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through
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BYB System Specialists

 **- Build Your Brand**
- Boost Your Business

You may have heard the statement, "Marketing is everything...everything is marketing!" This is an expansion of a statement made by Regis McKenna in 1991. According to McKenna:

"Today technology is creating greater customer choice, and choice is altering the marketplace. Six principles define the new marketing: marketing is a way of doing business that pervades the entire company; companies must dispel their limiting market-share mentality; programmable technology promises to open up almost limitless choice for customers; a feedback loop is making advertising's one-way communication obsolete; the line between services and products is eroding; and the marriage of marketing and technology is inevitable."

Another marketing guru, Sergio Zyman (formerly CMO at Coca Cola and author of the book "The End of Marketing As We Know It"), said that the purpose of marketing is to sell more of your product (or service) to more people.

Yes, marketing is everything. And marketing spans across all aspects of your business, and across all customer contact points including your company's website, how you answer the phones, your marketing and PR campaigns, your sales process, how your sales reps present themselves (in person and on the phone), how you implement your products and/or services, how you account manage your customers (customer service) and how you solicit customer feedback.

How can marketing be everything? To help you understand this concept as it relates to your business, we use a process that identifies a logical, six-step model that shows how marketing spans across all aspects of your business:

1. **Corporate Identity and Value Proposition:** Before engaging in any marketing activity, you need to establish your company's corporate identity (look and feel) and value proposition (positioning strategy – what makes you unique). Once created, consistently apply it to all your marketing and sales communications (your design, your direct contact with your customer, and your digital marketing programs). Anytime a prospect or customer comes into contact with your business, they should recognize your "look", understand what you do, and know your differentiators. This is different from simply stating the generic benefits of your product or service "category". It can often be assumed the buyer has already determined they need the product and/or service your company is selling. Now you need to answer the question: "Why the customer should purchase your products/services versus your competitors?"
2. **Brand Building and Lead Generating Marketing Campaign:** You need to develop a lead-generating marketing plan, now that your creative design, powerful value proposition are in place consistently in all your marketing communications and customer contact points. The key phrase is still lead generating. Your marketing campaign is all about getting your company's name and message in front of buyers and generating leads. This can include PR, direct marketing, advertising, trade show exhibiting, speaking at key industry events, placing bylined articles in key industry publications (for increased credibility in your industry), to a unique mix of digital communications.

3. Lead Follow-up: Marketing touches all aspects of how you collect, solicit, and respond to leads. There are many key components related to lead follow-up including your proposals, pricing sheets, marketing collateral (and packaging), presentations, site visits, references, demos, etc. The key to successful lead follow-up is helping to make their purchasing process easy and stress-free.

4. Service Implementation: Now that you've made a sale, your marketing doesn't end. Marketing still plays a vital role in the process. You must make it easy on the buyer, because it can have a lot to do with your repeat orders and/or share-of-customer strategies down the road. You can also use your implementation process as a marketing differentiator. Also, you can learn a lot about your customer needs and how you can improve your own products/services during the implementation process.

5. Account Management and Share-of-Customer Strategies: Statistics show that the cost of selling to new customers is more than 12 times as expensive as selling to current customers. And the more you penetrate your customer base, the higher the switching costs and customer loyalty. You need to have a formal up-sell process in place and marketing should always be involved in this process.

6. Service Delivery: How does your call center/customer service answer and respond to customer inquiries? Do you involve marketing when creating the direct mailer that is sent to customers on a service change/enhancement? Is marketing involved in the design of your website that customers use to access your product/service? The relationship between account management and service delivery is a never-ending loop and one where marketing should play an integral role. With effective data mining and other techniques, marketing can identify up-sell opportunities, build customer loyalty, gather information for product development, etc.

Too many CEOs believe marketing is only a department on their organization chart or a chapter in their business plan. But marketing is so much more. Marketing is everything a company does, from the logo on its letterhead to the way it handles customer complaints to whether its uniformed personnel keep their shirts tucked in. (The latter is a challenge a current client of mine is actually facing.) Company leaders who ignore this do so at their peril.

Generate more revenue by spending your marketing money more efficiently and effectively. We can design a program for you with a system to listen, understand and predict the impact of your marketing on your business.

Our services can include:

Marketing consulting including: developing Marketing and Promotional plans, Social Media Strategies and employee training, Website Design and Blogging, Branding and Imaging Design, and a little bit of Guerrilla Marketing Tactics.

What is Guerrilla Marketing? It is unconventional marketing intended to get maximum results from minimal resources. Coined by Jay Conrad Levinson, guerilla marketing is more about matching wits than matching budgets. Guerilla marketing can be as different from traditional marketing as guerilla warfare is from traditional warfare. Rather than marching their marketing dollars forth like infantry divisions, guerilla marketers snipe away with their marketing resources for maximum impact.

Marketing is changing each and every day, your target market has demands that you need to be aware of and react to in order to increase your market share. Let us show you how.

We are a Connecticut-based Consulting Company with global experience. We can help you with marketing strategy and planning, design and creation of your marketing, company training and support, as well as advertising programs if we feel it will be needed to help you achieve your goals. We can show you how and where to save money and still market more efficiently and effectively. We specialize in successfully reaching your target market through new ideas. Let us show you how today's communication methods can be utilized to increase your customer exposure and cut your marketing and advertising budget.

The BYB System is a program that is designed specifically for your business, incorporating the use of marketing techniques of communications, connections through social media, and giving you the control to

determine just how fast you want to grow and how. Each unique system program that we design is a combination of design (meaning branding and imaging), direct marketing techniques, and use of digital marketing, from online e-marketing to mobile marketing.

Our unique system can be customized to fit your exact business needs, whether you are a start-up, small business or large corporation. We analyze your business from A to Z, from product/service to delivery, and we propose a strategic system specifically for you; combining all elements of marketing with the purpose of maximizing your business exposure and accelerating the reactions to boost response in your target markets. We can take what you have already done and make it work more effectively and efficiently to Build Your Brand and Boost Your Business. BYB.

We would be happy to meet with you to offer a gratis 30 minute consultation to determine if we can help your business grow. Call us today at 860-389-2521.



www.marketingandbizpro.com

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