

Tom's Two Cents:



ATTENTION!
THIS ISSUE IS ALL ABOUT CREATING HUGE SUCCESSES
THOUGH MARKETING INNOVATION - ESPECIALLY IN
A DOWN ECONOMY. TAKE 10 MINS. TO READ
ABOUT SOME REMARKABLE IDEAS! Sincerely, 11/3/2008
Tom Fuller

Meet Your New Sales Team

Enabling Customers to Market Your Business

How to Hog Attention

We've all heard of Harley Davidson. We've seen those leather-clad baby boomers riding around our cities, their bikes demanding our attention with blinding chrome and thunderous growls. But, can you remember the last time you saw a Harley Davidson commercial on TV, or heard one of their radio ads? If you can't, it's because they do very little marketing in the form of traditional advertising. Harley Davidson has built one of the most successful motorcycle brands in the world, and they've done it using much more than TV commercials.

How did a company on the brink of extinction in 1980 come back to life? They didn't do it by hiring the top ad agency in New York. They didn't do it by building bikes cheaper and faster than the competition. They did it using a little acronym called H.O.G.

The Harley Owners Group, (HOG) was organized in 1983 in response to Harley riders' desire to show their love for their bikes. What started as a small group of riders has grown into an international organization with over one million members. Members participate in annual events, have access to members only materials online and through the mail, and are connected to people that share their passion.

Imagine more than 100,000 bikers cruising down the main street of your town. That's what

happens every year in Milwaukee, Wisconsin – Harley Davidson's homeland. It's called The Ride Home and it's the biggest event Harley promotes each year. Now, imagine the conversation that is created in cities and towns across the country as groups of HOG members from Florida to California temporarily overtake their streets as they road-trip to this event. It would be ludicrous to say that nobody would notice, or talk about the spectacle. It's even more difficult to imagine that some of the onlookers would not secretly wish to be a part of it.

Harley Davidson has created more than just a fan club. It has innovated an amazing free marketing team. Harley riders voluntarily help the company to create in others the desire and passion that they feel themselves.

TODAY: Make a list of your best customers. Write a paragraph about how to help them create a community based upon your products and services. Put your written plan into action.

Book Review:



Creating Customer Evangelists

by Ben McConnell & Jackie Huba

The best advertising is free advertising, and the best advertisers are those that spread the good word about your company simply because they want to.

The book has broken the evangelist creation process into 6 steps:

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Free Tools On the Web

<http://www.InnovationTools.com>

Why it's cool:

InnovationTools provides entrepreneurs and innovators with a focused, growing collection of the best resources on business innovation, creativity and brainstorming.

Book Review (con't)

1. **Customer Plus-Delta.** Companies need to know what their customers like about them and what they dislike. Knowing these things give companies something to work on, and keeps them from accidentally erasing something that customers love.

2. **Napsterize your knowledge.** Giving away ideas and products creates word of mouth, and allows customers to pass information and products on to others. It's an effective way to put others to work marketing for you. Instead of giving one free sample, why not give two or three? Then, people will be able to try for themselves and distribute to others as well.

3. **Build the buzz.** Getting people talking about something cannot be forced. People will spread ideas that are important or exciting to them. Simply introducing topics into networks that already exist (blogs, email, etc.) allows people to begin to generate a natural, un-forced buzz campaign for you!

4. **Bite-size chunks.** Giving away a small sampling of your product or service makes it easy to obtain new customers. The barriers to entry for new customers are zero, and it lessens the barriers for them to purchase the full-blown version later.

6. **Create a cause.** Don't just sell products and services. Sell a dream. Customers will become passionate about things when they see how it can affect lives, rather than how it can meet one specific need.

Opportunities in a Down Economy

By Dirk Knemeyer

Marketing dollars spent during a down economy are far more powerful than similar dollars spent during good times, because each dollar represents a greater percentage of the overall marketing expenditure in your industry. While other companies drastically cut their expenditures, your consistency means that you stand out more in the minds of your target audiences. While other companies hack-and-slash their advertising budgets, you continue to show up in relevant media. This projects strength and stability in a way that supports any brand strategy. It provides valuable differentiation that will contribute to increasing sales more rapidly in the short term, and toward building your long-term branding success.

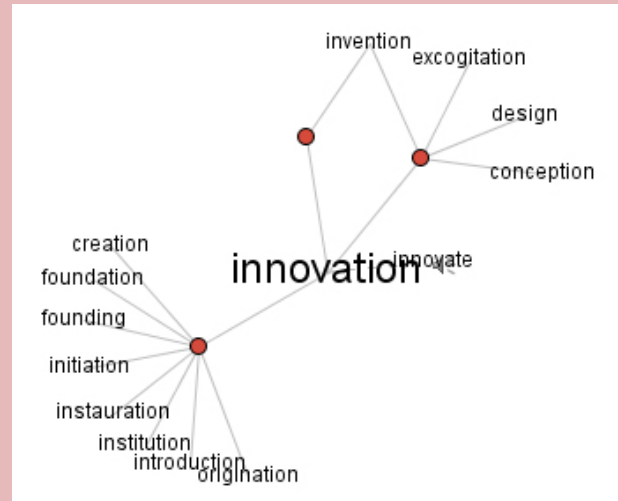
www.experienthread.com

Cool Web Site of the Month

<http://www.VisualThesaurus.com>

Why it's cool:

This site consists of all the software you use every day - online. A word processor, spreadsheet creator, email tool, presentation creator, notebook, planner and more! Work on anything you need, wherever you are.



Five Essentials for Marketing Technology in a Down Economy

by Terry Welty

Successful marketing, in any situation, requires a combination of insight, patience and execution. In today's economic conditions, these requirements are doubly important.

The right approach requires more than just cutting costs and coasting while waiting out the slump. Only good planning, prioritization and adherence to the principle that "success is 10% inspiration and 90% perspiration" can snatch victory from the jaws of defeat, or at least from the competition.

The marketing approach that can carry you through these difficult economic times is built on the following five essentials:

1. Know your company's real value.
2. Know your customer.
3. Keep your salespeople well informed, well educated and well armed.
4. Stay consistently visible.
5. Keep it simple.

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