

FIVE

Essential Elements for Effective Marketing

THE F.A.B.I.O. PRINCIPLES

By John Mehrmann



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The purpose of marketing is to generate sales. Whether you are building a brand or coordinating a one-time sale, it is important that you cover all the bases to be effective. If you are selling a product or a service, on the web or over the counter, the five essential steps for effective marketing is a checklist to make sure that you are maximizing the return on your efforts.

FABIO is a simple and easy to use checklist that you can use to assure that you cover the Five Essential Elements to Effective Marketing.

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FEATURES

Define the features of the product or services that you are promoting. Be specific, concise and accurate in your summary of the features. Imagine that you are developing your list of features like the list of ingredients for the side of a cereal box, or the list of hardware requirements for a software application. The list of features should be easy to locate and easy to understand. The list of features should not be flamboyant or contain promotional “puffery”. It should be concise and contain substantive information. Demonstrate respect for your customer’s time by being direct and easy to understand.

List your Features



ADVANTAGES

Identify at least one, but no more than three, key advantages of the product or service that you want to promote. Unlike the list of features, statements of advantages should generate excitement. The advantages are typically a subtle comparison between the 'before and after', or a comparison to competition. Do not disparage the competition. If you are effective in stating your advantages, the customer will make their own conclusions. Some examples of phrases used in identifying advantage are "fewer calories", "every day low prices", "longer lasting", "less filling" and "fresh scent". These advantages may or may not be related to the primary features or functions of your product or service, but the advantages can set you apart.

List Your Advantages



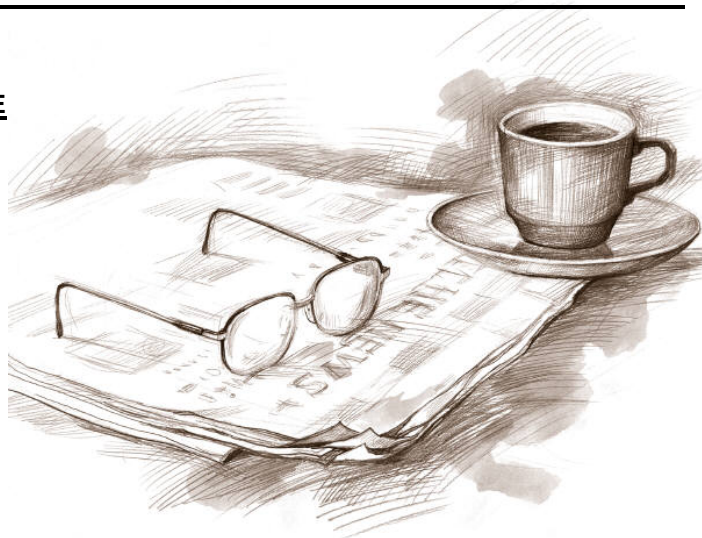
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BENEFITS

It is important to identify the customer value as realized by the advantages of your product or services. The list of features details the item. The advantages identify why yours is superior. The benefits statement makes it personal. In some cases, the statement implies the benefits. For example, “fewer calories” implies weight loss, an obvious benefit for many customers. If the customer benefits are not inherently obvious, then it is good practice to state the benefits. This is especially true if you are selling services. For example, help the customer identify that “training and educating employees” may result in benefits like “better sales” or “increased productivity”. Keep the customer perspective, “You can buy at low prices here” is better than “I can sell to you at low prices”.

List Your Benefits

KEEP THE CUSTOMER PERSPECTIVE



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IMAGE

If your marketing includes advertising or web content, it is extremely important to use appropriate images. The text of your marketing material creates an impression and an emotional response. The images or pictures used in your marketing will create a lasting impression. To be highly effective, use images that portray your product or service with complimentary text (features, advantages and benefits). Some common mistakes are not including a picture of the product, or using cartoons in conjunction with professional services. An effective method is to use pictures that convey lifestyle associated with your product. For example, pictures of athletes for sport drinks, cityscapes convey large scope, images of people enjoying the use your product. Proper use of images can gain immediate attention and make a lasting impression.

What is Your Image?



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THE OFFER

Also commonly referred to as the “call to action”, make sure that your marketing material entices the customer to follow-up by asking for the sale. Effective Offers typically include a price, a place to purchase, and a compelling reason to ‘act now’. Limited time promotions, coupons, “while supplies last” and “for a limited time only” are compelling reasons to take advantage of the benefits promptly. Your marketing material may be your one opportunity to reach that customer, so use it wisely and ask for the sale.

Where or how can the Customer Purchase?

How much does it cost?

Why BUY NOW?

State your offer








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MAKE A PERSONAL CHECKLIST

Make a personal checklist and review your marketing material, brochures, ads and web content. Once you have reviewed your own materials, compare to your competition and commercials to see who is using the Five Essentials to Effective Marketing. Once you have successfully covered all of the bases, you will see your marketing efforts and web site transform into self-fulfilling sales.

