

Numerics

900-number, 206

A

ABI/Inform database, 37

About Us page, 134

ACT!, 259, 260

Action plans, 56, 248

Advertising, 225–226, 247

agency, 250–251

color in, 241

design do's and don'ts,
240–241

impact of demographics
on, 11

online, 140, 240

out-of-home, 233–238

in print, 226–232

as a source of customer
information, 17

Advertorial, 230

Advisory board, 105

AdWords, 140, 141

Against a competitor
strategy, 48

Airline frequent flyer miles,
179

All caps, 241

Alternative evaluation, 17

Alumni groups, 101–102

American Association of
Advertising Agencies, 252

American Institute of Graphic
Artists, 252

American Radio News

Audience Survey, 232

American Society of
Journalists and Authors, 252

American Teleservices
Association, 206

Annual sales, 76

Anxiety. *See* Fear of public
speaking.

Apple iPod, 146

Appointments, customer,
188–189

Articles

repurposing, 272

reusing, 269

submitting, 87

types of for an e-zine, 143

Associate memberships, 101

Associations, tracking, 100

Attire, 123. *See also* Clothing.

Audiences, 116, 120, 125

Audio files, 135, 146

Authoring books, 90

Automatic responder message,
134

Automobiles, 43, 221

Avis car rentals, 48

Awards, 213–215

Away from a competitor
strategy, 48

B

Background of customers.

See Demographics.

Bacon's Directories, 83

Bag stuffers, 239

Banners, 235

Barriers to entry, 68

- Barter exchanges, 107
 - Beckwith, Sandra, 145
 - BellaOnline, 56
 - Benefit-oriented segmentation, 4
 - Benefits of products or services, 20
 - Best practices effort, 27–28
 - Bestseller lists, 122
 - Bill stuffers, 238–239
 - Billboards, 234–235
 - Bizweb.com, 29
 - Black Friday, 180
 - Bleeding photos in ads, 240
 - Blockbuster, 182
 - Blogs, 145, 272–273
 - Books, authoring, 90
 - Booths at trade shows, 186
 - Bottom line for setting goals, 51–52
 - Brand(s), 49, 212
 - Brand name, 49, 73
 - Branded train or bus, 235
 - Branding, 211–224, 247
 - Branding goals. *See* Image goals.
 - Breadth of product lines, 73
 - Broadcast media, 91, 232–233
 - Broadcast stations, 83–84
 - Brochures, 160–162, 270
 - Budget for marketing, 76–77
 - Buses, advertising in, 235–236
 - Business cards, 150–153
 - Business climate, 68–69
 - Business executive information, 199
 - Business Network International, 106
 - Business networking. *See* Networking.
 - Businesses
 - basic ways to grow, 167–168
 - characteristics, 45–47
 - comparing to competitors, 32–33
 - competing for customers, 28
 - partnering, 172
 - purchase decisions, 18
 - Business-focused Web sites, 104
 - Business-to-business
 - market segments, 9
 - problem-recognition stage in, 16
 - products, 18
 - rewards to biggest accounts, 179
 - sales cycles, 18
 - sampling in, 169
 - ventures exempt from Telephone Sales Rule regulations, 196
 - Business-to-consumer
 - broadcast, 232
 - limiting coupons to, 177
 - selling by telephone, 197
 - Buyers. *See* Customer(s).
- ## C
- Cable channel opportunities, 232
 - Calendars, 162–163
 - Call-to-action, 241
 - Car cards, 235
 - CardScan, 103
 - Cars. *See* Automobiles.
 - Case studies, 87–88, 157–160
 - Catalogs, 165–166
 - Center for International Business Education and Research, 38
 - Certifications, 215–216
 - Chambers of commerce, 106
 - Channels of distribution, 46
 - Charitable organizations, 102–103
 - partnering with, 172–174, 176
 - Checklist tracking competitors, 30–31
 - Civic organizations, 102–103, 114
 - Classified ads, 226, 230–232
 - Clients, 135, 136
 - Climate. *See* Business climate.
 - Clinique “Bonus Time” samples, 170
 - Clothing, 218–219. *See also* Attire.
 - Coding system for marketing, 262
 - Cold calling, 188, 191–192, 198–204
 - Colleges
 - affiliation with, 118
 - alumni groups, 101–102
 - Colors, 152, 241
 - Columns, writing, 89–90
 - Compact disc (CD), 142
 - Companies. *See* Businesses.
 - Company executive information, 199
 - Company of Friends, 106
 - Competition
 - checklist for tracking, 30–31
 - creating a list of, 28–30
 - distancing yourself from, 48
 - monitoring, 27–28
 - tools for researching, 29
 - Competitive advantage, 20–22
 - Competitor Intelligence*, 38

