

# Marketing on Fire

**FREE REPORT**

Find Your Hots Spots and  
Ignite Product Sells

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# Hello. We're Boyer Marketing.

We tell your product story like no one else

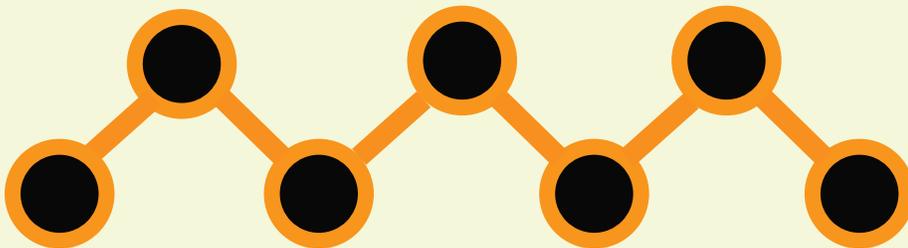
Marketing is the lifeblood of any business. If done with thought and precision, it can spark life back into a struggling business, but it must target a specific audience.

Many marketers aren't sure how to promote their product. Some are driving headfirst into social media while others are getting their feet wet exploring direct marketing. Regardless of the marketing channel you choose to promote your product, knowing your customers and how they think will determine success.

## 1. Connecting the Dots

Demographic data provides crucial details that can help a business identify and define the characteristics of its target audience. These characteristics may include age, race, economic status, lifestyle and living arrangement, to name a few. I understand that demographic information is not a new revelation, but when you take the next strategy, psychographics, which lets you understand how your target audience thinks, the rules of effective marketing change.

Psychographics can help a business owner understand why customers behave a certain way by examining the



attitudes, values and fears of a target audience. For example, our marketing team conducted research concerning the release of a new product. What we initially discovered seemed quite odd but eventually made sense.

Below are a couple of the criteria gathered from our target audience. These details gave us insight into what might motivate our consumers to purchase from the businesses we were planning to refer:

1. They requested that the company's sales program be from 9 a.m. to noon.
2. They asked that the sale be extended from one day to three.

What might seem to be odd requests actually made a lot of sense in terms of marketing. To our amazement, 90 percent of those that participated in our research were work-at-home mothers who loved to shop between the

hours of 9 a.m. and noon. This three-hour window was perfect because it fell between dropping off the kids to school and beating the lunch crowd.

The result for our business partners was a healthy profit with minimized risk. We would never have known this valuable information without employing both demographic and psychographic data.

## 2. How Customers Think

Many business owners spend excessively on ads and marketing material without taking the time to understand the buying decisions of their target audiences. Understanding consumers' buying decisions can make or break a deal because they are influenced by a number of factors, such as:

- a. How will your product solve a customer's problem(s)?
- b. Are customers willing to recommend you to others?
- c. What is the service before and after the purchase?
- d. How will you stand behind your refund policy?

Before launching your marketing campaign, take the time to research the buying decisions of your target audience, because if you do it right, your product sales could spread like an uncontained fire. For those who neglect to understand their customers' buying decisions, their strategies could be doused with dismal results.

## 3. Remove Buying Barriers

Another technique is to use money-back guarantees. Guarantees help influence buying decisions by removing purchasing roadblocks. Your program may include 30, 60, 90 or lifetime guarantees. When it comes to guarantees, the longer the better, but make sure you honor them.

## 5. Winning Your Customer's Mind

When you have a cold, which product do you purchase and why that particular product? I ask because, much like cold-medicine companies do, this is how companies can determine where their product is positioned in the marketplace. Companies spend millions on research to win first position in consumers' minds.

One strategy to help position your product is to avoid product drifting. Product drifting is when the focus of the marketing message is on selling the product and not the benefits to the consumer. If you want to spark product sales you must connect your product to the customer's problem, or it will get lost in the promotional message.

