

Mass Marketing vs. Relationship Marketing

Average Customer

Customer Anonymity

Broadcast Advertising

Attraction

All Customers

1-Way Message

Individual Customers

Customer Involvement

Individualized
Message

Retention

Profitable Customers

Conversations



Lens of Friendship

Trust

Commitment

Affinity

Liking

Accessibility

Communication

Consistency

Responsiveness

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**

Demographics → Gender Age Race
Household Income

Geographics → State City Zip
Neighborhood

Psychographics → HOW someone makes
a purchase decision
Values Problems
What's important to them Beliefs

Brand Relationships

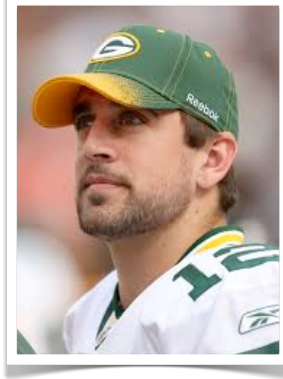
Listen & Understand
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segments and subsegments

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 _____ .

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

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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





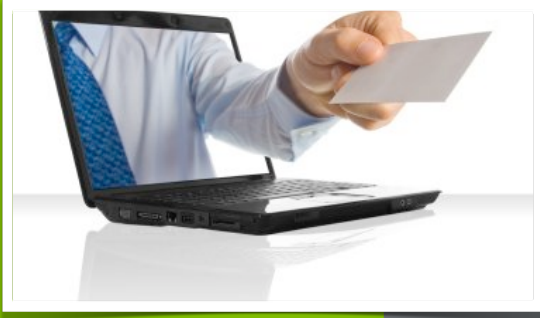
inner Beauty

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-Shitake"**

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

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Be Like the Bat



Stay Top-of-Mind

- **Social Media**
- **Newsletters**
- **Advertising**
- **Repeat Business**
- **And More!**

"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

Budget Cruncher

Copywriter

Photographer

Proofreader

Content Expert

Public Speaker

Finding Your Role

“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

Connector

Cheerleader

Collaborator

Drill Sergeant

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**
