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**Marketing Maxims for Todays Challenging Times**

**By Lee Traupel**

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These are turbulent times for all businesses – necessitating streamlined marketing processes that are finely honed to mesh with todays sputtering global economy.

1. Dont stop advertising because the economy is sluggish – increase it, as many of your competitors are foolishly slowing down and you can grab market share! Look at what Dell has done to Gateway in the last eighteen months Gateway has lost 10–20% of their market share and are pulling in their horns, while Dells slice of the pie has grown bigger.

2. Negotiate aggressively with media sources its tough right now for online and offline publishers to generate advertising revenue and they are being forced to consider any and all deals. Note the number of house ads being run by major portals like Yahoo and Internet.com, 20–30% of their banner ads or sponsorship buttons are promoting their own businesses.

3. Its no secret that many ecommerce sites look like Amazon.com it pays to mirror existing market leaders web site design. People always resist change and familiarity is one of key reasons why they shop on and offline in the same stores.

4. Niche marketing has almost become a homily but it enables your company to leverage your marketing expenditures and R&D costs by concentrating on a narrow market segment. ToolLogic, Inc. ([www.toollogic.com](http://www.toollogic.com)) is a wonderful example of a company that created/found a niche and then dominated it.

5. Whats unique about your company, services and/or products? When you understand this youve just created brand uniqueness make sure you integrate these themes with all of your marketing; customers need to know whats different about your company versus your competitors. Ben and Jerrys Ice Cream ([www.benandjerrys.com](http://www.benandjerrys.com)) did a wonderful job of developing brand uniqueness in a commodity market (ice cream) that enabled them to build a great company.

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6. A key attribute for any successful marketing campaign is repetition your company may not have the marketing resources of an Intel (their Intel Inside campaign far exceeded their marketing goals) but you do need to repeat your message and reinforce the branding and market awareness by touching your market segment via multiple reinforcing marketing processes; i.e. search engine ranking, print, opt-in e-mail, radio/TV, sponsorship buttons, newsletter inserts, etc.

7. Make it easy to do business with your company by offering pricing and terms of service that fit your clients needs Digit-Net technologies ([www.digi-net.com](http://www.digi-net.com)) sells software and or ASP services to its customers by offering them terms of services that can be flexed to fit their needs, not the other way around.

8. Switching costs are high in this challenging market companies and individuals dont want to change their habits, as this can cost them more money. So, figure out how you can adapt your products and

services to fit their needs to minimize their switching costs. Then, communicate this effectively via all of your marketing processes.

Lee Traupel has 20 plus years of business development and marketing experience – he is the founder of Intellective Communications, Inc.,

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### **Persistence**

#### **By Glen Hopkins**

One of the keys to being successful in anything you do is persistence. Once you have determined exactly what it is you want to accomplish, you must take massive action on a consistent, persistent basis in order to succeed. Think of it like building a muscle. If you have never weight trained before, the first time you walk into a gym, chances are you will not be able to bench press 250 lbs. However, if you are persistent, and you consistently go back to the gym, you will find yourself getting stronger and closer to your goal with each and every visit.

One of the things you'll notice on your journey towards your goal, are roadblocks. That is, you will encounter obstacles that seem to jump out of nowhere in an attempt to halt your progress. Count on these obstacles. They are a part of life. Everyone would have every success they ever wanted if there were no obstacles. Your job is to be persistent and work through those obstacles. If you find little or no obstacles along the way, chances are you are not really challenging yourself. And when you do reach your goal, you won't experience the feeling of 'sweet success'. Make your goal a challenging one!

If you take the time to study any successful person, you will learn that the vast majority of them have

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had more 'failures' than they have had 'successes'. This is because successful people are persistent; the more they stumble and fall, the more they get right back up and get going again. On the other hand, people that don't get back up and try again, never reach success. For example, Walt Disney was turned down 302 times before he got financing for his dream of creating the "Happiest Place on Earth". Today, due to his persistence, millions of people have shared 'the joy of Disney'. Colonel Sanders spent two years driving across the United States looking for restaurants to buy his chicken recipe. He was turned down 1,009 times! How successful is Kentucky Fried Chicken today? Having said this, keep in mind that you must constantly reevaluate your circumstances and the approach you are using to reach your goal. There is no sense in being persistent at something that you are doing incorrectly! Sometimes you have to modify your approach along the way. Every time you do something you learn from it, and therefore find a better way to do it the next time.

Today is the day to begin your journey, using consistency and persistency, towards tomorrow's successes!

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