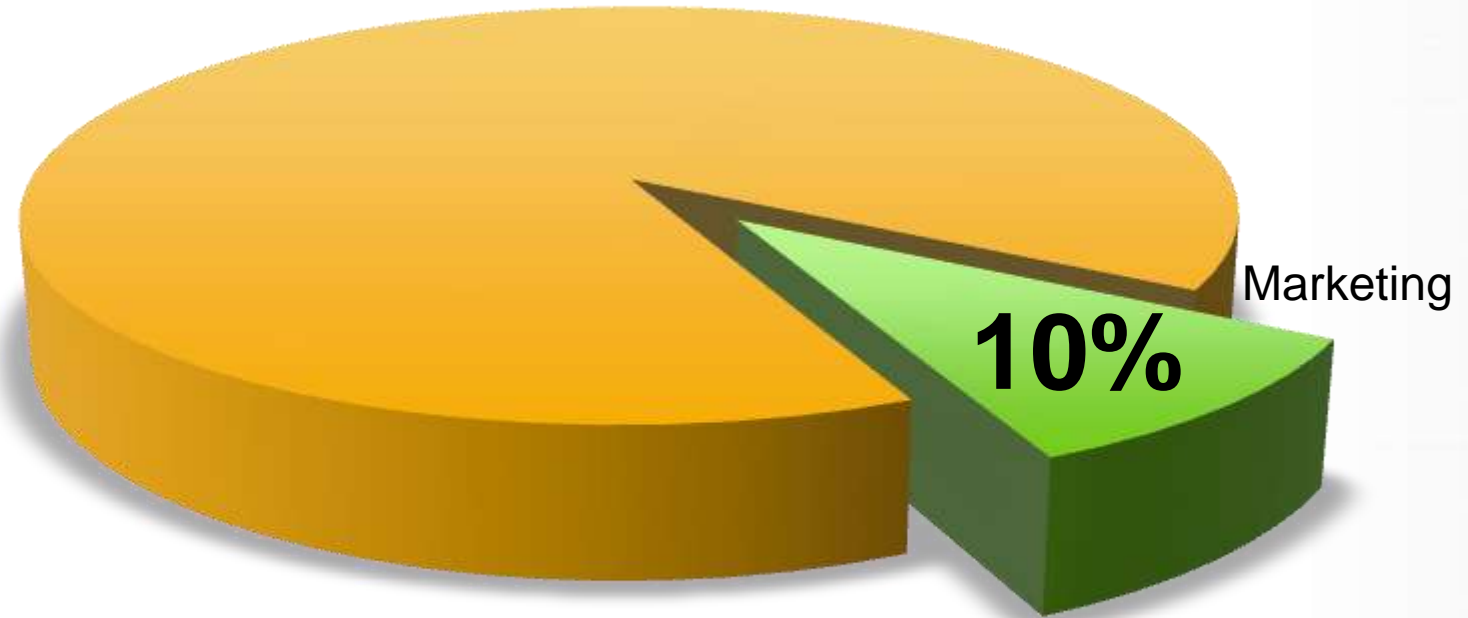
- Market SWOT analysis
- Why will people buy **you/your** solution (and not your competitor's—*unique* reasons)?
- Why won't people buy **you/your** solution?



5. Budget

What % of your gross sales should you spend?

Gross Sales



(Rule of Thumb for a small established company)

6. Media

How best to get in front of prospects (delivery tools):

- Ads (Radio, Web, TV, Magazines, Newsletters)
- Training
- Webinars
- Websites
- Social Media (blogs rock!)
- Industry events
- Partnerships
- Books, white papers, tools



Best Practices...

- **Contrast is king**
- **Be memorable**
Link to something people already know (i.e., a saying, song, etc.—use other's repetition)
- **Repeat**
(i.e., logos, TV Theme Songs, jingles)
- **Tap emotions**
- **Be consistent**
Breeds trust
- **Give free tools that people will keep and use**
- **Know what you want your audience to do**
Ads unlikely to = sale
- **Call to action**
- **Track touches**
7-12 touches = sale in our business
- **Make it easy to share**



Note to self...

- An ad gives exposure, but it takes a lot of **exposure (consistent repetition) to build trust.** You may get a few “lookie loos” and *maybe* a sale or two. Not the same.
- **People *hate* to be “sold.”**
- **Track it!**
If you can prove it works, do it more. If you can't prove it works, stop doing it.



The world is not as excited as you are about your solution... yet!

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