By now, you might be wondering how to avoid product drifting and what are the steps to achieve first position in the minds of your customers? Although there is no one-size-fits-all answer, there are several basic principles to help keep your marketing strategy at full throttle. The strategy I personally think tops the list is to create a new category.



Creating a new category helps your product quickly gain first position in the minds of your customers because you are the first. How can you create a new category? Take a look at pizza companies, for example. There are a number of pizza companies in business, but when one of them introduced a pizza that is delivered in 30 minutes or less, a new category was created.

Here are a few examples to help paint a picture of how to create a new category for your business in order to gain first position:

- McDonald's gained first position when they used the drive-through to solve the problem of time for its customers.
- Rolex introduced the self-winding upscale watch and still has first position in the marketplace.
- Mercedes-Benz created a new category for plush, high-end cars.

What I want to stress here is that customers are loyal to categories more than your brand and product. Using our simple strategy, you can uncover a unique category for your product. Whether you are launching a new product, have an existing one in place or creating a new category, our team would love to assist your company.

## 6. Stand Out So You Don't Blend In

Another game-changing strategy to help fuel product sales is the reverse-marketing formula. Asking a list of specific questions, this technique helps uncover (1) the product that customers demand and (2) the top three selling points.

Consider this: What if you created a product but there was no consumer demand for it? What would you do? Keep in mind that changing the marketing campaign will not ignite customers into a buying frenzy. For that reason, reverse marketing is the strategy that can set your product on fire because it helps you create the product that your customers wanted. Let me share a short story to explain:

We faced a situation with one of our clients that produced a product before learning about reverse marketing. When they came to us for advice, we discovered a missing piece and encouraged them to make a few low-cost alterations before re-launching. The result was a happy client and a refined product.

Here are a few benefits of using reverse-marketing strategies for your product:

- You create the product that customer want to purchase
- Save marketing dollars
- Help reduce risk

In an oversaturated market, how can your product stand out? The key to product success is to be unique. There are a number of strategies you can use, but for now, here are a few that can help:



1. Bundle your product with other goods.
2. Use special promotions, rebates, etc.
3. Offer a multi-pack (2-for-1 deals).

## 7. The Seven Second Attention Grabber

When it comes to marketing what you don't say makes the difference. Too many entrepreneurs lose sales because their focus is shouting about their product while ignoring potential shopper's needs. Customers don't care what we do if it's not about them receiving benefits. Here's some food for thought, you have 7 seconds to grab their attention and hit their hot buttons.

The 7 second attend-grabber strategy isn't a slick slogan, it's much more. It speaks volume on what you do and most important how a shopper benefits. For example, "We're better than all the rest" is too vague, absence of benefits and unclear what business a company in. However, the phrase, "We sell one thing, vacation trips for less" is clear on what the company does and states a benefit.

Your 7 second grabber separates your product from the pack. For example, have you ever searched for a book online and a long list of covers and titles filled your page? But for some reason one title seem to leap off the page and captivate your attention; that is what we are talking about. In like passion your product need a 7 second grabber to spring shoppers into buying mode.

No matter your product it must catch the potential buyer's attention or they may not take the next step.

So how do you come up create your 7 second one-line grabbers? There are many books and kits online but if you would like to include your product in The Classy Shopper Gold Book Mini, we will with you to develop yours.



# GET STARTED

## EXPAND YOUR CAPACITY

The Classy Shopper Gold Book Mini is our latest marketing services so if you don't have the time to market we do.. This exclusive resource offers our partners an opportunity to showcase their brand to a warm market of 2,500 of hungry shoppers. And, it's requires ZERO use of your time. We have a host of distributions to get the word out about your business.

You will receive two pages; one for a picture and the other to list your contact information, web site URL, price, etc.

Your product will be listed in an high-gloss referral publication entitled, The Classy Shopper Gold Book.

- A maximum of 15 preferred leading authorities per publication
- Free delivery to homes of high value customers
- 100% EXCLUSIVITY available
- Minimum of 2,500 per run
- Local and national distribution



**Submit Your Product**





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