



# MONDAY MOTIVATOR

CREATED BY PERFORMANCE STRATEGIES, INC.  
MANAGEMENT CONSULTING GROUP

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## What is Marketing?

We hear the word every day of our lives. Someone everywhere is working in this job description. The old saying is that nothing happens until somebody sells something but if we back up one step the reality is nothing gets sold until marketing gets done. In this edition of the Monday Motivator we're going to take a close look at marketing; what it is, what it does and how it works.

Here in our coaching center we love the following quote which is attributed to M. Booth and Associates, Inc. (A well-known New York Communications firm) as taken from a Reader's Digest story called, *Promoting Issues and Ideas*. We think it does a great job of illustrating what Marketing is. What do you think?

*"If the circus is coming to town and you paint a sign saying, 'The Circus is coming to town,' that's **advertising**.*

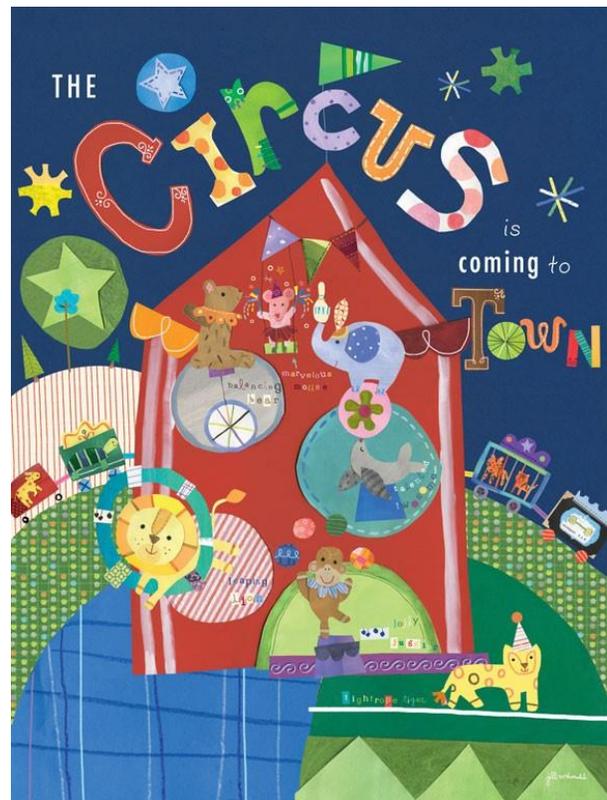
*And if you paint the sign on the sides of an elephant and walk it into town that's **promotion**.*

*If the elephant walks through the mayor's flower bed, and the local paper prints a story about it, that's **publicity**.*

*And if you get the mayor to laugh about it, that's **public relations**.*

*If the town's citizens go to the circus and you show them the entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's called **sales**.*

*Finally, if you dreamed all this up and made it happen on purpose, that's **marketing!***



It is so important to be clear that marketing is a sustained range of activities which can create increased brand coverage and awareness, but it is NOT the same thing as sales. Of course, that is not to say that it will not lead to increased sales, but it all relies on a strategic and balanced marketing mix.

According to marketing guru Laura Lake, marketing is the process of teaching consumers why they should choose your product or service over your competitors. If you are not doing that, you are not marketing. It's that simple! The key is finding the right marketing method and defining the right marketing message to use to educate and influence your consumers.

Companies make the mistake of thinking that marketing is just “one” thing, but marketing is everything that the consumer encounters when it comes to your business, from advertising, to what they hear, to the customer service that they receive, to the follow-up care that you provide.

It's all marketing and creating the decision within the consumer whether or not to choose you initially or for repeat business.

Marketing is often confused with advertising and sales, but it is important to know the key differences.



A good exercise for your own business is to try to identify how many marketing steps you are using in your day to day business with your target audience. Jot down each action you take in your company that can be regarded as a component of marketing. To apply this focus to your own business let's start with an assumption. You have a service business. You are certified in your discipline. You know how to do your job very well. You have the confidence to convert prospects

into paying customers when you are in front of them. In addition, you consistently get praise from your clients / customers for a job well done. The problem is you just can't seem to get enough prospect conversion meetings. You want more of them.

If we break down the process by which you are able to find and secure new clients / customers what is missing is the method that creates the meeting opportunities in the first place. In a short survey of our own clients from the past two years we learned that nearly every business owner wants more prospect conversion meetings but does not know how to make them happen. This is where marketing comes into play. But what is it that marketing is supposed to do to create more conversion opportunities? Let's look at two important key points.

## BUILD BRAND AWARENESS

To effectively market your product or service, you first must know who you are as a company, and also who your ideal consumers are. Your brand acts as the foundation that your entire company is built upon. If you don't have a clear, definitive idea of who and what your company is, then how can you expect your consumers to understand it?

In today's digital and Internet age, your company's brand will be shaped by the content you feature on the web as well as the interaction between your company and your clients or prospects. To successfully create, or even re-create a strong, successful brand that reaches your target audience, you first need to define the following: (Ask your key team members to write down their answers to the following – no names on the answer sheets, then see how they compare.) ...

- Who are we as a company?
- What keywords do people search to find our products/service?
- Who are our buyer personas?
- What makes us different? (What is our unique value proposition?)
- How do we convey our expertise through content and graphics?
- What quantifiable value are we providing?
- What makes customers buy from us? What makes them return? What makes them bring others?

Once you've clearly established a foundation as a brand, you can more effectively begin executing a marketing campaign and work to raise brand awareness. In doing so, you've ensured that the attention your brand receives is qualified and directly in line with your target audience.

Given the dramatic consumer shift in the past decade, the most effective way of raising brand awareness now consists of creating optimized content in the form of blogs, e-books, and press releases, to fully immersing your company in the world of social media and engaging with your followers and other relevant prospects. Ranking high in search engines and maintaining a strong social media presence are the two most important aspects of raising brand awareness. Performance

Strategies, Inc. can help with this. We have several staff specialists who focus on digital world opportunities for branding.

## ENGAGE WITH YOUR TARGET AUDIENCE

Networking in the 21st century has moved from simply having the ability to connect with friends and family, to now being able to stay informed and connected with brands through news feeds and alerts. The fact that your consumers and target audience can connect and engage in conversations with you (or your competitors), makes it critically important that you're tapping into this incredibly potent resource. Some of the more effective ways of staying engaged with your target audience include:

- Participating (and engaging) in all of the social media networks
- Monitoring and responding to all comments on your blog
- Comment on other top industry blogs to build relationships and stay visible
- Retweet content from some of your more influential followers

By staying engaged with your target audience, you effectively humanize your brand and set yourself up as an ideal person to buy from or do business with.

In summary, you may feel you need help, guidance, direction, advice and even leadership in some or all the areas that marketing represents. You're not alone. Marketing is NOT sales. Marketing drives sales opportunities to your front door and sales converts them into revenue. There are six key marketing focus areas that we can help you navigate: Marketing Math / Marketing Strategy / Marketing Tactics / Marketing Metrics / Marketing ROI / Marketing Expansion. There's just no way to skirt this collection of marketing requirements. Give us a call to see how we can help.

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