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Unique Internet Marketing Stands Out From The Crowd

By Joshua Rose

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Several years ago, I went whale watching in Bar Harbor, Maine, while on vacation. I remained in the large, central cabin with my poor seasick infant son when a whale was finally spotted.

The Captain announced, "Whale to the starboard", and a mini-stampede of about 70 tourists scampered over just in time for the briefest of glimpses as it quickly submerged again. Everyone jostled and jockeyed for position to get the perfect camera shot for when that darn whale resurfaced.

But of course, it wasn't going to work out this way. "Whale to the port side", announced the Captain, and the stampede to the other side literally tipped the boat. Naturally, the whale had disappeared by then as well.

This went on like this -- back and forth -- for about twenty minutes. The whale seemed to be toying with human nature -- the tendency for people to do what everyone else was doing.

And EVERYONE was zigging when they should have been zagging. There were no 'individuals'. They moved as a group in their futile quest to snap off a clear and revealing shot.

Are you moving with the crowd on the internet, or are you striking out on your own unique path, one more likely to get noticed?

Unique Internet Marketing Stands Out From The Crowd

If you observe your own specific internet marketplace, it's very likely you'll find that the vast majority of the 'crowd' are doing the same things in the same ways -- and they're also getting the same poor results.

This presents a golden opportunity to be noticed by doing things differently.

Successful entrepreneurs, both online and off, are innovators and risk takers. They *experiment*, *evaluate* and *evolve* until they successfully convey that both who they are and what they offer is unique in the marketplace,

despite all the competition.

To separate yourself from the pack, you need to look at every aspect of your internet marketing effort and ask yourself, "What's unique about this?" And, "How does this contribute to my own unique web presence?"

Here's some important areas to look at to get you started.

- * Are you playing it safe and trying to please and sell everyone, and consequently selling to almost no one?
- * Why should your prospects believe YOU when they are skeptical of so many others?
- * How about your ezine? Is it similar to countless others or is there a unique theme or tone running through it?
- * While your ads may be well written, is the overall message very much the same as the pack?
- * How is your sales page unique? And have you given it a measured dose of your own personality?

This process of developing a distinct 'uniqueness' is subjective, involves risks, takes work to implement, and time to evaluate and change again if necessary. But in doing so, you will develop the factors crucial to successfully setting yourself apart in a very competitive marketplace.

Back onboard, my wife took a chance and went to the OTHER

SIDE of the boat, alone. Sure enough, the whale popped up for a few seconds, she got the shot, and that was the last that was seen of that whale, or any other, for the rest of the trip. There were a lot of unhappy tourists grumbling on the way back.

Stand out from the crowd. Move to the empty side of the boat — and you'll stand a much better chance of getting your picture of the whale.

Five Ways To Attract Attention At Your Next Exhibition

By G J Plastics

Attending an exhibition is still one of the best ways to get in front of thousands of potential customers in one go. Whilst your internet site might be accessible by people the world over, an exhibition is only attended by people who are interested in your sector and it's an ideal opportunity to make your presence known.

1. Choose your space well

If you leave it too late, all the best stand space has already gone. Book early and you can have your pick of the best spots - directly opposite the entrance; unmissable from the bar or café; a corner stand or a stand at the top of the stairs. These are all great places for your company to be, so the earlier you book, the better your chances of getting a top spot.

2. Think about design

Your stand needs to be eye-catching, so think about what distinguishes you from the opposition and use it to attract attention. From bright colours to unusual photography, there are lots of ways you can stand out from the crowd. Enlist the help of your designer to make sure that you do.

3. Clever marketing

Exhibitions are full of giveaways and we know that most of it goes in the bin when delegates get back to their hotel rooms. Be creative with your marketing. Consumer-led companies can give away vouchers, whilst others need to look for gifts that add value or have immediate use. Put your brand on water bottles or blister plasters or face wipes - anything that's going to attract the attention of a hassled executive.

4. Get your displays right

Stands that are crowded with leaflets or where information isn't readily available are often by-passed. Delegates don't always want to speak to you, but they might want to take your literature and they shouldn't have to fight their way to the back of your stand to get it. Use a variety of display systems for

products and literature to entice people onto your stand rather than shy away from it.

5. Smile

You'd be surprised how often stands are by-passed because the stand staff are eating, drinking, smoking or looking downright unapproachable. It's amazing the difference that a smiling, welcoming face can make - the difference between netting a big client and getting nothing at all.

G.J. Plastics has over 20 years' experience designing and supplying point of sale display units for blue chip companies and SME business. Visit their website by clicking



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