

CHAPTER 26

WHAT'S THE MOST IMPORTANT THING TO KNOW ABOUT GOOD MARKETING?

“If you can't make it good, at least make it look good.”
~ Bill Gates

That good marketing makes you, your products, and services look good! That is what (more often than not) contributes to more than 50 percent success to any business, and unfortunately, is often so overlooked (and under-funded). So let's look at it carefully. We have made this our final chapter so that it will, hopefully, be the most important take-away information you remember.

If you're standing in the bookstore or have just been handed this book and are skimming through it, we can't blame you if you jumped immediately to this chapter. If you read it first, or last, or somewhere in between the rest of the book, what matters most is that you clearly understand the essence that is the key to successful marketing to consumers. Put this at the very top of your To-Do list or on your computer screensaver. While there are many things that support and build upon your core foundation, like really knowing who your target audience is and, therefore, what motivates them, there is one thing, for sure, you must know to make your marketing approaches successful. If you do nothing else but implement this chapter into your marketing you will increase sales. So read on and learn how we define “good marketing.”

First, what we have discovered is that when it comes to ANY marketing campaign, there is one question which, when correctly answered, always works. It's what we all ask before we make a decision to buy something or use someone's services. You most likely ask it yourself, consciously or unconsciously. It's human nature for all of us to ask.

After years of being in the marketing business, we still find that the success of any campaign remains dependent on this key element. Because, even with today's faster pace, Internet, fax machines, overnight air, cell phones, and communication sources, the way you answer the question hasn't changed. When you unlock the real reason that scores more times than Michael Jordan, your products are sold, services are contracted, and sales numbers go up.

Okay, so what's the one thing that always works? Simply this: successfully answering “What's in it for me?” The consumer's point of view **MUST** inspire a high level of motivation and trust to the basic question. Ironically, it's also often the most misunderstood aspect of many businesses. Your point of view may not be the consumer's!

Therefore, what the best marketers do is to develop a successful marketing campaign that asks and answers this essential question clearly. A failed marketing campaign is

one that does not increase sales and did not correctly address this key message to its consumers. But, here's the good news, you can do it yourself. It's really quite easy.

Good Marketing Preview