The 5 R’s of Marketing:

Relationship, Retention, Recruitment, Referrals, Role

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Getting to Know Each Other

My Backstory...

Relationship Marketing
It’s All About People

“The only difference between where you are right now, and where you’ll be next year at this same time, are the people you meet and the books you read.”

~Charlie "Tremendous" Jones

Times Have Changed

The Marketing 2.0 Philosophy
Mass Marketing vs. Relationship Marketing

Average Customer
- Customer Anonymity
- Broadcast Advertising
- Attraction
- 1-Way Message

Individual Customers
- Customer Involvement
- Individualized Message
- Retention
- Profitable Customers
- Conversations

Lens of Friendship

Trust
- Affinity
- Liking

Commitment
- Accessibility

Communication
- Responsiveness
- Consistency
Brand Relationships

Listen & Understand
Engage & Converse
Develop & Reinforce

Be Like the Elephant

The New Relationship Checklist

- Ask good questions
- Discern personality types
- Gauge the knowledge level
- Find out what tactic works best
- Adjust YOUR style to the prospect/client

What Can't Relationships do?

- Make up for a bad product/service
- Replace process or organization
- Make up for a lack of intelligence
- Abolish traditional TACTICS, just the traditional MESSAGE
Recruitment of New Business

Myth:

Our products and services are UNIQUE and VALUED and people REMEMBER the messages we have shared with them.

Reality:

On average, we sell ORDINARY products and services in a completely FORGETTABLE environment.
Demographics
- Gender
- Age
- Race
- Household Income

Geographics
- State
- City
- Zip
- Neighborhood

Psychographics
- What’s important to them
- Values
- Problems
- Beliefs

Brand Relationships
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Segments and Subsegments
Aaron Rodgers

- Football
- Green Bay Packers
- Lambeau Field
- Quarterback
- Number 12

Do You Need a New Language?

- Polysomnography
- OSA
- CPAP
- Sleep Disorders
- Snoring

Fill in the Blank

Advertising is __________________.
Outside the Box

Multi Use/Purpose
What does this look like?

- Press Releases are interactive, linking and distributed online - not static text
- We “tag” VIPs (news and industry sources)
- Traditional marketing (print, direct mail, etc.) has a non-traditional tie
- Tag products with QR codes
- Provide electronic resources/apps
- Don't create content that's only good for one medium

Check Comfort at the Door

“99% of the things you need to do to grow your business you've never done before. It's ok to be uncomfortable, go for it!”

~Marie Forleo

Customer Retention
Brand Relationships

Listen & Understand
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Be Like the Moth

The Super Hero
Predictable language - able to “scale tall buildings”
Lame back story
Not vulnerable - strong and sexy, cryptonite is a secret

The Beauty Queen
Inspire Trust & Build Loyalty
Get People Talking About You
Humanize Your Brand
Create Vulnerability
Why Vulnerability is Key

- Makes the SELLER vulnerable and the BUYER in control of the situation
- Reduces buyer remorse
- Increases brand loyalty
- Truth creates VALUE around your products and services
- Low on “Bull-Shiitake”

What’s Your Backstory?

- Why did you choose your field?
- What is your favorite part about your job?
- What do you dislike about your industry?
- What are you NOT so good at?
- What’s something most people don’t know about you?
Earning & Honoring Referrals

The Largest Compliment Someone Can Offer You!

Provider to Provider
Word-of-Mouth

Target People Who Are:
- Success Stories
- Brand Advocates
- Appropriate Spokespeople
- Influential

Brand Relationships

Listen & Understand
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Stay Top-Of-Mind

- Social Media
- Newsletters
- Advertising
- Repeat Business
- And More!
Have a Formal Referral Plan

“More business is lost every year through neglect than through any other cause.”

~Rose F. Kennedy

Referral Strategy...

- Easy Referral Tools
- Make the Ask...Easy
- Make the Ask...yes, again
- Tracking Mechanism

And Don’t Forget...

- Thank You Mechanism
"That’s a great haircut!"

"You look like you’ve lost weight!"

"Sure, I can help you move your piano to your upstairs flat this weekend!"
Number One Rule...

W.G.A.C.A.

Finding Your Role

Marketing Resources

Sometimes a solution is right before your eyes!
Pick Any 2...

Good
Fast
Cheap

Same with Budget

Money
Time
Talent

What Role Do You Want to Play?

Conversationalist  Artist
Copywriter  Budget Cruncher
Proofreader  Photographer
Content Expert  Public Speaker
“Culture is the process by which a person becomes all that they were created capable of being.”

~Thomas Carlyle

**What Role Do You Want to Play?**

- Companion
- Energizer
- Cheerleader
- Connector
- Drill Sergeant
- Collaborator
- Expert
- Gap Filler

**The Marketing Committee**

- Find People With Passion
- Make it Cross Functional
- Meet Regularly
- Set and Keep Agendas
- Assign Homework
- Enlist Professionals When Needed
"Make no little plans. They have no magic to stir men’s blood."

~Danie Burnham

Questions?

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