

5 Missing Pieces

From Your Marketing Strategy

By David McAndrews, Goalpost Group



How to unlock the potential of a powerful profit-generating system with the 5 key concepts of marketing strategy.

Most marketing strategies lack 5 key concepts that, when used properly, have the power to transform marketing from a money pit to a powerful profit-generating system:

Clarity

Authenticity

Quality

Inbound strategy

Engagement cycle

How do you stack up?

*Think about what your company does.
What other companies do the same thing?
What company does it best in the world?
Now, compare your company to theirs.
How much room do you have for improvement?*

**Try answering the following
YES or NO questions to help
evaluate your brand.**

- Does your message offer an immediate solution to a single internal problem experienced by potential customers?
- Does your company have a genuine, defined purpose for being that generates authentic connections with potential customers?
- Is your brand specific, concise, clearly defined, and supported by custom graphics and design?
- Have you established a content culture that continually generates new and relevant content to keep customers' interest?
- Does your website make it easy for clients to do their research ahead of time and find answers to all their questions?

YES NO

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If you answered “No” to any of these, it’s time to bring your marketing strategy to the next level! Please read on.



Clarity

Stop wasting resources on ineffective marketing noise.

Most companies think they understand what information people find important. However, marketing is surprisingly primordial and our brains are constantly working to filter out information that is not related to a steady income, a home, relationships, or a sense of purpose. If your message doesn't immediately offer a solution to one of these, it will naturally be filtered out and ignored.

So, how do you avoid being ignored?

The root of an effective message is an appeal to the brain's instincts to latch onto meaningful information. Additionally, the message should be concise and clear enough that the benefits are easily understood within a matter of seconds, and should offer a solution to an internal problem the potential customer finds important.

With a limited amount of time in which to make your impression, it is imperative that the message is unflinchingly clear. What we are trying to convey is not always what the customer hears. If it takes too much brainpower to decipher what you're offering, customers will move on. Concise clarity is key to making a meaningful impression on potential customers. Those impressions translate into interest, and then sales.



Authenticity

What is the Third Rail?

We are taught that the third rail, the one which holds the electrical current and power source for trains, is something that should never be touched. Of course, this is sage advice for the curious teen or unsuspecting animal. However, for a train to ever move forward, it needs that connection to the third rail. It is a power source whose connection brings meaning and purpose.

The Third Rail of Authenticity is a company's purpose for being; a common thread that runs throughout the organizational structure, content, and all of its platforms. The Third Rail is what connects people who provide goods or services to the people who need those goods or services. It is the connective tissue of humanity that helps us relate to each other. The Third Rail is not always visible, but it is always necessary to provide the current to propel your business forward.

Keeping it Moving

At the end of the day, people want to do business with genuine people. If you can create an authentic connection with your consumer, you've won half the battle. If you work to create common ground and humanize the struggles and aspirations of both parties, you can build the power source that will connect you with your consumer. Even if your company has a fantastic website with all the bells and whistles and is providing the content necessary to begin connecting to customers' needs, there is STILL a missing piece of the puzzle if you haven't developed the third rail of authentic expression. Furthermore, you must live by your stated philosophy.



Quality

You aren't the only company that does what you do – so how will you be heard in a sea of marketing noise?



Once branded, you're capable of more.

In order to propel your business to new heights, your message must be consistent. Narrowing the focus of your marketing efforts will ultimately draw more people in through your doors. Your brand provides a uniform base off of which to build all marketing efforts and is the first step towards growth, profitability, and longevity. With a distinct brand, you'll set yourself apart from others and will have leftover energy to focus on new ideas that will help you go the extra mile.

A compelling message is useless if paired with bland imaging

They say that first impressions are everything. This goes for business marketing as well. From the moment someone stumbles across your website, they are forming an opinion. It is imperative that what they see keeps them interested. No matter how engaging your message, it is ineffective if nobody feels compelled to read it. Professional design, custom photography, and tailor-made graphics lead viewers to engage with what you have to say on a deeper level.

Inbound Strategy

We operate in the knowledge economy where in the consumer's eyes, what we know may be more important than what we sell. People are searching for meaning, understanding, and connection. Companies that can shed light on mission and purpose while fostering an ongoing connection with clients will win. This is where content marketing comes into play. The challenge is not simply creating content. Rather, the challenge lies in creating a variety of content that is relevant and engaging. Fostering a content culture within a business requires creating and sustaining a rapid generation of high-quality content.

Why does content matter?

Consumers expect to continually engage with new and relevant content throughout the entire buying process. Thanks to corporate websites, social media, and the availability of free content online, prospects are more than halfway through their buying cycle before they even speak to a salesperson. If a potential customer does not get content from you, they will go elsewhere to find it.



What is content culture?

Content culture is an attitude within an organization that embraces the importance of content marketing and knowledge sharing throughout the entire enterprise. In order to join this new sharing economy, it is imperative to let go of the world view where information is held very close to the vest. Now, information must be readily and easily shared.

Everyone has something to say. Creating a content culture can access the hidden power of unique skills and talent within your team and provide important resources for potential clients. Your organization is most likely already filled with subject matter experts. Harnessing this information and adapting it for content is critical to your bottom line. Through this process, your team will be empowered for future successes and gain the confidence to answer questions concerning your industry.

The Engagement Cycle

What is the Engagement Cycle and how does it work?

The Engagement Cycle is something that most sales people believe begins when they pick up the phone. In reality, 70% of the job of sales happens before that initial conversation ever occurs. The Engagement Cycle includes both the inbound and outbound engagements that you can have with your customer.

If you focus content production on subjects that drive interest in your website and then further that point with an e-blast and a social media post, you will soon have your customers and clients interested in that information. This will pay significant dividends over time. In order for this to be rich and rewarding for both parties, however, you must produce the type of content that they actually want to see.

Inbound/Outbound Engagements:

- Emails
- Social media posts
- Website
- Content

Consumer Behavior

Consumers are now doing homework on the front end before they contact anybody about selling them anything. If they can avoid interacting with a sales person, they will. You can prevent lost sales by making it easier for your clients to find the type of information they want online. Produce content that connects to their concerns and answers their questions. This effectively drives the Engagement Cycle and is a significant key to your growth.

Remember:

- Engagement builds awareness
- Awareness builds interest
- Interest over a long period of time builds loyalty
- Content drives it all





Thank you!

About Dave McAndrews, M.S.

Founder of the Goalpost Group

David is a business builder specializing in content development, sales strategy, negotiation, organizational leadership, branding and business development.

Most recent work has involved finding ways for IDN's to maximize life cycles of the many equipment modalities within their healthcare systems; through optimization of capital equipment sales, portfolio management, resource allocation, parts and equipment service, cost control, and reimbursement analysis.

This experience was gained by way of consultation and negotiation with all levels of stakeholders within the medical industry, including radiologists, surgeons, oncologists, directors of radiology, biomedical engineering, purchasing managers, the C-suite, entrepreneurs, and group purchasing organizations.

David has developed a truly broad understanding of modern healthcare from his experiences with device sales and multiple service lines within hospital radiology departments, outpatient imaging centers, surgery centers, stand alone emergency rooms and urgent care facilities and more.

McAndrews@GoalpostGroup.com (517) 331-5561 www.GoalpostGroup.com