- Competitors
- comparing to, 32–33
 - describing, 34–35
 - marketing strategy of, 33–35
 - profiles of, 30–31
 - researching operations of, 35–39
- Completion date for goals, 54–55
- Consistency, 153, 212–213
- Consumer-focused company, 8
- Contact management system, 259
- Contacts, 83–84, 98, 134
- Contests on Web sites, 138
- Convenience of products, 24
- Conventions, presentations at, 116
- Conversation about competitors, 37
- Co-op advertising, 179
- Co-operative marketing, 170–172
- Copyright infringement, 141
- Corporate employees, former, 102
- Corporate Web site, 94–95
- Corporations. *See also* Businesses
- presentations at, 115
- Cost + markup pricing strategy, 22
- Cost basis, 23
- County and City Data Book*, 12
- Coupon Council of the Promotion Marketing Association, 174
- Coupons, 176–177
- Courses, 117–118
- Court documents and filings, 36
- Crawford, Deborah, 56
- Creating Customer Evangelists*, 17
- Creative brief, 254–255
- Credit reports from Dun & Bradstreet, 33
- Cruises, presentations at, 116
- Cultural trends, 69
- Customer(s)
- appointments/meetings with, 188–189
 - background of, 10–11
 - business from existing, 177
 - concerns of, 44–45
 - decisions of, 15–26
 - dissatisfied, 18
 - dividing into market segments, 4–5, 71–72
 - evaluating, 3–4
 - goals, 58–59
 - identifying new, 175
 - marketing to new, 178
 - meeting the needs of, 19–20
 - picturing perfect, 12–14
 - post-purchase behavior of, 18–19
 - potential number of, 5–6
 - price-focused, 22
 - profiles of, 6–10
 - questions, 139
 - quoting on your Web site, 134
 - records, 259
 - referrals from, 175
 - satisfied, 18
 - selling to existing, 177–184
 - selling to new, 168–177
 - special events for, 176
 - surveying on special events, 181
 - tracking, 258, 261
 - zeroing in on, 3–14
- Customer base, 11, 66–67
- Customer Service Institute, 177
- ## D
- Danziger, Pamela, 19
- Database management system, 258–259
- Decisions, 15–26, 62
- Demographic changes, 69
- Demographic profile, 227
- Demographic segmentation, 5
- Demographics, 10–11
- Designer of a Web site, 137
- Dimensional mail, 164
- Dioramas, 235
- Direct Mail Association, 253
- Direct mailings, 163–164
- Direct Marketing Association, 195, 198
- Direct sales, 192–193
- Directional signs, 219–220
- Discounts, 183–184
- Discussion forums, 138
- Display units, 165
- Dissatisfied customers, 18
- Distribution, 46, 74, 144
- Do Not Call Registry, 195, 196, 197
- Domain names for Web sites, 133
- Door hangers, 192, 239

Doors, knocking on, 190
 Door-to-door calls, 191
 Dun & Bradstreet, 33

E

Economic situation, describing, 69
 EDGAR database, 37
 Editorial Freelancers Association, 253
 Electronic newsletters. *See* E-zines
 Elevator speech, 98–100
 E-mail address at your Web site, 137
 E-mail distribution lists, trading, 144
 Employee dress or uniforms, 218–219
Encyclopedia of Associations, 12, 100, 114
 Entremate online networking site, 106
 Estee Lauder, 170
 Evaluation purchases, 20–21
 Events

 leading volunteer, 173
 positioning for particular, 47

Executive summary, 64–65
 Exhibition space at trade shows, 187
 Experiences, customers buying, 19
 Expert, coming across as, 127
 Expos. *See* Trade shows.
 Extensions of product lines, 49
 External factors, 69
 Extrapolation, 13
 Eye contact, 116
 E-zines, 141–144. *See also* Newsletters.

