

## Marketing for the 21st Century Time to Expand on the Timeless “Four Ps”

If you’ve ever sat through a Marketing 101 tutorial, the phrase “four Ps” should ring a bell. Every traditional marketing textbook identifies product, price, promotion, and placement as the four major components of an effective marketing strategy.

But in today’s high-tech, high-touch world, do the same rules still apply? In a word, yes. Every home-run campaign still uses classic marketing principles as its foundation. Trust us, you’re going nowhere without a product or service that fills a demonstrated need, a well-thought-out pricing structure, a benefit-rich promotional strategy, and visibility/availability wherever your prospects hang out, shop, or research their purchases.

However, a solid foundation is just the start. Today, you need a much more sophisticated marketing strategy to break through the clutter, overcome objections, and unleash the buyer within. To the four classic Ps, we suggest adding the following:

### Personalization

Sure, no sound is sweeter than that of your own name. But thanks to technology, the

concept of personalization can be taken leaps and bounds beyond a mere “Your Name Here” on a direct mail piece. Use variable data and imaging to swap out text and photos and create one-of-a-kind mailers that speak directly to your recipients’ individual circumstances. Then, because recent studies show that 42% of interested direct mail recipients prefer to



respond online, send your prospect to a personalized URL (PURL) to continue the conversation (see *related story* on p. 3).

For email marketing, calling the reader by name goes without saying. Take personalization one step further by letting your recipients customize the type and volume of communications they receive from you.

(cont’d on p. 3)

## What’s the Worst That Could Happen?

### Exploring the Possibilities with Reverse Brainstorming

Search online for “creative problem solving” and you’ll find yourself wading

through more than half a million entries. From visual dictionaries and online word generators to simply asking, “What if...,” there’s no lack of tools to tap into when you need a little inspiration.

One of the more interesting approaches to cross our desk in recent days is reverse brainstorming. Also known as negative brainstorming, this technique invites users to think differently — trying to cause the problem instead of solve it, or achieve the opposite of the desired results.

Why is the reverse technique so often effective, especially when you’ve tried and exhausted other problem-solving methods? Regrettably, it leverages our oh-so-human tendency to see the negative side of things.

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**Off the Bookshelf**  
*eBoot Camp*



## Tips & Tools

### Judge Not, Lest Ye Be Judged

Perfect for back-to-school, HubSpot offers [grader.com](#) — useful tools for measuring the effectiveness of your inbound marketing efforts, from carefully crafted press releases to off-the-cuff tweets.

Need to objectively gauge the merit of an idea, such as a new product? Try the Idea Evaluator ([jpb.com/creative/evaluator.php](#)), which uses a 5x5 criteria system to rate your concept against five criteria on a scale of zero to five.

### The Good News? You're Smarter Than You Think

Kudos to Win Wenger for fostering the positive aspects of human nature with Project Renaissance ([winwenger.com](#)). This MD-based non-profit encourages people to become more than a match for the situations, opportunities, problems or difficulties they find around them, and to enjoy a richer quality of life along the way. Life is a positive-sum game, says Wenger, so play accordingly.

### The Even Better News? Google is Still Smarter Than You

That's why they made scholarly literature searchable with [scholar.google.com](#). Search across disciplines and sources like peer-reviewed papers, theses, abstracts and articles from academic publishers and universities. Invaluable for sourcing statistical data and research studies.

“Well done is better than well said.”  
*Benjamin Franklin*

## Reverse Brainstorming (from p. 1)

You've certainly been in those meetings where participants find it far easier to tell you why something absolutely won't work rather than seeing the positives.

Reverse brainstorming sessions start like any other: getting together a diverse group and writing the problem on a white board or flip chart. But instead of brainstorming for possible solutions, ask your team to come up with anything and everything that could make the problem worse.

For example, your organization wants to reduce its carbon footprint. When asked, "How can we be less energy efficient?" your reverse brainstorming team comes up with outlandish ideas like providing bonuses for employees who waste the most energy, installing inefficient light bulbs, and operating heat-generating equipment at the hottest times of the day during the summer. But those ideas prompt highly effective solutions, such as running equipment at off-peak hours to save energy and appointing "energy monitors" who reward environmentally sound behavior with on-the-spot gift cards.

As with any brainstorming tool, the reverse technique is designed to produce a volume of ideas within a short timeframe. Some will be actionable, some ridiculous, but there's no better way to get your people thinking in new directions and generating some valuable "ah-ha" moments in the process.



## Steal This Idea: A Handy Roundup of Smart Strategies

### Trick or Treat...It's the Cable Guy!

Last Halloween, I opened the door with a bowl of candy at the ready, only to see a professionally dressed young man who was a bit too old for trick-or-treating. Clipboard in hand, he was canvassing the neighborhood for ex-Comcast customers and taking a brief "What can we do to win you back?" survey. Smart strategy, knowing residents would most likely be home and answering the door in an approachable mood. Let's see if this Halloween brings political supporters using the same approach for their NJ gubernatorial candidates.

### Taking the Chill Out of Sales Calls

How can you use voicemail to your sales advantage? The key is to be purposeful in your messaging, says Colleen Francis of Engage Selling Solutions, writing for [RainToday.com](#). She advises taking 100% ownership for why someone may not be returning your calls — using phrasing like, "I noticed you've been hard to reach this week, and wonder if you've already engaged another <BLANK> or if I've simply been picking the wrong time to find you at your desk." This way, you maintain a friendly, professional tone and make it clear that there are no hard feelings for the lack of a callback.

