



TEN PHENOMENAL MARKETING TACTICS

1. An Ounce of Prevention...

How often do fads come and go? Sometimes they're here today and gone tomorrow...other times they're here to stay. Yeah, the problem is that it's pretty darned hard to predict exactly what will happen in the market place this year, much less for the next decade. Just look at the Internet...how much has it impacted marketing techniques in the last decade? Yep, you need to safeguard against unexpected whirlwinds that sweep the market when you are planning your marketing strategy. Don't get stuck on any one product or marketing technique...be flexible. You never know what's coming down the pike!

2. A Foot in the Door...

How about it...do you mentally check customers who walk through your doors off your list of prospects? You may be short-changing yourself at the end of every day. Hey, it's a heck of a lot easier to sell to someone who's already loyal to you than to a complete stranger! Keep in contact...let them know about your upcoming sales...sell more to them, and watch your profits add up.

3. Keep it Believable...

You don't want customers looking over the tops of their glasses with raised eyebrows at you. No, you want them to believe what you say as the gospel truth. Now, I didn't say not to be colorful and descriptive...just to keep it within believable bounds. No one trusts the exaggerated.

4. Convert Fractions to Decimals...

Yep, you thought you got out of that when you walked out the school doors for the last time, didn't you? Let's face it...18.6 percent has a ring to it that rounding up to 20 percent just lacks. Fractional numbers presented in decimal form just sound scientific...and believable. Get the calculator out and start converting your way to copy and advertisements that have an impact.

5. Stack Them Back to Back...

Blow out or steady stream? Rather than have an all out sale one weekend in the month, have one sale each weekend. Hey, what will happen when a customer comes into your store two extra times this month? Yeah, he'll probably make a few impulse purchases that he wouldn't have otherwise made...and add a few extra bucks to your monthly profit to boot!

6. Ready, Aim...

Are you shooting for the right target? Yeah, I'm talking about the audience you target with your ads. Here's a quick check - can your customers afford your product? If you get a lot of window shoppers and no real increase in sales volume... it's time to set your sights somewhere else.

7. One of a Kind...

It's tough to stand out in a competitive crowd. Yeah, the key to being in the spotlight is to have something no one else does. Be creative...hunt for that little extra benefit that no one else offers.

8. Get Personal...

Everyone likes that special one-on-one attention. Think about it...does your advertising copy address the group, or does it speak to each and every individual who reads it? Yep, you'll start seeing more response when you chuck formality, and let a little personal style show through!

9. Invest in a Filing Cabinet...

Let's face it...you're not likely to make the sale the first time with every customer who comes through your door. Unfortunately, all shoppers don't buy on impulse. Let me ask you what happens to the customer who goes home to think about it? If you have no record of them kept on file...who knows? Did they buy from a competitor who contacted them in the meantime? Did they change their mind? Yeah, getting organized and keeping track of the smart shoppers may be your key to higher sales this month.

10. Be Irresistible...

Is the deal just too good to pass up? If not, try combining a set of valuable products with a special discount price. Packaging makes the difference between a sale and no sale in many cases. Wrap it with value and put a discount tag on it...they'll think they're getting a steal of a deal, and you'll be raking in the profits.

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