

Potpourri of Advertising/Marketing Ideas

Coffee Drinkers are Everywhere

Coffee sleeve billboards deliver your message into the hands of millions of coffee drinkers each month. Coffee sleeves are handed to consumers when they purchase coffee at cafes and coffee retail shops. Provides in-hand interaction over a 10-15 minute period.

Graffiti

Hand-painted wall murals and graffiti media advertising brings attention - grabbing presence to outdoor advertising campaigns. Street-level advertising can reproduce specific advertising graphics or can be a creative interpretation of an outdoor advertising campaign. Graffiti advertising by local artists adds "street cred" and "street buzz" to traditional media campaigns

Anyone Order a Pizza?

Pizza box advertising is a high impact media handed to consumers when ordering in-store for 'take-out' pizza or when pizza is delivered to homes, college dorms, and social events. Pizza boxes offer numerous exposures and often end up in refrigerators for several days.

Shop 'Til You Drop

Shop bag advertising campaigns deliver your brand and message into the hands of consumers when they make purchases at clothing shops, CD stores, skate shops, cafes, and lunch spots. Shop bag advertising creates a 'walk-around town' mini-billboard effect in weekend shopping districts.

Turning the Light on Your Business

Wall light projection advertising places brands and messages on outdoor structures at night. Placement is endless; images can be projected onto buildings and rooftops near high traffic areas. Wall light projection advertising can include motion graphics and/or 30 second commercials and is a great communication vehicle to connect with active nightlife consumers.

Online Opps

Chat room marketing via online street teams and online Newsletter Sponsorships are excellent online platforms to reach and influence specific target audiences. Thousands of message boards provide opportunities for brand ambassadors to interact with targets.

Ahh-sooo

Chinese food take-out carton advertising acts as mini-billboards delivering your message to millions of consumers in a unique and memorable fashion. Take-out containers can be custom-printed and given to consumers at Chinese and Thai restaurants when they order food "to go" or when it is delivered to homes and offices. Take-out boxes often end up on employee desks, conference tables and in consumer refrigerators for days

Jingle that Phone During the Holiday Season

Time to update your prospect list? Conduct a prospecting blitz the week between Christmas and New Years Day. No one feels like working, so receptionists, personal assistants, secretaries etc., are more likely to have time to speak with you. You may even reach your prospect directly, which gives you a chance to introduce yourself and inquire about his/her needs for your products and services

After-Hours Voice Mail Marketing

Illustrator Andy Attiliis takes advantage of voice mail to market his design and illustration services. He calls prospects before or after regular business hours so he can access their voice mail systems. When asked to leave a message, Andy reads from a prepared script that explains his services, timed carefully to end before the message time runs out. Result: He recently left after-hour voice mails for 20 prospects. He received 8 return phone calls the next day. All 8 remarked that they appreciated not being contacted during regular business hours because they're just too busy to take cold calls during the day.

Market for the Future!

Don't ignore the "start-up" company when it comes to marketing your products or services. Surveys have shown that many of today's affluent buyers still purchase from the people and companies that originally treated them as "winners who were going to make it big".

Drum Up the Alum

If you attended a big university and you're currently living near a large metropolitan area, there's a good chance that there's an alumni association in your midst. Check with your university for an alumni directory that can help with local prospecting. Also contact a few of your fellow grads that are living in your area to see if local alumni meetings are held.

Prospecting Directories Are All Over Town

How many times have you walked into a building to meet with a new prospect and totally ignored the building directory in the lobby? Make it a point to check out the directory after your meeting and write down the names of the other tenant companies. Going to drop a last-minute package at FedEx? Have a doctor's appointment? Have a working dinner meeting for one of your Chamber of Commerce committees? There may be more business under that one roof than you think.

"Ad" to Your Prospect List

Thinking about running display ads in your regional or local newspaper? Look at the other ads in the section where you may be placing your ads. Call the companies who are already advertising there to find out how their ads are pulling. While you're on the phone with these folks, do some prospecting to find out whether these companies are in need of your products or services.

Clean Out the Junk Drawer

One smart businessman advises that you can get your mail piece opened and looked at by using a "bumpy" enclosure. According to Russell, research indicates that "bump mail" receives significantly higher readership than normal. Even blatant "junk mail" gets opened and read because of the recipient's curiosity. Try a piece of hard candy, pencil, post-it-note-pad, book of matches, coupon book, etc.

Use the 6-by-10 Calling Program

Build your cold call confidence and sales by using the 6-by-10 Calling Program: make 6 cold calls by 10 a.m. every business day.

Magazine Subscriptions As Thank You's

Want your best clients to remember you at least once a month? Consider purchasing your clients gift subscriptions to their favorite professional magazines as thanks for business sent. When they receive each monthly issue, chances are they'll be reminded of you.

After-the-Sale Thank You

Write or e-mail your customers after every sale. Sold them a product? Write about the ways they can best use and/or maintain it. Sold them a service? State how you are going to help

them and list 10 ways they will benefit from your business relationship.

Famous Birthday Marketing

Here's a unique idea. Create a snail mail or e-mail campaign that centers on the celebration of a famous person's birthday. Since these dates are typically different from the standard holidays we celebrate, your mailing is bound to get noticed.

