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*Marketing Channels:  
 Reaching Your Best Prospects*

Irving Stackpole RRT, MEd

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**Today's Presentations**

- **Marketing What No One Wants to Buy**
- **Marketing Channels: Reaching Your Best Prospects**
- **Running on Empty – Sales & Marketing on No Budget**

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**Channel Selection**



- Who are your customers?
- How do the markets segment?
- Where are our best customer segments?
  - If you can't figure out who they are and where they are, you're going to have trouble reaching them!

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**Channels Have Changed!!**

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Get With The Times!

- What is your plan?
- What results do you want?
- How best to reach your market segments?
- How best to achieve the desired results?

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**Marketing Mindset**

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- Understanding what the customer / consumer **really** wants, and not what we think (or want to think) she or he wants!

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**What's the message?**

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- What are our best features?
- What are the benefits of those features?
- Emphasize the benefits
  - We're NOT selling buildings!
- Tailor the message to the market segment

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**There's a lot of channels!**

- Message actively delivered
- Advertising – Print
- Advertising – Radio & TV
- Advertising – Outdoor
- Advertising – E-Mail
- Advertising – Sponsorships

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**If you don't Track, it, Count it, Benchmark it, and Inspect it...**

**Forget About it!**

- It's all about the numbers
- 100 excuses why we can't hit the numbers
- What is realistic for a sales person daily, weekly, monthly?
- Here's what the minimum should be.
- It's time to raise the bar!

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**Other message channels**

- Internet – web site
- Social Media / Forums
  - Blogging
  - Social Networking
  - Twitter / Micro
  - Media Sharing
  - Social News

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**Healthcare 2.0: People Look For Community Online**

When you get sick, is your first stop Google? According to a survey by Pew Research Center's Internet and American Life Project, 61 percent of Americans turn to the web for online medical advice and information. And 20 percent of Americans have posted information about their health conditions at online forums. And new companies are connecting people via online communities so they can do everything from lose weight to start trials for new medications. NPR's "Here & Now" speaks to Susannah Fox, associate director of digital strategy at Pew Internet and Mike Zani, CEO of Shape Up The Nation Listen to Audio

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Cheap subliminal suggestion → 

*Presentation Available at:*  
**www. StackpoleAssociates.com**  
**1-800-844-9934**

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On to next presentation



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