### The Hallmark Card of Brand Positioning

If your company ceased to exist tomorrow, what would your customers say they miss about you? Ontario-based branding agency MFX Partners ([mfxpartners.com](#)) asks clients this question to sniff out whether their organization is known for anything unique and what customers value most about the company. Who knew one powerful question could help you identify the real value your business offers the market place — and a brand position you should be leveraging for the long haul?

## The Four Ps (from p. 1)

Run an e-commerce site? Take a lesson from Amazon.com and invest in the technology that lets you suggest new purchases based on prior buying behavior.

### Personality

By definition, marketing means standing out from the pack. So why are too many companies afraid to do exactly that? Last week, a potential client remarked that their branding colors had to stick to shades of blue, because that's what everyone "in their space" was doing. Think everyone in the supplemental insurance "space" was doing a funny mascot before AFLAC? Can you even name any other supplemental insurance companies? We thought not.

Big or small, many marketers hide behind a brand facade that's completely devoid of personality. But unique quirks are what make us memorable, especially those of us without six-figure marketing budgets. The next time you go to a networking event at which everyone gives a 30-second intro, consider who remains memorable when

you're driving home. Chances are, it's the person who broke the mold — weaving a story into their pitch, focusing on a benefit, revealing a personal fact, even something as simple as saying their name at the end of their spiel rather than the start.

Sure, there's a fine line between personality and telling the Twitter-verse what you had for breakfast. But much of what makes a brand memorable is making it human.

### Participation

This seventh P goes hand in hand with personality. Like the lottery ads say, "Ya gotta be in it to win it." Marketers who discount the brand-building value of blogs, forums, and social networking sites do so at their peril. Participation can have tremendous strategic benefits, from boosting your search rankings to positioning your organization as a thought leader.

Think Twitter's a waste of time? Think again. Instead of wondering who might possibly follow your musings, try using Twitter as a PR tool, suggests Fern Dickey of NJ-based Backburner Projects ([backburnerprojects.com](http://backburnerprojects.com)).

For clients like Casio America, Dickey searches out Twitter-savvy media who often tweet out requests for the sources needed for upcoming stories. "Whether it's natural disasters, political developments or breaking tech topics, the news is often heard first on Twitter," she explains. "Currently, 90% of journalists and people in the media use social networks. Fifty-one percent of them use Twitter and that number is growing."

It's no surprise that entire industries are springing up around Facebook, LinkedIn, and the like, with companies offering to optimize your profile, ghost-tweet, or "digg" your latest blog posting. It's because these tactics work, and you need to participate on at least a minimalist level to stay relevant. But they can also become an enormous time suck, so choose a few wisely and don't spread yourself too thin trying to stay abreast of the latest and greatest.

There you have it...our recommendations for updating the four Ps for 21st century marketing success. Have a recommendation for more? Email [compost@fahouryink.com](mailto:compost@fahouryink.com) for inclusion in our next issue.



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## PURLs: Extending Direct Mail Response

Longtime Fahoury Ink partner Prompt Mailers ([promptmailers.com](http://promptmailers.com)) has unveiled the new PromptPURLs program, combining the power of direct mail with the convenience of a unique online response mechanism to maximize response across both channels.

Using your mail file, Prompt's new service generates and hosts a Personalized URL (PURL) for each recipient. When your mail recipients visit their PURL online, they'll see a personalized landing page created specifically to support your direct mail offer — not just a generic home page.

PromptPURLs also captures the recipient's online activity for additional follow-up and lead generation — all in real time. You'll receive detailed activity reports with information on response rates and visitor patterns so you can follow up with sales leads as they come in.

Says Prompt's Dennis Lacognata, "Most direct mail campaigns don't effectively factor in the significant percentage of recipients who prefer to respond online. PromptPURL offers an effective way to take your mailing to the next level, providing relevant content and the back-end analytics to create more compelling offers and improve response rates."

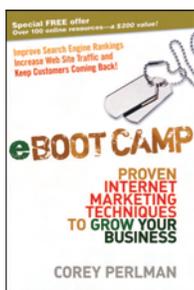
To learn how you can integrate the PURL technology into your next direct mail campaign, call Dennis Lacognata at (718) 447-6206, ext. 18.



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**Time to expand the “four Ps”  
of marketing? See inside....**



## **eBoot Camp** **Proven Internet** **Marketing** **Techniques to** **Grow Your** **Business**

Corey Perlman  
©2009, Wiley

Talk to most business owners about search engine optimization in any great detail and their eyes usually begin to glaze over. But there’s still a gnawing recognition by most that they’ll eventually need to know more about SEO, because in coming years it will become essential to the success of their organizations. Yes, every business needs a website these days, and the

mechanics of launching a site are easier than ever. But delve a little deeper in terms of site marketing, and most entrepreneurs don’t know a title tag from a title fight.

Corey Perlman’s *eBoot Camp: Proven Internet Marketing Techniques to Grow Your Business*, takes the techno-babble of site marketing and turns it into easily understood concepts that anyone can grasp. Perlman believes that it’s business owners, not web designers, who best know their customers and how to communicate with them while they surf the web. And this book is definitely written with the goal of empowering business owners to control their own websites.

Perlman takes concepts like keywords, title tags, and meta tags and briefly explains their purpose, using real pictures of Google search results and web pages to illustrate what these things are, or should be, doing for your website. He also explains how writing articles, press releases, and blogs,

among other things, can help direct traffic to your site.

By using these methods for giving information — and delivering true value — to potential customers, they become addicted to your content. This gains you a loyal following of readers who are interested in what you have to say and see you as the go-to resource in their area of interest.

While most of the books in the online marketing category tempt by telling what should be done, very little time is spent explaining how — and where to find the resources to do it. Perlman makes the “how” a central part of each chapter, letting would-be web marketers feel like the masters of their own — and hopefully highly ranked — websites.