



“Double Your Sales by Cutting Your Market in Half!”

By: Loraine Ball

Short Description of the Presentation:

We all want more customers and sales and most of us realize that much of that growth will come through marketing – but what works? Well, this month Loraine Ball has a tried and true system that worked for her as well as her clients. Bottom line – only market to real potential customers, not the world. Find out who your REAL customers are and market to them ...a lot!

Key Points:

Basic marketing theory: A customer needs to hear or see something multiple times before they buy. You're better off sending four pieces to 1000 people than sending 4000 people one piece.

Learn from the Big National Companies:

Everyone could drink Coke...but Coke only markets to a specific group of people. Find out why!

Find Out Who Your Real Customer Is:

Make it easy for your customer base to tell you who they are.

- Surveys and Customer Response Card
- Make it easy to e-mail you
- Who buys from you now?

Focus on Who to Market to:

- Focus geographically
- Focus on age
- Focus on type of housing
- Focus using census bureau information

Real stories from Real Companies that have “Focused” their Marketing

- Marketing costs are down
- Sales and profits are up!