

Creative Marketing Methods - Outline

Here's all kinds of miscellaneous, creative marketing methods. Many people start out using purchased leads, and think that "purchased leads are the only way"..... NOT TRUE. There's lots of free and low-cost marketing you can do to energize and maximize your business. We're going to cover the free stuff.

B2B:

With the Coastal Vacations Card, they can buy unlimited vacation certificates and \$1000 gift certificates to give away for just \$6.95 each for the life of their business. This is an investment into their business, not just this one marketing campaign.

- 1) Employees - attendance, incentives, sales achievements, Christmas bonus, thank you
- 2) Make a sale - attract clients, add-on value,
- 3) Save a sale - save the cancellation,
- 4) Get referrals - offer a vacations for every referral, every 5 referrals.
- 5) Thank you gifts. (real estate)
- 6) Generate interest / Get them in door - Prizes - Drawings

Who? Insurance agents, Real estate agents, Car dealerships, Alarm companies, etc....any one with a sales force that needs motivating or customers they need to keep. Don't forget "Punch cards" for restaurants, hair salons, nail salons, tanning places, etc.

Pick up a phone book. Call, say "...May I speak with the person that handles your advertising & promotions? We specialize in business incentives for you to use with your clients or your own employees. Are you open to new promotional ideas? Well, I have some material I'd like to have you take a look at. Can I fax or email it to you? What's better for you?" Then send them the overview, description of the package, and ideas for their business. If they can see themselves using it, they'll buy.

Fundraising:

Nice Cover letter, description of package. "Makes a whole lot more than candy bars."
GIVE AWAY... CAN'T RE-SELL.

Who? Churches, Schools, Clubs, Organizations, Charities, etc.

Flyers

Need to be:

- Colorful
- What type of ad are you running? Curiosity or Qualifying?
- Well-placed (Where? Gyms, College Campuses - especially community colleges, paid inclusion in local papers)

Hot Cards

Design - Curiosity or Qualifying? See COA examples at www.iprintcenter.com/coastal
Placement (double-sided sticky tape) bank atms, Gas pumps, Gyms, Mall bathrooms, etc.

Internet marketing

Chat rooms - etiquette. DON'T BE DESPERATE.... TEASE THEM! Email marketing is all but dead. The new wave is in permission-based email. Autoresponders are fine... but make sure you are SPAM compliant -

CAN-SPAM Act of 2003 (Pub. L. 108-187, S. 877)

*The Controlling the Assault of Non-Solicited Pornography and Marketing Act requires unsolicited commercial e-mail messages to be **labeled** (though not by a standard method) and to **include opt-out** instructions and the **sender's physical address**. It prohibits the use of **deceptive subject lines** and false headers in such messages. The FTC is authorized (but not required) to establish a "do-not-email" registry. State laws that require labels on unsolicited commercial e-mail or prohibit such messages entirely are pre-empted, although provisions merely addressing falsity and deception would remain in place. The CAN-SPAM Act took effect on January 1, 2004.*

The CAN-SPAM Act of 2003 was introduced by Senators Conrad R. Burns (R-MT) and Ron Wyden (D-OR) in April 2003, with minor changes from the previous year's version, S. 630 (2002). Two other bills (S. 1231 and S. 1293) were subsequently merged into it. The final version was approved by the Senate in November 2003 and by the House of Representatives in December 2003, and was signed into law by President Bush on December 16, 2003.

Coastal Parties

- Give out door prizes
- Tickets to create excitement and fun
- Extra entries to encourage hosting
- Rebates to encourage hosting

TALK TO THEIR PARTY REPS FROM OTHER COMPANIES! How many parties like this do you or your spouse attend every year? Why not share the secret with the host? WHO cares what they are selling.. Candles, cookware, scrap booking stuff... it doesn't matter... they need people to show up... and what better way to do it than to offer cruises for door prizes?!? Watch them double their attendance! Plus, giving them a tip like this will not only make you a \$1,000 retail sale, but they will likely come back to you later to see how you do this as a business.. They are already entrepreneurs.

Networking B2B Organizations

- Network with other professionals, usually a lunch or dinner meeting.
- Exchange info & pitch your business
- Better yet, start your own! Meet at a local library (FREE) and attract sales professionals. Let them network and then pitch how you can help each of them with this package!

Personal Experience

GO ON YOUR VACATIONS!!!! SHARE YOUR STORIES!!

There's no better prospects!! They are on vacation already .. & They love to travel and have the money to do it!

Bottom Line:

The key is to find your niche. If you enjoy it, you will be successful at it. If you hate it, you'll fail. So pick something you can really enjoy. Remember your professional posture - you're not needy, you're successful!!