F

Face-to-face meetings, 105, 189
 FAQs (frequently asked questions),
 136, 143
 Fear of public speaking, 119–121
 Features of products or services, 20
 Federal Trade Commission. *See* U.S.
 Federal Trade Commission (FTC).
 Fields, 259, 260
 Financial goals, 52–53, 57–58
 Financial statements, sample, 76
 First impression of a company, 35
 Floor decals, 235
 Flyers, 193–194
 Folders, 160, 162
 Fold-over format, 152
 Follower advantage, 49–50

Following up, 111
 Food, samples of, 168–169
 Four Ps, 30, 72–75
 Freelancers, 251–254
 benefit of working with, 252
 brochure writers, 162
 finding qualified, 252–254
 media buyers, 233
 Frequency
 of newsletters, 157
 of radio ads, 233
 Frequent buyer program, 178–179
 Frequently asked questions. *See* FAQs.
 FTC. *See* U.S. Federal Trade
 Commission.
 Fuld, Leonard, 38
 Future, picturing, 52–53, 248

G

Games on Web sites, 138
 Geographic segmentation, 4
 Getty Images, 135
 Ghostwriters for books, 89
 Giveaways, 269–270
 Giving, 109–110
 Goals, 51–60
 Google, 29, 99, 140
 Government agencies, 115
 Graphic designer
 for brochures, 161
 for business cards, 150, 151
 recommendations on, 254
 for stationery, 153
 Great Teleseminars, 205
 Grocery stores, 237–238
 Guarantees, 73, 182, 231

H

Handouts for presentations,
 124, 191
 Hard-to-find information, 138
 HarpWorld, Inc., 140–141
 Headlines, testing, 263
 Help-wanted ads, 38
 Higher value products, 181
 Holidays, sending cards on, 155
 Home page for a Web site, 133–134
 Hoovers Lite, 37

Hoovers.com, 29, 199
Hosting Web sites, 139–140
How-to information in e-zines, 143

I

Illustrations in newsletters, 157
Image building. *See* Branding.
Image goals, 59–60
Inbound telemarketing, 205–206
Incentives, 10, 187
Individuals, learning about, 99, 199
Indoor advertising, 236–238
Indoor signs, 221
Industry conferences. *See* Trade shows.
Information
 on business cards, 150–151
 converting to a product, 276
 gathering, 37–38
 packet, 28
 as power, 39
 search, 17
Information technology (IT) staff,
 215
InfoTrace, 13
InfoUSA, 6
In-person marketing, 185–194, 247
Input session, scheduling, 254
Inserts, 238–239
Integrated marketing, 63, 274–275
Intelligence Organizer, 37
International Freelancers
 Association, 253
International Reciprocal Trade
 Association (IRTA), 107
Internet, marketing via, 131
iPod, 146
ISO 9000 certification, 215

K

Key individuals for networking, 98
Kiosks, 236

L

LAME MP3 Encoder, 147
Lawsuits, 36
Le Tip, 106
Leads groups, 106

Letterhead, 153
Level of expertise, 73
Level of performance, 54
Lexis-Nexis, 199
Libraries, research databases at, 13
Lifestyle of customers, 4
LinkedIn Web site, 102, 106
Links to other sites, 135
Live chat, 139
Live discussion, 202–204
Location
 of competitors, 29
 of customers, 4
 of distribution, 74
Logo, 154, 160, 240, 249
LogoWorks, 154
Long-term vision, 52
Low-cost provider, 21
Loyalty Effect, 168

M

Magazines, 84, 227–228, 229
Magnets, 217
Mailing labels, 154
Mailing lists, 163–164, 171, 172
Main points, 124
Market, 5–6
Market leader, 45, 48–49
Market positioning, 43–50
Market segments, 4–5, 7–9, 71–72
Market-based pricing strategy, 22–23
Marketing
 action plan, 248
 budget, 76–77
 compared to advertising, 225
 consultants and agencies, 249
 creating needs through, 16
 getting results from, 267–268
 goals, 59–60
 in-person, 185–194
 integrated, 63
 via the Internet, 131
 keeping private, 35
 listing potential partners, 171
 mass, 5
 with newsletters, 93
 online, 131–148, 247
 professionals, 249

