



Newhouse News

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Specializing in B2B Marketing Plans and Communications that move customers to action!



Marketing Info

The Top B2B Content Marketing Tactics:

- Article posting
- Social media excluding blogs
- Blogs
- eNewsletters
- Case Studies
- In-person events

On average marketers are spending more than 25% of their marketing budgets on content marketing (B2B Marketing Insider).

Remember content from existing customers (case studies, testimonials, videos) are the most effective.

“Understanding personalities and where people are coming from is one of the best tools for moving a team forward, because when we appreciate and understand each other’s values we truly start to listen.”

Unknown

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Too Many Choices Paralyzes Sales, Marketing, & Customers

It takes courage to narrow your focus down to a few products, however when you do your homework it becomes easier and more productive for all parties involved.

Start with your market focus by defining the different market segments and what they require of your organization to compete. Consider long and short-term dynamics of each of these segments and their reaction to strong and weak economies, consider being in both or how to quickly move to markets as the economy fluctuates.

Align your sales, marketing, and manufacturing teams to support and to provide input for opportunities and capacity concerns.

When we can discuss and research where our products can make a significant difference as a team, we gain great momentum and plans.

When we can narrow the choice down for consumers within our product line we actually increase sales, because it has been proven time and time again that too many choices really force customers to walk away out of frustration

So a tight focus upon what product to deliver to which market segment has several advantages for all parties involved.

Market focus is the capacity to focus the cash and resources of a company on market opportunities that can create and generate long-term growth and positive net cash flows. Yes, this means you may have to exit or not engage in some market segments, but when you evaluate you make these decisions intentionally, rather than just following the immediate rewards.

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TRANSFORM
your
marketing



TOO MANY CHOICES... continued

Some Market Focus Points:

1. Understand that trying to serve all market segments is very expensive and may actually not serve any of these customers well due to lack of focus.
2. Too many product/service offerings confuse sales and dilute marketing budgets and efforts.
3. When you are in the right markets you can build cash reserves quicker and save them for the slower times. You will exit slower growth markets faster saving your energy for better or newer opportunities.
4. Define your share per segment and how to increase it. Evaluate all products/services for the market segment to make sure they are profitable and if not why are they still being offered or produced? Can you make them more profitable and how?
5. Define potential of market segments and monitor the top competitors per segment.
6. Target-high market segment shares in a large market segment with competitive pricing, low variable costs, healthy margins, low fixed costs, and low negative cash flow per product/service.

Now back to the customer and how we confuse them with too many options. Sometimes we like the market to decide for us what we will provide, however people are in a hurry and you can just review online statistics to see how impatient they really are.

The psychology of letting people decide has shown time and time again that with too many choices people will put off the decision, thinking they will come back when they have more time. They don't usually remember to come back and the sale is lost.

As consumers we usually decide using a 3-step process:

- What do I need?
- What is available?
- Compare prices and options?

The difficulty in deciding increases exponentially as the number of options increases. Dr. Sheena Iyengar (Columbia University business professor) proved this in the 1990's with jam options in a supermarket and others have confirmed it with different products.

When customers were presented with 6 different jams 30% of them made a purchase, when presented with 24 types of jam only 3% made a purchase.

Most of the time the three options rule works best, sometimes you can't limit it to 3 because of your product or market but the human mind can easily comprehend and organize 3 variations. If you must have additional options bring them through a decision tree of 3 per level to keep their interest.

So when testing a new product use the rule of 3, when selling use the rule of 3 and when you find it difficult to let go, maybe just don't spend resources on the other options and see if they are still being purchased and if so why?

If an option is truly needed it normally will stay active and you will know if you need to bring it back or in place of one you thought was better. It might just be underpriced in the marketplace, or truly a great product with a demand that can be increased by understanding better why it's being purchased.

To read more about the jam study please visit this link <http://sheenaiyengar.com/the-art-of-choosing/excerpt/>

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Thank you
for a great 2013
and I look forward
to serving you
in 2014!
Debbie