Your Essential Marketing Checklist

- FEATURES**
DID YOU PROVIDE THE SPECIFIC LIST OF FEATURES FOR YOUR PRODUCT? (BE DIRECT)
- ADVANTAGES**
DID YOU LIST THE ADVANTAGES OF YOUR PRODUCT OR OFFER? (WHAT MAKES YOU SPECIAL)
- BENEFITS**
DID YOU LIST THE BENEFITS FROM THE CUSTOMER POINT OF VIEW?
- IMAGE**
CAN YOU INCLUDE AN IMAGE AND BRAND YOURSELF?
- OFFER**
DID YOU MAKE THE OFFER, ASK FOR THE SALE, AND GIVE CONTACT INFORMATION FOR PLACING THE ORDER?

Features 	Specific Requirements, Ingredients, Components or Applications (Simple Statements of Fact) “What is it?”
Advantage 	Comparisons using Action Words, Excitement or Effects of the product or services. “Why is it Better?” <i>(Long Lasting, Feels Great, High Speed, etc)</i>
Benefits 	Keep the Customer Perspective when calling attention to the BENEFITS of your product or services. “Why is it good for me?” <i>(In the eyes of the Customer)</i>
Image 	Use an image of the product that portrays lifestyle. features or benefits. “What does it look like?”
Offer 	Ask for the Sale. Provide a Price, Place or Method to Purchase and a compelling reason to Act Now. “How can I get it?”

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About the Author:



John Mehrmann

John Mehrmann is a prolific author and highly sought after motivational speaker. His works have appeared in numerous publications and he shares much of his freelance articles with on-line article directories and reference sites.

John is a dynamic, results-driven professional with more than 20 years of overall management experience that spans operations, sales, e-commerce, accounting, customer service, marketing, logistics and training. John has established a solid reputation for designing and implementing reliable, repeatable best-in-class business practices that consistently deliver superior performance and profitability to shareholders and investors. He is an expert in designing strategic plans for International Organizations and Small Business alike. John has a proven record of empowering and leading personnel to realize their full potential and surpass expectations. These operational and strategic planning capabilities compliment outstanding interpersonal, communication, and presentation skills.

As a consultant, trainer and personal coach, John Mehrmann brings his experience and expertise into a support role, adapting and aligning structured steps for development in a flexible personalized manner. As an executive, John appreciates the schedule constraints and demands placed on individuals, and he recognizes the importance of delivering bottom line results for time invested.

John Mehrmann is a member of the advisory committee for Motivation Education, an education development program for social and scholastic advancement through science and Technology. He is also a Member of the International Coach Federation, participated in the Global Leadership Forum, and trained in Six Sigma and Management Innovation. John has been a member on the California Department of Consumer Affairs Bureau of Electronic and Appliance Repairs Advisory Council, and served as Industry Information Director for the National Electronics Service Dealers Association (NESDA). John Mehrmann received the International Who's Who of Business Leaders, Sterling Who's Who Executive Edition and Continental Who's Who. He received the Certificate of Recognition and Industry Achievement Award Honors, the NPSC Award of Appreciation, and the USA Certificate of Appreciation for the Institute of Service Management.

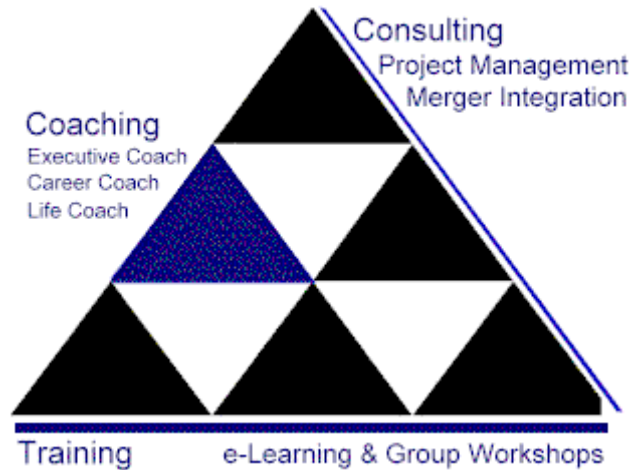
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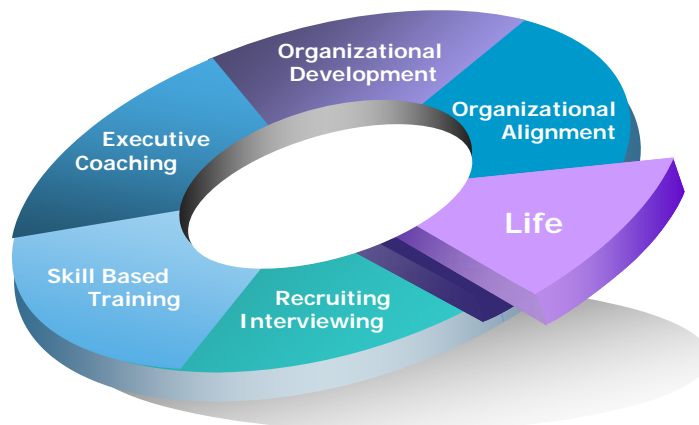
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