

Quick-tip Marketing Tactics

8 EASY MARKETING TACTICS TO BOOST YOUR PROMOTIONAL EFFORTS

BY TRISH BROCK

When considering how best to spend your promotional dollars, there are many choices and an equal amount of confusion. If you have been in business for many years, your needs will differ from those dealers who are relatively new.

But don't lose sight of one important issue that consistently holds true: all things being equal, people prefer to buy from those they know. It's still a relationship driven business (yes, even with all the bids). Have realistic goals and expectations and then focus your dollars directly at where you want your business to come from, such as existing clients, targeted new clients, competitively held accounts that aren't happy and new projects on the horizon.

Investing time and creativity into these relationships is the best way to spend your promotional dollars. But there isn't a universal formula. Here are some activities that have proven successful – they may help direct you or trigger new ideas of your own.

Events. Spend money where you can channel your dollars directly at the people you need to know. Host a party! Make sure it is well planned and memorable so the impact carries for a long time afterwards. Have industry trend-setting speakers, fabulous favors that people want and use (no pens or calendars please!) and activities (you want people to see your new products or warehouse so send them on a scavenger hunt for prizes!) as well as interesting

food and drinks. Great music is always appreciated as well.

Multiple, smaller events can also work. Frequent but smaller gatherings can be more personable, every bit as fun and can accomplish the same thing — letting people on your radar screen get to know you. Create a theme (think branding!) and repeat it. Become known for your hospitality.

Host professional meetings. If your facility can handle it, encourage other professional organizations to use your meeting space for their meetings. It's a great way to get people through your showroom!

Host a lecture series. What better way to position your dealership as an authority and valuable resource on trends in the industry.

Support a cause. Becoming active for a cause is great for company morale, allows you to give back to the community, allows you to network in a more meaningful way and also gives you a presence beyond selling furniture. It's likely some of your prospects support like causes as well.

Sponsor an animal at your zoo! Consider letting this critter become your mascot as well as your cause. Think branding again.


Be the expert. Write articles for your local business publications and speak at business functions. It's a great way to position yourself as an authority



Sponsoring an animal at your zoo is a great marketing tactic

in your field, gaining credibility and name recognition.

Don't just show up on major holidays. It's crowded. Instead, send things or do something on off holidays. One dealer hand delivered bags of jelly beans all over town several times a year, color coordinated with the holiday.

These are just a few ideas that have proven to be effective. There are many others. Don't be timid about trying something new. Branding and the supporting actions above take time and effort, but with careful planning and imagination, it will pay off nicely. 

Trish Brock has over 25 years of industry experience and is principal of Trish Brock & Associates, a consulting group that combines strategic management consultancy with creative idea generation focused on increasing sales – assessments, training/coaching/development, marketing plans, branding and sales support materials. For more information, contact 720-277-3035 or tbrock@trishbrockassoc.com