

Take off the Blindfold and Market Your Way to Success



Yogi Berra, the famous Hall of Fame baseball player known for his idiosyncratic quotes, once said, “If you don’t know where you’re going, you’ll end up someplace else.” I suppose that was Yogi’s take on Lewis Carroll’s line from Alice in Wonderland, “If you don’t know where you’re going, any road will take you there.”

And so it is with marketing. But like Yogi’s road or that of the Cheshire Cat, you have to know where you’re going and once that’s determined, you need to figure out how to get there. That is the essence of marketing.

So let’s start with what marketing is not.

- Marketing is not sales.
- Marketing is not haphazard.
- Marketing is not Facebook.
- Marketing is not your parents marketing.

1. Marketing Is Not Sales

Back in the day, we used to say, “Marketing makes the phone ring. Sales answers it.” Those eight words clearly explain why “marketing” and “sales” are not synonymous. For example, the person on your team who designs ads does not follow up on sales leads, right? Nor does your sales guy in the field determine which font to use or what the call to action might be in your next campaign.

Marketing and sales work in tandem. Marketing’s job is to create and enhance brand awareness, your brand promise, and your unique position in the market. In so doing, Marketing moves your potential customer down the sales funnel until the prospect is ready to receive the messaging from sales.

2. Marketing Is Not Haphazard

Imagine a new client walking into your studio on his or her first visit. That client has fitness and lifestyle goals and has come to you for help. Would you tell your client, "It doesn't matter what you do. Try anything and maybe something will work."

Of course not. Fitness success involves a plan of action over time using a multitude of strategies and tactics, all designed to work together for success. Marketing is no different.

Marketing needs an objective and a plan. Marketing takes you from point A to point B in a straight line, not like a pinball. There is cause and effect. But there has to be a marketing plan that incorporates a wide variety of components some of which we'll explore next.

3. Marketing Is Not Facebook

If there's one communication vehicle that has changed the world in the internet age, few would argue against Facebook being on, or at least near, the top of the list. Facebook is an awesome communication tool. Nobody will deny that.

But Facebook is not Marketing. Facebook can effectively carry a marketing message. Facebook can spread the word about your brand promise. Facebook certainly can bring your followers together to enhance your community. But in and of itself Facebook is nothing more than a twist on a direct mail piece, or a newspaper ad.

Professor: What is your marketing strategy? Student's Answer: Facebook. Professor: Wrong!

Facebook is a marketing tactic, a communication vehicle to carry your message and how it looks to your audience. The message and the look is the marketing strategy. When you use Facebook to systematically and consistently convey your message to potential customers, they can become leads.

4. Marketing Is Not Your Parents Marketing

The world of marketing is not changing; it has changed. Nowhere is that being felt more than in the fitness industry that grew up in a messaging era that led to hard sales tactics and a generation of turned off customers

Today, marketing is education-based. “Content marketing” is where almost every major fitness player is headed, if they’re not already there. Sure, discounts and other special offers can still move the needle, but today’s customer is looking for – and expects – more than just a good price today, and a “but wait, if you buy now, you’ll get...”

The chart below gives you an idea about how content marketing, over time, creates a trusting relationship between you and the customer.



It's a simple, basic lesson - earn the trust and respect of your customers before you hit them with the offer. Fact is, if you do it right you'll not only get them – you'll likely keep them.

About the Author:



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