

Marketing Matters

Answers To Common &
Not So Common
Marketing Conundrums

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www.mcgillbuckley.com

What Matters This Month

In Marketing, One Strategy Never Fits All Segments.

Brazen Beating of Our Own Drum

After hearing our President, Stephen McGill speak to the Canadian Marketing Association, Cowan Wright Beauchamp called us in to develop their new advertising campaign. To find out more, visit www.mcgillbuckley.com.



We spend a lot of our time helping companies develop marketing strategies, compelling messages and integrated campaigns. One of the common mistakes we see when first talking to people is the tendency to lump dissimilar market segments into one big pot and develop a marketing approach that is meant to appeal to all of them. The end result, inevitably, is that that kind of marketing approach appeals to none of the market segments.

Know What They Know. The fact is, every segment comes with different levels of sophistication, needs, wants and motivation to buy what you have to sell. Understanding what they know and what they want is the key to getting to first base in marketing success. Selling a product to a Fortune 500 company is always different than selling to small or medium size business not only from a company standpoint but from an individual standpoint. Odds are you'll deal with a different kind of person in a big company than in a smaller one. Do you know what the differences are? If not, you'd best find out.

Different Market Segments, Different Value Propositions. Understanding what is valuable to each of your market segments is key. Do they want to save time, money or both? Are they looking to streamline or, expand? What motivates them to even look for the kind of thing you have to sell in the first place? With web site visitors typically taking less than a minute these days to decide if they are going to stay, it's imperative that they see something that hits a hot button almost immediately. That means that you have to spend the time finding out what they are looking for. Here's a

hint, it's not always what you think you're selling.

Ask And Ye Shall Receive. We've covered this in previous newsletters but, it's worth repeating. Take the time to get to know your customers; face to face. It is time well spent, always. Ray Kroc of McDonalds did it, Sam Walton of Walmart did it. Surely you can do it too.

The insights you need to get into the mindset of your customers will almost never be found by sitting behind your desk. **If you struggle with what to ask them, call us or email ideasmatter@mcgillbuckley.com and we'll send you 20 questions to get you started.**

Get Even More Email Know How...Free!

If you're considering launching an email campaign or, would like to improve your current campaign results, contact our **Director of Interactive Services, Pierre Lecomte**, and he'll send you a copy of our free report "Email Campaigns That Really Click". Call him at (613) 728-4199 ext. 25, or email him at plecomte@mcgillbuckley.com

McGill Buckley **Ideas Matter.**
Intercreative Marketing

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About Us: McGill Buckley is an integrated marketing and communications firm with bountiful knowledge and abundant experience in a wide variety of consumer and business to business categories. We help marketers develop more compelling messages and work with them to deliver those messages with greater impact and better results. For more information on our company, please contact **Stephen McGill at (613) 728-4199 ext. 22.**

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