



Marketing Info

Struggling to write headlines you like?

Check out this convenient headline analyzer tool at the link below:

<http://coschedule.com/headline-analyzer>

Some of the most influential review responses are:

- Personal stories (testimonials)
- List of pros & cons (keeps it realistic)
- Star ratings (quick to review, nice with comments for rank reason)
- Number of reviews

So consider these for your products and services

“The business schools reward difficult complex behavior more than simple behavior, but simple behavior is more effective.”

Warren Buffett

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Looking Up From Under A Tree Is A Different View, Than Looking Out From The Branches Of The Tree

Television shows do this, where the owner becomes an employee and works with the employees undercover to learn more about their overall business, customers, employees and their company's culture.

However, you don't need a television show to help you with your reviews.

Simply walking yourself through the process and just sitting where your customers sit, you will discover that maybe a hook in the

restroom would be a great addition for handbags and coats or sitting in the waiting room you see areas that need to be repainted because when you are standing you never see the poorly painted areas completed by others.

The customers' perspective eludes us because we really are busy running the business, which includes several very critical areas.

But what would it take for you to use 20 minutes every 6-8 months to review your process and experience through the customers' eyes your services and products?

Some questions you can ask yourself when reviewing your business surroundings or products are:

- What do I see when I sit in every chair in the waiting room?
- Use the restroom as a young mother with children, etc. is it customer friendly or do I have to set my personal belongings on the floor?
- Can I easily identify the company I am doing business with upon arrival or is it difficult to see their logo and product brands?
- Can I recognize the product in the packaging and immediately understand the benefits and use?
- Are there statements or seals of approval that ease my mind regarding the purchase?
- Are these people really good at what they do and happy?
- After a period of time away from the business or product, (like after vacation) what are your first impressions? Slow down and notice the smells and other



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sensory feelings you experience since you have taken a break.

- Park where your customers park and walk, what do you experience along the way? Is it clean, safe and tidy or do you have dog waste to dodge and weeds?

- Have I allowed my employees to have more conveniences than my customers?

Just being more sensitive and aware of your business experience and products will show you areas to improve, but you must take the time to step back and carefully evaluate from a different perspective physically and mentally.

You May Not Have A Luxury Brand, But You Can Still Think Like One

I recently read an article about Michael Kors branded handbags not being in high demand any longer because of the factory outlet stores reducing their actual and perceived values.

This dilemma isn't new and must not be taken lightly with luxury products or other products that consider entering a lower priced marketplace.

There are countless stories about brands that have lost value or gained volume, some were pre-planned and others were not. But what is important is to think about these decisions prior to engaging.

Louis Vuitton does a wonderful job executing luxury brand marketing strategies by:

- Adhering to luxury brand pricing with high mark-ups
- Providing limited availability



- Having few if any markdowns ever
- Controlling with selling through only a limited global network of company-owned stores.

When you can control your manufacturing you can control your quality, when you control your distribution you can better control your image.

Every advertising and promotional opportunity is carefully evaluated to make sure it is consistent with the image of their brand.

In addition most of these types of companies use 10% or more of their annual sales to promote and advertise their products.

You may not have a luxury brand to manage, but several lessons can be learned from their reasoning, and these pros and cons can certainly be applied to any product or service.

Recent Marketing Assignments



Cornerstone Specialty Wood Products Booth at ProMat 2015

