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**Your Brand, Your Success, Market Your Money**

**By Barrett Niehus**

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<http://www.freetrainer.com>

Arguably, the most effective logo or brand name ever created is that of the Harley Davidson eagle and logo. If you don't believe me, just name another corporate logo that is routinely tattooed on a willing participant's body. How many people across the planet have voluntarily become a walking billboard for the Harley Davidson Motorcycle Corporation? How was this brand recognition and dedication created? Effective brand marketing, proper positioning within a market, and selling to the markets most fundamental wants. What lessons can be learned from Harley Davidson's marketing strategy? The answer is all of them.

Your corporate brand and associated logo present the fundamental essence of your company. It is your name and logo that people recognize. Your logo is a symbol of your company, and it is the constant promotion of this symbol that creates recognition in your customer's mind. Therefore, always make sure your logo adequately represents your company, and always include your logo on your correspondence, and marketing material.

Branding your logo is an essential step in securing your market. Branding requires that you continually present your target market with your logo while associating the image with the services and products that you offer. The intention is to help your customer create a mental relationship with the image so that they know exactly what the logo represents whenever they see it. The mental relationship can be a product such as IP Ware Software ([www.freetrainer.com](http://www.freetrainer.com)) or an image and lifestyle such as Nike ([www.nike.com](http://www.nike.com)), and Harley Davidson ([www.harley-davidson.com](http://www.harley-davidson.com).) Regardless of the service or

product,  
your brand and logo should create a strong mental relationship with your target market.

You should constantly promote your brand and logo, and should always avoid significantly modifying it.

Creating brand recognition is a huge task, and every time you logo is modified, the process must be started over. Promote your logo on all of your products, on all of your correspondence, and most of all, on all of your marketing material. Make yourself know, and use all accessible means to brand yourself to your clients and prospects. The approach is expensive, but when you are branded, your company is the first one to enter a prospects mind when they think of your product.

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IP Ware  
<http://www.freetrainer.com>

IP Ware Real Estate Investment Software Allows Users to Create Multiple, Continual, Income Streams with Real Property.

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Barrett Niehus is the Director of Marketing for IP Ware, <http://www.freetrainer.com> Real Estate Investment Software and Income Creation Products.

## **Marketing Success Defined**

**By Mark Levit**

### **Marketing Success Defined by Mark Levit**

How do you personally define success? High income? Substantial net worth? A fine home? Peer recognition?

On a personal basis, there are likely almost as many definitions of success as there are people in the world.

In marketing, though, there are just four measurable elements of success:

Profitability, Market Share, Customer Satisfaction and Customer Retention.

Profitability requires little explanation. The very reason businesses exist is to make a profit, or generate more revenue than they pay out. Profitability may be increased by reducing overhead and the cost of goods sold—or by increasing the price to the buyer.

But prices can only be raised so much. Per the laws of price elasticity, as prices rise, unit sales tend to decline, as does Market Share; which brings us to our next measure of marketing success.

Market Share, as a measure of success, is important to marketers since the greater the share, the more stable the brand's performance is in the marketplace. A product with 65% market share is a force with which to be reckoned. A product with 3% share is vulnerable to a variety of market factors such as competitive pricing, promotions, loyalty to better-known brands and more.

Financial managers understand the impact of Profitability and Market Share. But concepts such as Customer Satisfaction and Customer Retention are softer items and tend to be treated as lesser by those managers. Yet, the long term success and growth of a brand is highly dependent on them.

Customer Satisfaction doesn't appear on a balance sheet. It can't be measured in dollars and cents. It's measured by the customer's feelings about a brand. Does the brand deliver its promise? Is it a good value? Does it bring status to the owner? Is the customer generally happy with the product? Customer Satisfaction begets repeat purchases, loyalty, word-of-mouth advertising and, of course, long-term profitability via Customer Retention.

Customer Retention, the final measure of marketing success, is closely tied to Customer Satisfaction, Profitability and Market Share.

A satisfied customer is likely to remain loyal to a brand, thus enhancing market share over the long-term, as new customers are acquired. Retained customers increase the profitability of a brand. In the course of acquiring new customers, retained customers' purchases can be counted on for continued profit performance.

It's widely known that it's five times more expensive to acquire a new customer than it is to keep an old one. Makes you wonder why marketers don't generally invest more in Customer Retention, doesn't it?

Few business organizations focus on all four elements of marketing success, probably because they're difficult to balance and manage as separate items, yet they're strongly interdependent.

The four elements of marketing success are reasons enough for financial managers and marketing managers to gain a better understanding of one another's' disciplines and work toward the common good of their companies.

Mark Levit is managing partner of Partners & Levit Advertising and a professor of marketing at New York University. Partners & Levit's clients include Procter & Gamble, UnitedHealth Group, and GE Commercial Finance. For more information call 212-696-1200 or visit [www.partnerslevit.com](http://www.partnerslevit.com) .



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