- Marketing, (*cont.*)
 Ps of, 30, 72–75
 repetition in, 267–268
 spending on, 76–77
 tracking, 260–262
 undifferentiated, 5
- Marketing materials, 153, 204, 272–274
- Marketing messages
 communicating, 141–147
 demographics and, 11
 sticking with, 270
 testing, 262–263
- Marketing methods
 connecting, 274–275
 decisions about, 75
 encouraging referrals, 175–176
 generating codes for, 262
 knowing when to stop, 264–265
 monitoring results from, 257
 must-have, 246–248
 nice-to-have, 248–249
 reusing and recycling, 268–271
 selecting, 5, 245–255
 taking time to bear fruit, 264
 tracking, 258–262
 triggering purchases, 258
- Marketing plan, 61–80
- Marketing strategy, 33–35, 72–75
- Marketing tools. *See* Marketing methods.
- Mass marketing, 5
- Media, 82–83, 89
- Meetings with customers, 188–189
- Messages. *See* Marketing messages.
- Metrics, financial, 57–58
- Michigan State University, 38
- Midnight madness sales, 180
- Mission statement, 64–65, 66
- Mom’s night out events, 180
- Movie theatres, advertising in, 237
- MP3, 146, 147
- Mugs, 217
- MyGoals.com, 59
- National Association of Trade Exchanges (NATE), 107
- National Directory of Catalogs*, 166
- National TV shows, 84
- Needs, 16, 19–20
- Nervousness, 120, 246
- Networking, 97–98, 247
 groups, 106
 preparation for, 98–100
 techniques of, 109–111
- New information on Web sites, 139
- News
 in e-zines, 143
 items, 87
 service, 31
 on Web sites, 136
- Newsletters, 93–94, 141–142, 156–157, 186. *See also* E-zines.
 advertising in, 228–229
 committing to, 142–143
 electronic, 142, 158
- Newspapers, 39, 84, 227, 238
- Nielsen Media Research, 232
- Nonprofit organizations, 172–174.
See also Charitable organizations.
- Note cards, 126–127, 154–155
- O**
- Objectives of a marketing plan, 65
- Observation of competitors, 36
- Occasions
 for personal notes, 154–155
 positioning for particular, 47
- Offers, 164, 263
- Office Depot, 119
- On spec, 170
- Online advertising, 140, 240
- Online marketing, 131–148, 247
- Online networking, 104–105
- On-site events, 180–181
- Open houses, 180
- Open-ended field, 260
- Operations of competitors, 35–39
- Opportunities in a SWOT analysis, 70–71
- Outbound telephone calls, 205
- Outdoor signs, 219–221
- Out-of-home advertising, 233–238
- Outsourcing, 204–205, 251
- Overheads for presentations, 124
- Overpass ad, 236

