GOT MESSAGE?

How to double response rate and increase sales without spending a dime

By Patty and Pietro

MARKETING

- PRODUCT/SERVICE
- PACKAGING
- PRICE/VALUE
- DISTRIBUTION
- PROMOTION

Messaging in context

MARKETING IS

The ability to get a good customer

(MESSAGING)

PROMOTION

The **Marketing** Equation

ABILITY

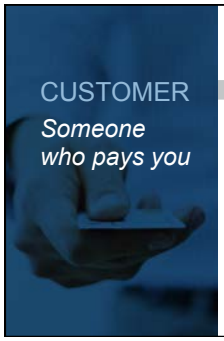
EFFORT DIRECTED AT A GOAL

PRODUCT OR SERVICE

- Create it
- Make it

ATTRACT

Something someone needs, wants, and is willing to pay	PRICE IT
Be known	PROMOTE IT
Be accessible	DISTRIBUTION
Be attractive	PACKAGE IT



TARGET CUSTOMER

Someone who is most likely to

- Need it
- Want it
- Willing to pay for it

SELL IT

MARKETING SUMMARY

Right Target

Right Business Model

- PRODUCT/SERVICE
- PACKAGING
- PRICE/VALUE
- DISTRIBUTION
- PROMOTION

Messaging is part of our everyday life

1 GET ATTENTION

What a message must do

2 CREATE INTEREST

3 CAUSE THOUGHT OR ACTION

HARD TRUTH

Nobody cares

No one is waiting for more communication

4 MESSAGE COMPONENTS

1. To WHOM?
2. WHAT do you want to say?
3. HOW do you want to say it?
4. WHERE do you want to say it?

1 To WHOM?

THE **MOST LIKELY** TO BUY

MOST LIKELY TO BUY

Lipstick	WOMEN (gender)
$70,000 car	WEALTHY PERSON (income)
Dog food	DOG OWNER (behavior)
SCORE	SMALL BUSINESS (behavior)
Milk	PEOPLE WHO DRINK MILK
Southwest Airlines	PEOPLE WHO FLY

TARGET

LOOK FOR DIFFERENCES, NOT SIMILARITIES

SCORE	Small business	Seeking help
AA	Drink too much	Seeking help
MILK	Drink milk	When do they care?
SOUTHWEST	People who fly	Don't think they should pay for bags
CHIAT/DAY	Advertise	Willing to take risk

1 To WHOM?

The **more** you know about them the **more** effective your message

Summary

2 What do you want to say?

- Do you know what's important them?
- What are their interests?
- Their values?
- Their problems?
- Their history?
- Their functional or emotional benefits?

2

Do you have anything to say?

Is it new?

Is it relevant?

Is it beneficial?

Is it interesting?

Does it make me think or make me smile?

2 **The foundation of any message is**

I NEED IT

Solution to a problem

I WANT IT

A Desire

Examples of "Nothing to Say"

3 How do you want to say it?

Sometimes **HOW** you say is more important than what you say

Is it relevant?

Is it fresh and original?

Is it interesting?

Is it provocative?

Is it amusing?

3

How to say it?

I love you	Flowers or Tiffany's
Buy milk	Got milk?
Guitar lessons	Learn to play in one day
Pass the bar	80% pass

3

How to say it?

Sometimes **HOW** you say is more important than what you say

Is it relevant?

Is it fresh and original?

Is it interesting?

Is it provocative?

Is it amusing?

4 **WHERE do you want to say it?**

Will your target see it?

- In email
- In person
- On the phone
- Paid or social media
- Personal letter
- Skywriting

4 WHERE does your audience look?

Do they shop online or in stores?

Do they use value rating services like yelp?

Do they read email blasts?

Do they read blogs?

How do they find your website?

Exercise

To whom?	Spouse / Significant other
What to say?	"I Love You"
How to say it?	
Where to say it?	

Example

Sailboat Crew

To whom?	People who travel by airplanes
What to say?	Other airlines cheat you
How to say it?	"Fastest grinder in the west."
Where to say it?	Yacht club monthly magazine

Example
Wendy's

To whom?	Young men who eat hamburgers
What to say?	Our competitors are cheating you
How to say it?	Where's the beef?
Where to say it?	All media

Example
Southwest Airlines

To whom?	People who travel by airplanes
What to say?	Other airlines cheat you
How to say it?	"Bags fly free"
Where to say it?	TV, outdoor, radio, all media

Example
Lisa

To whom?	People who need to pass bar exam
What to say?	I can help you pass
How to say it?	80% Pass
Where to say it?	Blog, Website, business cards, etc.

Example
Chiat/Day

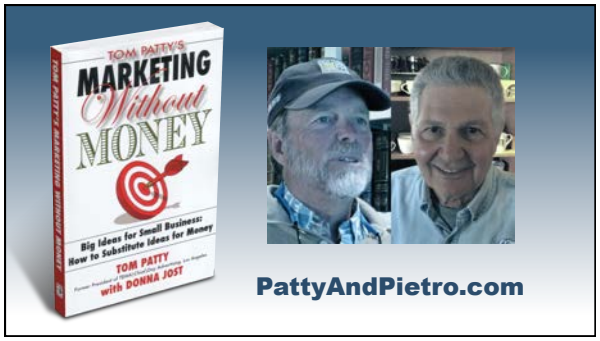
To whom?	Prospective client/Nike
What to say?	You should hire us
How to say it?	Individual bricks
Where to say it?	Delivered to office

Example
Milk

To whom?	People who buy milk
What to say?	You care about milk when you don't have it
How to say it?	"Got milk?"
Where to say it?	All media

SUMMARY

1. It starts with and ends with your **Target Audience**
2. You can get more bang for your buck with the highest return on investment by getting the **right** message to the **right** audience
3. Get yourself out there
   Example: see 3 new people each month
4. You have to have something to say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