

Start at the End to Get the Best Results

Whether planning a corporate marketing strategy or a single marketing activity, it helps if you start at the end – with the desired result at the end of the marketing process, that is.

What is the desired result of the marketing activity or campaign? A highly qualified lead? A sale? Then that's where to start. What does the buyer or qualified lead look like? Who are they? What is their job function? What problem do they want to solve? What goal do they want to achieve? What do they care about? Brand? Cost? Quality? Availability? Service? What will it take for them to trust you enough to buy from you? Will they buy after one visit or only after a protracted education and qualification process? Only after answering questions like these are you ready to plan your marketing strategy or activity.

Take the time to write down a detailed description of all your potential buyers. Start by building a profile of all your current customers. Who are they and why did they buy from you? Go into great detail to understand distinctions between buyers. Hopefully, you will come up with a number of descriptions, each with their own reasons to buy, proof-points and places to be found. This will enable you to tailor each marketing activity to a particular buyer.

In marketing, "One size does NOT fit all!" Your marketing activity will represent a map, or "Sales Walk," that you want each potential buyer to follow. Each buying category will have their own unique "Sales Walk."

It starts with the initial message; continues with the conversion offer; culminates with the purchase offer; and concludes with fulfillment and support. As you might guess, the path through this process is likely to be very different, depending on the unique characteristics of the various potential buyers.

After you have described the buyers, organize your description into categories that can be compared across different buyers. Here you are trying to find commonalities and identify differences. From these, you can craft the appropriate media, message, content, conversion offer and next-step for each target buyer. When you have mapped out all the potential "Sales Walks" for each potential buyer, you can begin to systematically implement your marketing activities.

Most important, you can measure results along the way and tune the process based on each target buyer and success-metric at each step of the "Sales Walk" through your marketing activity and web site. Starting at the end of the process has now given you a target to focus on in developing the strategy or activity and a success-metric to use as a benchmark for results.

Looking to the end before you start can help you improve immediate results and help avoid costly mistakes. This is an important step in Market-Vantage's Internet Performance Marketing™ methodology that we use in helping our clients develop their marketing strategy and marketing activities.

For more information about how the Internet Performance Marketing Methodology can help you get more qualified leads and increase sales, request our no-obligation 20-minute telephone consultation.

Market-Vantage specializes in Integrated Web Marketing. We help companies develop and implement effective Internet marketing strategies for a positive impact on their business. If you would like to improve your leverage of the Internet for marketing, please call us at 603-888-5600 or use our web inquiry form at <http://www.market-vantage.com/about/inquiry.htm> to request an initial confidential consultation about your specific situation.