

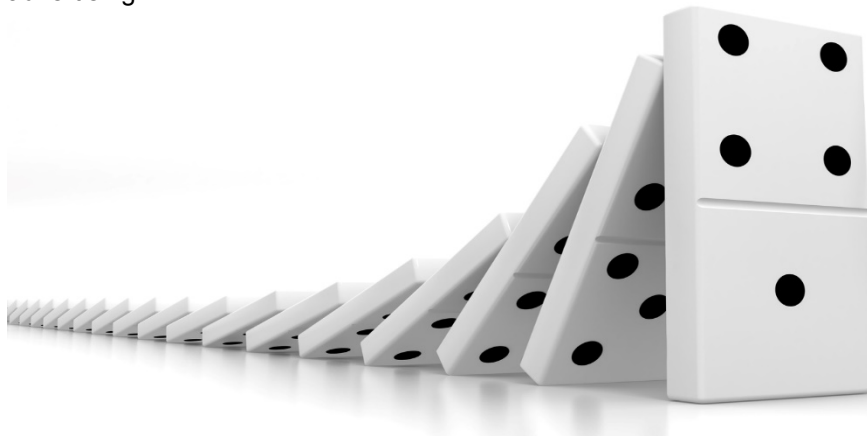


# The Domino Theory of Marketing

Here's the analogy; when dominos are set upright and each one is correctly aligned, you can form a chain of events that continues the forward momentum all the way through to the end, with just a small push.

However, if just one isn't set up correctly the forward momentum falls short and stops the entire chain of events. You need to understand how to set up each separate domino and pay attention to how it will react to the next one once the forward momentum starts.

To be successful you must work to maintain a balance between all the different aspects of your marketing and that's the real challenge. Most business owners just continue to throw money at the physical aspects of marketing... the advertising.



- ➔ Consumer Demand
- ➔ Business Image
- ➔ Strategic Planning
- ➔ Social Networking
- ➔ Personal Sales
- ➔ Advertising
- ➔ Communication
- ➔ Customer Relations

## Consumer Demand

Supply VS demand  
Price VS perceived value  
Future market potential  
Geographic limitations  
Government regulation

## Business Image

Past reputation  
Market position  
Company name  
Distinct logo  
Company tagline  
Exclusive products  
Specialized services  
Customer satisfaction  
Customer loyalty

## Strategic Planning

Define distinctive products  
Define unique services  
Business specialties  
Define customer target  
Their attraction to product  
Emotional connection  
Loyalty bond  
Create brand identity  
Logo credibility  
Positioning statement  
Marketing plan  
Success benchmarks  
Long term goals

## Social Networking

Personal connections  
Business connections  
Trade associations  
Chamber of commerce  
Networking groups  
Community events  
Trade shows  
Lecture at meetings  
Internet social networks

## Personal Sales

Developing customer leads  
Identifying potential  
Successful cold calls  
30 second introduction  
Determining client needs  
Presentation preparation  
Face to face selling  
Asking for referrals  
Customer follow-through  
Connecting with past customers  
Proper use of business cards  
The "Personal Marketing" concept

## Advertising

Identifying your objective  
Defining a specific goal  
Targeting your customers  
Developing the campaign  
Selecting the right media  
Consistent brand imagery  
Proper market timing  
Targeted reach & duration  
Reviewing results

## Communication

Being available to customers  
Answering phone calls  
Returning calls in time  
Image of recorded message  
Personal communication  
Face to face communication  
Nonverbal communication  
Employee communication  
Email communication  
Understanding customer needs

## Customer Relations

Developing trust and loyalty  
Customer satisfaction  
Keeping customers updated  
Reconnecting with customers  
Rewarding loyalty  
Referral programs  
Develop successful relationships  
Bonding with customers  
Creating the "Customer Family"

**Take a look at marketing from a totally different perspective, *STAND OUT FROM THE HERD.***