P

- Package of stationery, 154
- Packaging, 46, 217–218
- “Paid Advertisement”, 230
- Pantone Matching System (PMS), 274
- Paper-based marketing tools
 - basic, 149–154
 - nice-to-have, 154–166
- Papers for a presentation, 126–127
- Parties for direct sales, 192
- Passport cards, 179
- Paycheck stuffers, 238–239
- Pens/pencils, 217
- Perceived benefit, 20
- Perceived need, 16
- Perceived value pricing strategy, 23
- Perception as reality, 43–44
- Per-click fees, 140
- Performance, focusing on, 54
- Personal journal entries. *See* Blogs.
- Personal notes, 143, 154–155
- Phone calls. *See* Telephone calls.
- Photo stamps, 239
- Photographer for a Web site, 137
- Photographs, 88–89
 - bleeding in ads, 240
 - in case studies, 159
 - of competitors' operations, 36
 - in newsletters, 157, 186
 - with press releases, 85
 - stock, 135
- Pitch letters, 86–87
- Place. *See* Location.
- Plan. *See* Marketing plan.
- Platform kiosks, 235
- Pocket folders, 162
- Podcasts, 146–147
- Point-of-purchase (POP) displays, 165
- Politics, describing, 68
- Position papers. *See* White papers.
- Positioning, 43–50
- Positive goals, 53
- Posters, 162–163
- Post-purchase behavior, 18–19
- Power, information as, 39
- PR. *See* Public relations.
- PR leads, 84
- Precise goals, 53
- Preferences of customers, 4
- Premiums, 269
- Preparation
 - for cold calling, 198–203
 - for networking, 98–100
- Presentations
 - arriving early for, 120
 - to decision makers, 190–191
 - eating before, 120
 - practicing, 119–120
 - preparing, 123–127
 - repurposing, 273
 - starting strong, 124
 - for a target audience, 121
 - telling jokes, 124
 - telling stories, 124
 - titling, 123
- Press conferences, 91
- Press kits, 85–86, 162, 189
- Press releases, 85, 215, 269
- Price, 45–46, 73–74
- Pricing strategies, 22–23
- Primary research, 35–37
- Print advertising, 226–232
- Printed business literature, 149–166
- Printed pieces, 161, 247
- Printed promotional tools, 162–163
- Prioritization of goals, 54
- Privacy policy, 8, 144
- Private clubs, 103–104
- Problem recognition, 16–17
- Producers of TV shows, 84
- Products
 - benefits, 47
 - catalogs, 165–166
 - category, 48–49
 - competitive advantage of, 20–22
 - convenience of, 24–25
 - descriptions page, 134
 - features, 47
 - line extensions, 49
 - marketing strategy and, 72–73
 - pricing of, 22
- Professional associations, 29–30, 114
- Professional organizations, 100–101
- Professionals, marketing, 249–250
- Profiles in e-zines, 143
- Profit center, seminars as, 117
- Profit margin, 58, 184
- Progress, tracking, 56–57

- Promotion Marketing Association, 174, 183
- Promotion of products or services, 75
- Promotional coupons, 176–177
- Promotional giveaways, 162–163
- Promotional products, 95–96, 216–217
- Proquest.com, 37
- PRWeb, 85
- Ps (four Ps), 30, 72–75
- Psychographic segmentation, 4
- Public access channels, 93
- Public companies, 29. *See also* Businesses.
- Public presentations, 114–116
- Public relations, 247
 - activities, 81
 - contact points, 83–84
 - factors key to success, 81
 - not quitting too soon, 264
 - relevancy of information, 82–83
 - sending materials to editors, 86
 - tactics beyond publicity, 93–96
 - tools, 84–93
- Public Relations Society of America, 253
- Public speaking, 91, 113–114, 119–123, 247
- Publicity, 81, 225
- Purchase decisions, 18, 24
- Purchase incentives, 170
- Q**
- Quality, 46, 72
- Quantifiable goals, 57–58
- Question-and-answer format, 143
- Question-and-answer session, 190
- R**
- Radio, 91–92, 146, 233
- Rail platform posters, 235
- Realistic goals, 54
- Reality, perception as, 43–44
- Reasons for purchase decisions, 15–26
- Rebates, 183
- Recycling marketing tools, 268–271
- Redemption rate of rebates, 183
- Referrals, 108–109, 174–176
- Registration
 - at trade shows, 186–187
 - at a Web site, 133
- Relationship building, 109
- Relevancy of information, 82–83
- Remnant advertising, 226
- Remnant space, 228
- Repetition in marketing, 267–268
- Reporters, interviewing with, 88
- Repurposing, 271, 272–274
- Request for Proposal, 17
- Research databases, 13
- Research or survey results in e-zines, 143
- Researching, cold call customers, 198–200
- Resorts, presentations at, 116
- Response form on a Web site, 134
- Responses from prospects, 203
- Restaurants, rewards programs, 179
- Reusing, 268–271
- Reverse type in ads, 240
- Rewards, 175, 179
- Risk, reducing the buyer's fear of, 19
- ROI (Return on investment), 57
- Rolling billboards, 236
- Ryze online networking site, 102, 105
- S**
- Sales
 - cycle, 174
 - estimating, 75, 76
 - promotion opportunities, 247
 - promotion tools, 168
 - records, 4
- Samples, 168–170, 253–254
- Sandwich boards, 193
- Satisfied customers, 18
- Schools, affiliations with, 118
- Scripts for cold calling, 200–204
- Search engines, listing on, 137
- Secondary research, 37–39
- Securities and Exchange Commission (SEC), 37
- Self-service mentality, 185
- Seminar companies, 115

