

Supercharge Your Marketing With This 3 Point Checklist

Air, fuel, spark. The three crucial things an engine needs. Take one away, and you're going nowhere. Same goes with marketing. There's three crucial things you need to get traction with your marketing. Miss one and you're just dumping money in to go nowhere.

Commercials are annoying. TV ads, radio ads are all the same. Interrupting our shows to yell at us about some product we don't care about...

"Cars cost less in Wetaskiwin!" Anyone who lived in Alberta, Canada during the 90's has heard that one and it's still stuck in their heads. It was everywhere.

It's annoying.

Frustrating that my mind remembered that instead of something actually important that I can't think of because that stupid jingle is stuck in its place.

It has never made me think "let's see what Wetaskiwin has to offer" when I purchased any of my vehicles in my 23 years of driving.

Dealerships spent a ridiculous amount of money to create television ads, radio ads and billboards then a ridiculous amount more to have them broadcasted or installed just to get that jingle stuck in everyone's head to have a few of them actually act on it.

So much effort wasted to get a bit of sputtering out of their marketing engine.

We want to have the engine roar to life and speed us down the highway. We need to make sure our engine gets its air, fuel and spark. We want every bit of effort to mean something, to move the needle.

The car dealerships in Wetaskiwin had a clear message. Made powerful with the use of a jingle and repetition. They had their spark.

They used every possible medium and media available at the time. They had a lot of fuel.

But they didn't know their market. They were missing the air.

They poured in a lot of fuel to tell everyone in Alberta about how they were cheaper.

They should have figured out who actually would travel to buy a car. Farmers and people who lived in small towns that had no car dealerships. These people had no choice but to travel to buy a new car. These people would be most interested in knowing where to go first so they don't waste their time and money. Focus on them.

Results would have been proportionate to the effort put in instead of tons of effort with some results.

To get the most out of your marketing you need these three elements.

What are we saying? What's the message? It needs to be clear and to the point. It needs to be powerful, persuasive, compelling, intriguing and fascinating.

This isn't the 1700's where you barely ever see a sales person while plowing a field. We are constantly bombarded by ads. Our message needs to cut through the chaos.

How do we do that?

Know who we are saying it to. Customize your message to the audience that has the highest chance of buying. Sell skateboards to skateboarders, not to cyclists.

And last say your message where your audience will hear it.

Don't waste your energy saying the perfect message about ballet slippers meant for ballet dancers in a biker bar.

Complete this 3 point checklist on all your marketing and you will get results that are properly proportioned to the effort and resources you put in.

Send us your ad to get a free 3 point inspection so you can go roaring down the highway.