
The Mathis Group's Messenger

Vol. 4 No. 4

April, 2006

Developing a Marketing Campaign

Last month we looked at the importance of marketing within an organization and how to differentiate from the competition. This month we will discuss various types of marketing campaigns.

When developing your marketing campaign, understanding what it takes to make a fantastic advertisement is key. To do so, you need to answer the following questions:

1. Will it gain the attention of people?
2. Can it be read by people?
3. Does it hold their interest?
4. Does the message come through?
5. Is only one message presented?

Next, you will need to write the copy for the advertisement. Listed below are five elements of great copy.

Headline

Headlines are what draws the customer's attention to the advertisements. They allow people to get the central message in a shorter period of time. Headlines create interest and high readership while allowing you to present a benefit to the potential customer early. Watching the newspaper and magazines will give you a good idea on how to write an eye catching headline. Study how they paint a central message to attract people to the story. Look at display advertisements in magazines such as *Cosmopolitan* and *National Inquirer*. Their sales are dependant on the headlines.

Message

Once you have gotten the customer's attention with your headline, the message has to be strong enough for them to remember. Determine what your central message will be and back it up with proof and testimonials. It is vital to make sure you have the correct message for your target market.

*Successful salesmanship is 10% preparation
and 90% presentation.
E.C. McKenzie*

Media

Establish which type of media you want to use for your advertisement. Display advertisements, letters, booklets, self mailers, and CD's are just a few of the choices you have.

Benefits statement

Customers need to understand what they will receive from your product or service. Look at it from their point of view. What will motivate them to buy?

Length of copy

What does it take to tell your story? Don't be confined with number of pages. A 12 page marketing piece has worked well. You can also create a booklet of 24-50 pages. Make sure that the length of your copy is appropriate for the type of media that you are using.

Now we will look at several types of marketing you can use.

Personal Letters

The personal letter can get a strong response in a short period of time. The letter must be personal with a name, address, and contact. It is important that it does not look like marketing. It should focus on a problem that the target customer possesses with you telling them how to solve it. It must be stair stepped with multiple contacts for best results.

Awards and Contests

Awards and contests have great motivational influence to get people to look at your material. Make sure all things are fair. It must be clear that you connect the award with your organization. Finally, it must be worth the potential customer's time to register.

Trade Shows

Trade shows are a fantastic way to reach numerous people who are in your target market. People are positive at a show

(continued on page 2 Creating a Fantastic Advertisement)

The Mathis Group's Messenger

(continued from page 1 *Creating a Fantastic Advertisement*)

and have a personal interest in the trade that is being represented. Many do not say so, but they are looking to fill a need for new products and services if we impress them. However, there are some trade show myths for which you must be careful. For instance, some people think that all they need is a table, and people will come to our booth. Or that all people want is something free when they come to the booth.

Picking a trade show is important. Research the trade show before you agree to take part. Who will be there? What is the expected attendance?

You have heard it said many times: Location, location, location. This applies to trade shows as well. Depending on the trade show, the criteria for choosing the location of your booth will vary. For some, it is first come, first served, while others allow past participants to choose first. When it comes your turn to select a location, you want one where there will be a high flow of traffic. To help figure out the best spot there are several questions to answer.

1. Where are the rest rooms compared to the convention hall?
2. Where is the main flow of traffic?
3. Where are the registration tables?
4. Are there any beams/posts in the hall?
5. Where are the obvious competitors?
6. Where are possible customers' booths?

Getting a booth does not ensure that you will have people stop--you must get their attention by doing something exciting. Here are some suggestions: Have a celebrity sign autographs. Use music, clowns, fantastic colors, or lights. Run a video tape, slides or a movie. Give something away that is worthwhile or have a contest (i.e.. money, DVD player, two free vacations). Use something shocking. (One trade exhibitor used a casket in his display.)



Once you've attracted participants, work the exhibit. Here are a few guidelines to follow:

- Stay at the booth.
- Create a positive and non-intrusive impression.

- Do not drink, smoke, or use gum.
- Dress the part.
- Create a nice name tag for your right shoulder.
- Be assertive and introduce yourself.
- Pitch your contest.

Finally, not everyone who stops at your booth will be a prospective customer. In order to find out the difference, have a form for them to fill out. If they are truly interested, they will take the time to do so. However, do not use the generic form of the show. Ask for detailed information such as complete contact information and the person/people in charge of making the final decision.

All of the forms of marketing that have been listed today is just a sampling of everything that is possible. The potential is limitless. Research each and determine which is the best for your organization.

To finish up our series on marketing campaigns, we will look at display ads next month.



Check out our exciting courses at www.themathisgroup.com!

Secrets of Closing More Sales

Foundations of Organizational Marketing

Contact The Mathis Group today to receive their catalog of complete course listings or to discuss your customized onsite seminar.

The Mathis Group, Inc.
Dr. Keith Mathis
106 Lakeview Woods
Eureka, MO 63025
1-800-224-3731
636/938-5292 voice/fax
kmathis@ix.netcom.com
www.themathisgroup.com
GSA Contractor- GS10F0383M
Project Management Institute R.E.P.