

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Marketing's primary mission

By Frank Williams

Marketing's primary mission by Frank Williams

Marketing's Primary Mission!

A business strategy that drives profitable and sustainable growth for the enterprise is the primary mission for Marketing.

Look around. How much true innovation do you see coming from your industry? How much is just plain copying the leader or extending present product ideas? Soft differentiation relegates your firm to a strategy that makes price and cost reduction programs the main focus of the business. The problem with this thinking is that it's not thinking. Peter Drucker, renowned business guru, stated that enterprises are developed to generate wealth, not control costs!

Pricing and cost reduction efforts should be a part of a normal business operation, not the driving strategy. Whether you are making aspirin or providing leading-edge technology such as wireless products — differentiation is key and without it your company will ultimately fail.

Early on in my career I heard that Marketing is as simple as finding a building that is about to fall over and leaning on it. This marketing metaphor may have some merit, but throughout my 30+ years in the industrial automation business, I rarely found a building (to wit a ready market that my company could easily exploit) about to fall. Rather, I found hunting for additional business a daunting task in an ever-more competitive market.

Ever wonder why some companies seem to be more successful than others are. Why do some companies flourish even in tough economical times? Successful companies have traits, attributes and disciplined habits in the way in which they approach their customers, and competitors. These companies attract risk-takers and indoctrinate their people to constantly innovate these key areas —

° Customer focus – successful companies have a maniacal obsession when dealing with their customers. They seek ways to add more support, at less costs, with higher quality and at a faster response time than they did last year, last quarter and even last month. They look for ways to innovate

Marketing's primary mission

their interface with the customer while stalling awaiting competitors. These companies clearly understand that building a strong tie with your intended customer is the best path towards sustainable success.

° Sales channel development – a winning channel strategy is the hallmark of any successful business. Successful companies pay acute attention to their customer needs by identifying, motivating and rewarding a sales channel that works hard on customer relationships. These companies recognize that a multiple channels-to-market sales strategy provides the best coverage and drives market leadership.

° Offer a unique selling position – finding a unique selling proposition (USP) is job one within companies that are constantly successful. These companies enunciate, focus and bang away at their unique selling proposition and ultimately gain market share, keep customer confusion to a minimum, and

frighten their direct competitors. These companies rarely bring a me-too product or service to market. They utilize leading-edge technology and innovative ideas to pressure the market competition while providing unparalleled value to their customers.

° First-hand competitive knowledge – successful firms know and understand the strengths as well as weak areas of their direct competitors. They constantly seek competitive intelligence and apply it to their on-going marketing and sales tactics.

° Maximum enterprise agility and flexibility – successful firms recognize that change is inevitable. Developing the right muscles' within an organization to allow a large degree of flexibility is essential in today's fiercely competitive landscape. Firms with the vision to understand that it does no good for a business to recognize a change, while not having the agility to respond, will always retain the best opportunity to gain significant market share and experience enviable leadership.

Audit your organization. How many of the above points is not only apparent, but at hard work within your company? How successful do you want to be? Think about it.

Affiliate Marketing – Does it Really Pay?

By Ed Rizzo

Affiliate marketing's been a staple of the internet marketing scene for many years now. It's highly touted as a money maker for newbies and experienced marketers alike. But does it really pay to be an affiliate marketer? Let's take a look to learn more...

Basically affiliate marketing's an agreement between a web site owner and a merchant. The web site owner's actually an advertiser for the merchant or product creator. The agreement is a contract between the two parties that stipulates that the site owner can use various methods including the space on his site to promote the merchants goods. The merchant meanwhile agrees to pay a percentage of each sale generated through the affiliates personalized link.

Marketing's primary mission

This benefits both sides because the product creator spends nothing to advertise their goods and the affiliate pays nothing to research and develop new products.

This creates a win-win situation.

The product creator wins by saving money on advertising, which is one of the most costly aspects of doing business, by passing this cost on to affiliates. Basically it's a pay-per-performance deal because the merchant doesn't accrue any costs until the sale's made and the merchant pays the specified commission.

The affiliate marketer wins by being able to sell an already developed product, thus saving the time and money on the front end by not having to deal with R&D and product creation. The product is already developed and proven by the merchant, and all you have to do as an affiliate is find as many prospects as you can that will bring in the profit for both the merchant and yourself.

Another benefit to the affiliate is that most programs are free to join and have pre-made sales material so your marketing experience doesn't have to be that of an expert.

Probably the biggest benefit to being an affiliate marketer on the internet's the internet itself.

Because of the global reach of the internet it's very easy to reach tens of thousands of prospects for almost any type of product line. It's also very easy to intensify your efforts as an affiliate marketer to exploit new and productive strategies such as viral marketing, ebooks, special reports and autoresponders.

Lastly, as an affiliate marketer you get to pick and choose between many different products to promote. You're not married to a specific product or even a specific product type. Your risks are minimal because there are no long term binding contracts so if one product doesn't bring in a profit you can quickly and easily replace it with another.

All in all affiliate marketing's still an excellent way to earn income from the internet. Perform your due diligence, find a hungry market, find a good product and go for it!

Ed Rizzo's website reveals his inside secrets and sources that help him pocket over \$10,000 a month . To find out more about affiliate marketing check out his website

Ed Rizzo has been involved with Internet Marketing for 10 years and has written Internet Marketing Courses and articles related to internet marketing and Home Based Businesses



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!