

Boaz Marketing Ideas

1. Call the Media - Call the local television stations, radio stations, newspapers, and business journal in your area. Tell them that you're sick and tired of hearing negative business news. Tell them that your company is very successful and that you think they should come out and interview you. What if someone says "Yes"? You might even contact national TV networks such as CNN and see what happens.

2. The Fedex - Identify 10 companies that you would like to have as clients. Identify the CEO of each of those companies. Send a one-page letter to each of those CEO's stating why your company and your services could be of benefit to them and that you would like to set up an appointment to talk. Send these letters once a week, every week, on the same day, by Fedex, until they call. You could send these on a Wednesday for third day delivery. They won't know it's not overnight and you'll save some money.

The fourth week, for those who haven't responded, start adding some yellow Post-It Notes, hand written. One should say, "I'm sure glad you finally opened this." Another could say, "Aren't you impressed with how I got your attention?"

Seventh week, send a new baseball in a little box with the following Post-It Note: "I'm the one sending the Monday morning Fedexes. Sooner or later we will play ball. Call me at _____." You may choose to send a basketball by Fedex. Use a magic marker to write on it "Give us a shot."

Tenth week, send one brand new shoe in a box with the following note: "I'm the one sending the Monday morning Fedexes. Now that I've got one foot in the door, call me at _____." The eleventh week, sent the matching shoe with the note: "I'm the one sending the Monday morning Fedexes. I know what you were waiting for to call me. You were waiting for the other shoe to drop. It just did."

3. Change Your Voice Mail and Turn It Into a Commercial – Let's make your voice message, and that of everyone in your company, work for you by promoting what you do. To make you different, leave a message such as the following: "This is John. I'm busy helping a client (make more money, get more sales, etc.). Leave a message and I'll call you back so we can do the same for you." Show everyone that you are different.

4. Client Brainstorm - Call together the CEO's of your top 10 clients to a meeting at your office. Tell them how important they are to your company and how much you appreciate their business. Then tell them that, because they are important to you, you want to share some powerful marketing ideas with them that you believe could help them get more business. You begin by sharing these 7 marketing ideas. Then ask everyone for additional ideas. Have all of them listed on a board and then typed up for a follow-up e-mail to all participants. Hold another meeting three months later to see how people used the ideas.

5. Employee Brainstorm - Call together all of your employees for a Monday morning 29-minute update. Tell them how important they are to your company and tell them that you need their help. Ask the following: "If you were the CEO of this company, how would you lower expenses, improve productivity, and get more clients. Make a big deal about any ideas that turn into productive action steps. Introduce new team members and refer to your employees as "Ladies and Gentleman".

6. Create a ZCard – Why not create a business card/brochure combination that can tell your company’s story in a very powerful way. Most business cards either end up in a pile or get tossed away. The ZCard is a handy, compact, powerful marketing tool that is very effective in getting your message into the hands of potential customers.

7. Send Hand-Written Note Cards - Do not use note cards with your company logo. Get blank note cards with blank envelopes at a local drug store. They just might think that you picked up the card personally. Do not write a return address. I want to force people to open up your card. Use commemorative stamps to get more attention and hand-address the card. Write short note cards to your employees and to your clients. Tell them how important they are to you and how much you appreciate them. Send one note card a day, for 30 days, and see what happens. Adopt this motto: **Never forget a customer; never let a customer forget you.**

8. Launch Your Own TV Network - Create short, 2-3 minute videos that make you look like an educator in your field. Google your industry and find some interesting historical facts about your industry that will make people say, "Wow! That's interesting." That will get you a killer core story. Get a free YouTube Channel and post these videos there first and then on your web site. Get a microphone and a cube, called a "microphone flag", with your logo on it so you look like a network correspondent for your company. Call your Internet television network your company name with the word "Nation" after it. Send e-mails to your entire data base after posting each video and let them know.

9. Create a Unique Selling Proposition (USP) - Create a unique selling proposition that stops people in their tracks when they ask you what you do. The aim is to get people to pay total attention for a few seconds so that they might tell others about your company. A good USP should be short, not logical, start with the word "We", and include the word "You". The line you're filling in is: "We do _____ for you." Conduct a contest among your employees and put up some nice prizes. That will make them feel important.

Google your potential USP's and see if anyone is using them. Even if they are, as long as it's in another industry, you can get it trademarked for yours. Do so with a good trademark attorney. Your USP should then be on everything - web site, business cards, all advertising and it should be used when your receptionist answers your phone.

Additional Idea: Personalize All Texts and E-Mails – Other than family members, always use their first name and yours in all texts. Dale Carnegie, in the book “How to Win Friends and Influence People”, said that, to each of us, the most important thing in life is our name. When it comes to e-mail, always address people by name and change the subject line each time if it’s a series of e-mails in one day. Have a complete signature in all e-mails, including a street address and a phone number where they can reach you directly. If it doesn’t come as an attachment, add your picture to your signature. On the web, Exclaimer.com is a service that can make all of your company’s e-mail signatures the same.

If you have questions about any of these ideas, feel free to contact me and we can talk.

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Boaz Rauchwerger was the closing keynote for the 2017 A Conference for Companies Running on EOS®