- Seminars, 116–117, 120, 206–207
Service Annual Survey, 12
 Service industry, sampling in, 169
 Services, 24–25, 46, 72–73
 Signage, 219–221, 220–221
 Small Business Administration, 63
 Soaps, antibacterial, 44
 Social and cultural trends, 69
 Spas, presentations at, 116
Speak and Grow Rich, 121
 Speakers. *See* Public speaking.
 Special events, 180
 Special offers on Web sites, 139
 Speeches. *See* Presentations.
 Spoke online networking site, 105
 Sponsor, becoming, 173
 Sponsorships, 222–224, 270
 Stamps.com, 239
 Standard Rate and Data Service (SRDS), 228
State and Metropolitan Area Data Book, 12
 Station message, 235
 Stationery, 153
Statistical Abstract of the U.S., 12
 Stewart, Martha, 272
 Sticky-back notes, 95, 216
 Stock photographs, 135
 Stores, advertising in, 238
 Strategies for positioning, 47–48
 Strengths, 32, 39, 70
 Style document for marketing, 274
 Subscriber lists of magazines, 229
 Subways, advertising in, 235–236
 Success stories. *See also* Case studies.
 posting on a Web site, 136
 Superlatives, 82, 241
 Survey Monkey, 269
 Surveys, 122, 139, 181
 SWOT analysis, 65, 70–71
- T**
- Tag line, 151
 Take-aways, 126
 Target audience, 121
 Target clients, 170
 Target customer, 12
 Target market, 5–6, 12, 122
 Technical support, 73, 136
- Technology factors, 69
 Telemarketing, 195–197, 204–206, 247
 Telephone books, 229–230
 Telephone calls, 195–197, 205
 Telephone Sales Rule, 196
 Teleseminars, 206–207
 Television (TV), 92–93, 94, 232–233, 273
- Testimonials
 in ads, 241
 candid on-air, 232
 framing in your entryway, 175
 having at hand, 108
 repurposing, 273–274
 on a Web site, 136
- Tgrnet.com, 29
Thomas Register online, 29
 Threats in a SWOT analysis, 71
 Time savings, 271
 Tip clubs, 106
 Titles of presentations, 123
 Toastmasters, 115
 Tools for public relations, 84–93
 Topics for public speaking, 121–123
 Tote bags, 217
 Trade associations, 77
 Trade credits in barter exchanges, 107
 Trade groups, presentations at, 114
 Trade journals, 87
 Trade organizations, 100–101
 Trade shows, 186–188
 Traffic, driving to Web sites, 140–141
 Trains, advertising in, 235–236
 Trust within your network, 108
 TV. *See* Television (TV).
- U**
- Unconditional guarantee, 182.
 See also Guarantees.
 Underhill, Paco, 23
 Undifferentiated marketing, 5
 Unions. *See* Trade groups.
 Universities, alumni groups, 101–102
 Upscale products, 181
 URL, 137
U.S. Census, 12

U.S. Federal Trade Commission (FTC), 195–197
Usage occasions strategy, 47
Use-based segmentation, 4
User groups, 48

V

Vacation venues, presentations at, 116
Video files on a Web site, 135
Vinyl billboards, 234
Visibility of goals, 57
Visitors to a Web site, 138–139
Visual aids in presentations, 126
Visualization, 53
Voicemail messages, 201–202
Volunteer organizations, 102–103

W

Wants, versus needs, 19
Warm calling, 188, 204
Water bottles, 217
Weaknesses, 32, 39, 70
Web designer, 137
Web sites
 as the best online tool, 132–141
 corporate, 94–95

 driving traffic to, 140–141
 integrated marketing and, 274–275
 for online networking, 104
 publicizing presentations on, 126
 shutting down, 264
 as a source of customer information, 17
Webinars, 118–119
Weblogs. *See* Blogs.
White page listing, 229
White papers, 88
White space, 240
Word-of-mouth, 17
Work samples on a Web site, 137
Writing, 54, 137, 159

Y

Yahoo!, 140
Yellow Pages online, 29

Z

ZeroDegrees networking site, 106