



Out&Out
Marketing®

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***6 Principles To Grow
Your Organization***

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The most effective marketing strategies for small- to mid-size organizations often involve simple, commonsense concepts that leaders know but sometimes perceive as too complex, too overwhelming or too draining.

Successful marketing programs don't have to be overly complicated, expensive or time consuming. You'll be relieved to know that any organization can implement a marketing plan that improves its bottom line. How? By following the practical and uncomplicated Out&Out Marketing philosophy.



What is Out&Out Marketing®?

Out&Out Marketing® involves executing simple, disciplined, perpetual marketing strategies that are targeted, relevant and personal.

You probably are wondering how Out&Out Marketing came about and what it can do for you. After realizing that many small- to mid-size businesses face similar marketing challenges – namely, lack of time, knowledge and resources to promote their brand – Dimalanta Design Group founder Ernie Dimalanta developed a successful philosophy that has become the proprietary Out&Out Marketing program. It is based on six principles which, if followed, can elevate a brand's awareness, increase profits and lead to sustainable growth.



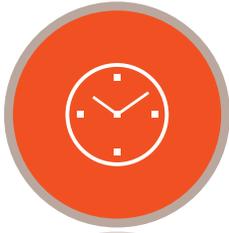
KEEP IT SIMPLE

Many leaders are frustrated by marketing – marketing concepts, marketing strategies, marketing campaigns, marketing road shows, follow-up marketing programs. Confused by too many messages about the next big thing and sales pitches that overpromise and under-deliver ROI, they give up and swear it all off.

Many of you have committed resources to traditional advertising – print, TV, radio, online ads – only to find that the time and budget invested burdens your company with additional tasks that divert employees from their core responsibilities.

Marketing doesn't have to be a massive undertaking. In fact, keeping your marketing strategy simple is a much more effective approach than trying to do everything at once.

Determine what is reasonable, effective and simple for your organization, then do it. You don't have to spend hours of staff time or more money than your budget allows. You simply have to do a thing or two well. And do it consistently.



KEEP IT DISCIPLINED

It's important for marketing to be a priority for your organization and its leadership. You need to make a conscious effort to consistently focus on the needs of your customers and prospective customers, delivering to them compelling messages about your products or services. You need to be disciplined.

This might mean a shift in priorities and/or resources. You need to be committed to creating or investing in systems such as databases or a CRM tool, as well as methodologies and practices, which can help you better understand and reach your customers.

Take time to analyze the data you collect to develop more effective strategies and tactics for future campaigns. Record your notes after every customer interaction and add them to your database. Examine your successes and failures to determine what works – and what doesn't – to engage your target audiences.

A marketing plan without the discipline to wholeheartedly carry it out is a marketing plan that simply won't work. Writing a marketing plan, then putting it on a shelf and later forgetting it exists is about as useful as buying a car and never filling it with fuel. You'll get nowhere fast.



KEEP IT PERPETUAL

To be successful, marketing needs to be perpetual – uninterrupted. Much like the ineffective marketing plan sitting in a binder on a shelf, marketing won't work if you do it in a stop-and-go manner. You can't wait for an offer or opportunity to come to you and then act.

Your customers and target audiences need to hear from you on a regular basis. If they don't, you'll be forgotten. It's the out-of-sight, out-of-mind adage. Keeping your organization in the forefront of their minds will help them remember you when the time comes to make a decision about the product or service you provide.

Invest in calendaring software that your entire staff can see and use to schedule marketing outreaches. Another time-tested tool is the low-tech large white board posted in a common area. It can serve as a constant reminder of your marketing strategies for each month or quarter. Consistently providing a flow of information to your customers will make a world of difference.

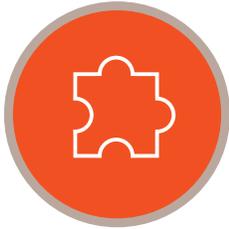


KEEP IT TARGETED

Leaders of small- to mid-size organizations often are so enthusiastic about the products they offer or services they provide that they want to tell the entire world. Literally. While such enthusiasm conveys passion, marketing to everyone is not only impossible and unaffordable; it's not good strategy. You need to be targeted.

Take every opportunity to learn as much as possible about your customers. Use tools to understand your audiences' demographics, psychographics and geographical profiles. You can then specifically target your marketing. You may think your target market is "moms," but you may be able to narrow that down to "moms, ages 28-35, who have 2.3 children in elementary school, drive SUVs, listen to satellite radio and buy organic produce." That kind of specificity helps you better manage your messages and how you deliver them.

There are many benefits to becoming a niche-focused organization. By engaging your people, they very well may become more devoted to you. And, in many instances, they will become ambassadors for your brand, sharing your message with their online and offline friends and acquaintances.



KEEP IT RELEVANT

Your marketing communications must give your audiences the messages they want to hear. If you don't provide them with valuable information or solutions that meet their needs, they will tune you out. It's all about being relevant.

How many times have you read an email or watched a commercial and said to yourself: "So, what?" Wouldn't you rather have your customers read or hear your message and think: "Tell me more!" You need to deliver pertinent content even if it doesn't lead to an immediate inquiry or sale.

By determining what your customers want to know and providing them with useful information, you are establishing a mutually beneficial relationship. It can be one that goes beyond the transactional into the relational. And that leads to our next and final principle.



KEEP IT PERSONAL

One major advantage small- to mid-size organizations have is the ability to create personal relationships with their customers. While it might seem old-fashioned in these days of digital connections, taking the time and making the effort to get to know your clients will make them feel more comfortable doing business with you.

Ask about his recent trip, her hobby, sports, grandchildren or pets. Find common ground. Above all, remember that customers are people. The more pleasant your interactions, the more likely they will be to welcome you back in the future.

One way to move from transactional to relational is to interact face to face with your customers as often as possible. Sure, it might be simpler and quicker to use email, Twitter, Facebook or LinkedIn when you need to touch base. But developing long-lasting customer relationships happens more often when you meet your clients in person.

Being kind goes a long way in building loyalty. When your customers genuinely like you, referrals are more likely to come your way. Plus, the lifetime value of your client is extended.

*Dimalanta Design Group has helped more than 300 organizations impact their bottom lines with Out&Out Marketing. Perhaps we can benefit your organization too. We would enjoy meeting with you for an initial, no-obligation session. This casual, exploratory time together could be your first step toward success as an Out&Out Marketer. **We can be reached at 513.399.6060 or info@dimalantadesigngroup.com***



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