

# AT THE CORE OF THE ISSUE



ON THE MARK MARKETING

## ***"The SME Rapid Business Builder"***

**September 2009**



### **As The Market Wobbles**

In an ideal world, marketing would be self-supporting, always pay back multifold what it costs to execute, and be effective in reaching every potential buyer in the appropriate sector all the time.

Unfortunately, in the real world, sales are driven by constantly changing factors and economic forces. As a result, the need to fully understand current market conditions and forces that drive buyer behaviour are more important than ever.

Without a comprehensive plan based on this knowledge, marketing budgets are at the mercy of perceptions most of which are flawed, skewed, marred by history, personal experiences of senior management. Many have absolutely no precedent.

Today's recessionary conditions are fertile resurrection grounds for a plethora of Marketing Myths which, all too often, results in an organization's demise. These include:

Myth: "Our brand is strong enough not to need support for the duration of the downturn."

Myth: "If we cut back on marketing spending, we can use the money for other things internally, and increase the budget when things get better."

Myth: "Nobody's buying anything, advertising and promotions are a waste of money."

Myth: "We can cut back [on marketing] now, and then ramp up quickly when things get better."

Myth: "We should examine what's working for us, and cut out everything else."

Myth: "Marketing spends more money than any other department, they have the most room to cut budget."

Myth: "All of our competitors are pulling back advertising and media expenditures to save money, so we should, too."

Myth: "We should downgrade the quality of our marketing materials, use a cheaper creative agency, and mail out less frequently to save money."

### **Facts To Ponder**

#### **Simple Truths**

Over 75% of business managers fail to measure the return on their marketing investment.

Not because they cannot or because they're not interested, but simply because they do not know how!

Product and corporate brochures are a typical example. Regarded by everyone as essential marketing collateral yet we print larger numbers to secure a lower unit cost and then stick them in a cupboard to gather dust.

The quantity may be split and distributed around the company but largely most managers assume they are used regularly, add value to the company's brand positioning and hopefully even generate the odd sale.

### **Word of Mouth Marketing**

Word of Mouth marketing is one of the latest "connected marketing opportunities" confronting marketers.

### **Websites Fail to Deliver**

Did you know that nine out of every ten websites will never influence the target audience they were designed to inform or persuade?

But what exactly is it? How do you manage it? And even more importantly how do you measure it! Even the experts are not really sure.

We have collected a range of articles written by both local and international experts to help you gain some insight into this fascinating and "impactful" new marketing trend.

If you're ready to give your customers a reason to talk about your products and services to their friends then call On the Mark Marketing today!

## Rapid Business Builder

Setting up a business takes time. But once ready, you expect quick results.

The Rapid Business Builder by On The Mark Marketing has been designed to work quickly and effectively. This intuitive programme analyses your business and helps us design your marketing strategy.

We study your market and the competition to arrive at the best plan for you. Then, we set a time line and put the plan in action.

Backed by the right information, research and recommendations, the Rapid Business Builder is very likely to surprise you with the results.

Not because these websites are poorly written, contain grammatical errors, lack visual appeal, fail to capture the visitor's imagination, or have sub-standard navigation systems, but because their intended market will never see them.

Now that's an amazing statistic when you think about the cost of developing and maintaining a website.

No one in their right mind would produce a multiple-page high gloss sales brochure and then hide it away in a cupboard to gather dust. Of course not, you want to put one in the hands of every potential customer in your market as quickly as you can.

So then, why do so many companies develop websites without ensuring their target audience "the people who want to buy their product/service" can find them on the internet?

**The answer is simple. "Ignorance".**

Is it wrong for a business manager to expect the company they engaged to develop their website should know how to give the website a high visible presence on the internet? No, it's not unreasonable at all.

The reality is however that designing a rocket to take you to the moon and designing one that will actually do the job of getting you there and back are two different considerations.

Designs that look good aren't worth the money unless they are actually seen by their target audience.

If you're interested to know what you need to do to your current website to make it start working for you and generating business income, On The Mark Marketing makes the following offer:

We will provide a comprehensive 60 plus page report that will tell you EXACTLY what you need to do to get your website on the first page of Google and we will do it for FREE for the first 25 people who respond to this email.

Provide us with the website URL's of your top 5 competitors and we will include them in the report.

The Report will be provided free of any obligations. You can use it to help your current web designer improve your website's visibility or talk to us about how our software and extensive knowledge can help you.

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