

# Ignite Your Marketing



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Marketing Inc.

A few questions...



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Are you happy with the  
number and quality of your  
customers?



Do you have competition that is either standing still or non-existent, allowing you to own the marketplace with your product or service?



Are you happy with how you  
market your business?

Feel confident that every cent  
spent on marketing is  
contributing to the bottom  
line?



# Congratulations!

You deserve a vacation  
and a raise!



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For the rest of us, the  
day-to-day building of our  
business is hard, and it's  
getting harder



# The customer can be fickle



The competition challenges us  
everyday



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It costs more to advertise less,  
and there are more places to  
advertise than ever before



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Here's the solution



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Here's the solution  
M.A.R.K.E.T.I.N.G.



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## Marketing is having:

- the right product/service for the right audience
- the right message to attract the right audience
- the right methods to reach the right audience



# Accept that business has changed

- we have global competition
- there are unlimited media outlets
- we have empowered, educated  
customers



# Accept that business has changed

-there is no such thing as mass marketing anymore

-it costs A LOT to attraction new customers- we need to retain the customers we have



## The Bottom Line

- use the media your customer is using
- educate the customer about your product/service at every touchpoint
- pay attention to your new and existing customers



## Research your customers

- how did you find out about us?
- why did you decide to hire us/buy from us?
- what's one thing we could do differently?
- will you refer us to someone else? Why?



## How?

-customer satisfaction cards

-personal contact

-surveys



## Why?

- marketing planning
- service adjustments
- product changes



## The Bottom Line

- create a file to store the data
- do something with the data



# Know your market

-what is their pain?

-do you have the right  
product/service to soothe that  
pain?





- how do customers and potentials get info about what you market?
- what do customers and potentials consider most important when choosing a company to provide the product/service you offer?

## The Bottom Line

-know your customer well

-your customers and potentials will  
provide the answers to most of your  
marketing questions



**E**ssence of your brand  
= value differentiators

You are either:

- the low cost provider in the market
- have value differentiators
- serve a niche market not currently being served



Value differentiators are stand out  
brand qualities that benefit the  
customer

If you don't have any, you can't  
create separation from the  
competition



This is what your marketing message is all about:

- what makes you different
- why this is important to the customer



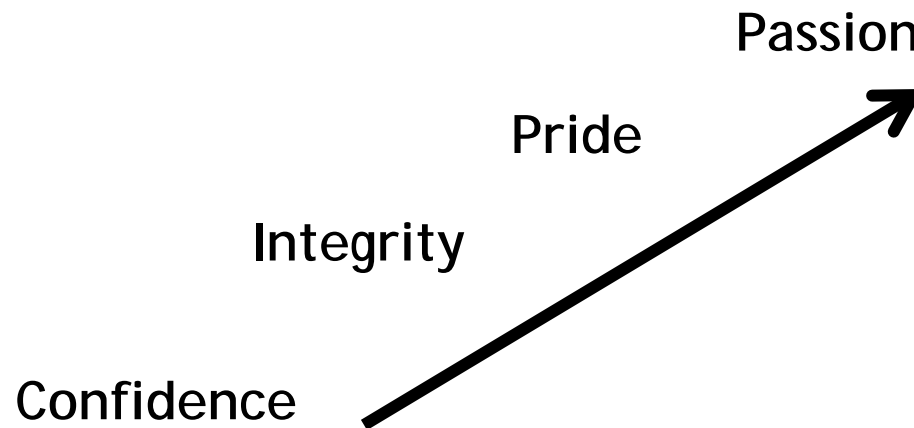
## The Bottom Line

- the mindshare you own in the minds of your customers and potentials is microscopic
- you have few chances to create or reshape how customers and potentials view you
- make every touchpoint count and deliver a consistent message



**T**ry to create passionate customers

## The Customer Relationship Scale



## The Bottom Line

-passionate customers are worth fighting for because they become your brand ambassadors and sales force





Important moments in a customer relationship happen everyday

-every moment your customer or potential customer comes in contact with your brand is a moment of truth

-it is at this point that a relationship is either further enhanced or destroyed



## The Bottom Line

-map out your customer touchpoints- look for consistency and opportunity to grow the relationship

-properly manage every customer interaction



**N**othing is as important as asking these three questions:

-where are we now?

-where do we want to go?

-how do we get there?



## The Bottom Line

These three questions are your:

-situation analysis

-your company vision (goals)

-your action plan to achieve your  
vision



**G**oals are ok to set the vision and  
for measuring success

But action is better



# The Bottom Line Get started. Today.



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# Questions?



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Thank you for your time!



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