Examples: Offer a "genius" of a sale on Einstein's birthday: March 14. Have a really "cheap" price for one day only on Jack Benny's birthday: February 14th. Haven't heard from a client in a while? Harpo Marx's birthday is November 23rd.

On Every Corner

Recently seen in northern VA: a marketing idea on every corner. Waccamaw, a local retailer, was offering a going-out-of-business sale at its Potomac Yards location. To attract attention, the company hired folks to wear sandwich boards promoting the sale. These live marketers stood at the major intersections within a one-mile radius of the store, wearing bright red signs promoting up to 70% off store merchandise. Smart marketing. You could even use this idea to promote annual sales and special events.

Good Report Cards Get Extra Cheese

A pizza parlor owner we know rewards his customers under the age of 18 with a free pizza "for a good report card". Kids bring their parents and their report cards (that have a B average or higher) to his restaurant for this special treat. Business booms every time report cards come out.

Reading Can Be Fundamental...For Business

A smart real estate agent we know goes the extra mile to make sure the children of the family are remembered. She orders a year's subscription to a children's magazine for each child in the house. She delivers a copy of the magazine personally on move-in day and tells the child to watch the mailbox for the next issue. This can help the child feel more welcome and a bit more comfortable in new surroundings. This also reminds the parents of her kindness every time a new magazine issue arrives.

Tax Refund Specials

Who isn't delighted to get a tax refund! Help your customers spend that extra money from Uncle Sam by offering a "Tax Refund Special" for your products or services. Some ideas:

Travel Agent: book a summer cruise by April 15 for extra savings

Computer System Sales: With each computer purchase, add free software...including in a tax preparation package...so folks can get a head start for next year.

Training - 2-for-the-price-of-1 summer seminars if they order by April 15 Any Business - Mail a "tax refund" coupon to your customers, offering 10% off purchases made by April 15.

Think Great Thoughts

An insurance salesman we know collects quotations as a hobby and uses them as a way to keep in touch with his clients. He has twelve sets of postcards made, each with a "Quote of the Month" which he mails to his customers every 30 days. He also uses quotes in his

hand-written notes, personalizing the message with a great saying. When his customers think of "quotes" (famous sayings or insurance) they think of him.

Pay For the Appointment?

A financial services saleswoman we know had targeted physicians as her market, but had difficulty setting appointments with her busy prospects. What did she do? She set up an appointment as a patient with each physician, and actually paid for his or her time so they would hear her pitch. Using this method she was able to add several new customers to her client list.

Memorable Marketing with "Product Birthdays"

We've all heard of the top salesperson that has the super database that reminds him or her of every client's birthday, wedding anniversary, etc. We know of one who's taken it one step further. A car salesman in Maine is always #1 in sales due to his "car birthday" database. Every year (to the day) after each customer has purchased a car, this savvy salesman sends "the car" a birthday card! "Happy Birthday Buick Skylark! Hope you're feeling good and running smoothly!" Don't you know his customers keep coming back for more...repairs, trade-ins and new car purchases!

Remind 'Em with PDF and Email

Some customers need to buy right now. A smart materials handling distributor we know sends his customers new order forms in PDF format attached to "time to reorder" e-mail messages every three weeks. He finds that he gets more orders than his competition because he makes the ordering process easier.

E-Mail Newsletters Can Help Draw More Folks to Your Web Site

Many marketers change their Web site content every week and publish a weekly e-mail newsletter that is sent to clients and prospects to inform them of the latest Web site offerings. If you don't have the time or staff to publish weekly, shoot for once a month. Offer those who visit you on the Web the chance to sign up for the newsletter via e-mail through your site. And most of all...make sure your Web site content is interesting and useful...the kind of stuff that keeps people coming back for more.

Use an E-mail Signature for More Business

Use a "signature" at the end of all your e-mail correspondence that gives the reader important contact information about you and your company. This is especially important when you are posting to newsgroups and mailing lists. Your signature acts like an "ad" at the bottom of each message.

Here's a sample of a signature:

Take a look at our new site!

Marcia Dean
First Impressions Marketing, Inc.
e-mail: marcia@firstimpressionsmarketing.com
630.588.9931 cell: 630.709.7884
www.firstimpressionsmarketing.com

Don't Be Shy with Signage

A smart hair designer we know captures more business from the sign she placed on the back of her store than from her standard front window signage. Check out the traffic flow around your store and place signs strategically to attract the attention of the busiest traffic flow.

Catch Them Where They Sit

A local entrepreneur helps companies "catch" people where they sit. He sells the placement of advertising posters above mirrors in beauty salons and barbershops. Customers receiving

a haircut or having their hair done are a captive audience, as men spend an average 25 minutes per visit in a barbershop, and women spend anywhere from 45 minutes to 2 hours in a salon.

Bank Bar-B-Q

A bank located outside Seattle, Washington has developed an interesting way to let customers and prospects know about their "hot" loan rates and friendly service. They hold a barbeque right outside the bank on Friday afternoons during the summer months. The bank manager cooks the hot dogs and hamburgers, folks come by to talk and eat, and all receive info on the banks loan services.