

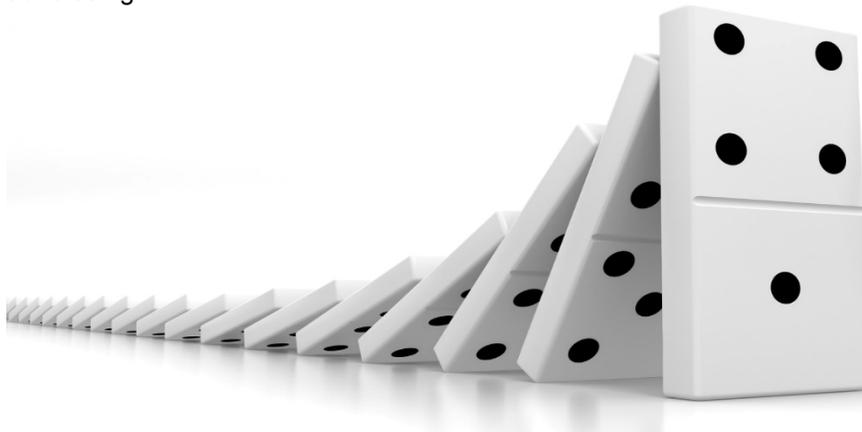


The Domino Theory of Marketing

Here's the analogy; when dominos are set upright and each one is correctly aligned, you can form a chain of events that continues the forward momentum all the way through to the end, with just a small push.

However, if just one isn't set up correctly the forward momentum falls short and stops the entire chain of events. You need to understand how to set up each separate domino and pay attention to how it will react to the next one once the forward momentum starts.

To be successful you must work to maintain a balance between all the different aspects of your marketing and that's the real challenge. Most business owners just continue to throw money at the physical aspects of marketing... the advertising.



- ➔ Consumer Demand
- ➔ Business Image
- ➔ Strategic Planning
- ➔ Social Networking
- ➔ Personal Sales
- ➔ Advertising
- ➔ Communication
- ➔ Customer Relations

Consumer Demand

Supply VS demand
Price VS perceived value
Future market potential
Geographic limitations
Government regulation

Business Image

Past reputation
Market position
Company name
Distinct logo
Company tagline
Exclusive products
Specialized services
Customer satisfaction
Customer loyalty

Strategic Planning

Define distinctive products
Define unique services
Business specialties
Define customer target
Their attraction to product
Emotional connection
Loyalty bond
Create brand identity
Logo credibility
Positioning statement
Marketing plan
Success benchmarks
Long term goals

Social Networking

Personal connections
Business connections
Trade associations
Chamber of commerce
Networking groups
Community events
Trade shows
Lecture at meetings
Internet social networks

Personal Sales

Developing customer leads
Identifying potential
Successful cold calls
30 second introduction
Determining client needs
Presentation preparation
Face to face selling
Asking for referrals
Customer follow-through
Connecting with past customers
Proper use of business cards
The "Personal Marketing" concept

Advertising

Identifying your objective
Defining a specific goal
Targeting your customers
Developing the campaign
Selecting the right media
Consistent brand imagery
Proper market timing
Targeted reach & duration
Reviewing results

Communication

Being available to customers
Answering phone calls
Returning calls in time
Image of recorded message
Personal communication
Face to face communication
Nonverbal communication
Employee communication
Email communication
Understanding customer needs

Customer Relations

Developing trust and loyalty
Customer satisfaction
Keeping customers updated
Reconnecting with customers
Rewarding loyalty
Referral programs
Develop successful relationships
Bonding with customers
Creating the "Customer Family"

Take a look at marketing from a totally different perspective, *STAND OUT FROM THE HERD.*