

The Value of Being Consistent and Persistent in Your Marketing

Have you ever placed an advertisement, written an article or listed a workshop and wondered why you got little response? "Was it the content? The graphics? Me?!" you may have asked yourself. Then, since it got little response, you may have decided to move on to another of the supposedly great marketing techniques that seem to work for "everyone else".

It's Not You or the Technique...

It's probably not the technique at all (or you). In fact, it has been said that with enough consistency, most any marketing strategy will do. The problem is that most of us stop short well before the strategy has had time to be effective. According to statistics, it takes between 7 to 21 impressions or more for your message to have an impact on your intended audience. You've probably heard of the well-known marketing classic Guerilla Marketing by Jay Conrad Levinson. In addition to lots of specific marketing strategies, one of his main premises is that being consistent and persistent alone will get you more than halfway to a successful business. Hmm...makes it worth taking a look at.

Being Consistent and Persistent Enables a Business Owner to be at the Right Place at the Right Time

Think about it. Let's say you are looking to refinance your house. Today you read an article on tips for getting approved for a loan - even if you are self-employed and cannot document your income. The article was written by a mortgage broker in a nearby town. Would you call the broker?

Why did her marketing message work? Because she shared the right message (refinancing for the self-employed), with the right audience (you), and the right time (you just happen to be considering refinancing).

Most likely, she had actually been advertising, writing articles and conducting seminars for several months or years about how self-employed individuals can qualify for great mortgage rates (most likely, this is a niche of hers - more on the value of creating a niche for your business in an upcoming issue).

That's all marketing is! Sure, the broker was trying to get business by writing the article, and it worked because she demonstrated her expertise, clearly showed an understanding of your problem and presented a solution.

You are Seen as an Expert by Consistently Sharing Your Knowledge

Scenario two: you'd vaguely paid attention to seeing the mortgage broker's name and company regularly. Months later, you decide you'd like to refinance your mortgage, but are concerned about being self-employed.

Wasn't there someone who was an expert in this area? As luck would have it, you see an article or advertisement of hers in the paper today and you remember that she's the one who you've seen before.

You believe she must know her stuff because you've read her articles, glanced at her ads and may have seen a flyer for a seminar she gave. Because she has been so persistent and consistent in her marketing, you now associate her name with expertise in this field.

How Consistent and Persistent Are You?

How consistent and persistent are you? Do you regularly put yourself and your services where your target market is looking, or do you tend to get discouraged after only a few tries, then try something else?

Think about your own buying style: do you regularly make buying decisions based on one contact or impression of someone or their service? And yet many of us expect our prospects to! Hmm....