

## GOAL MARKETING

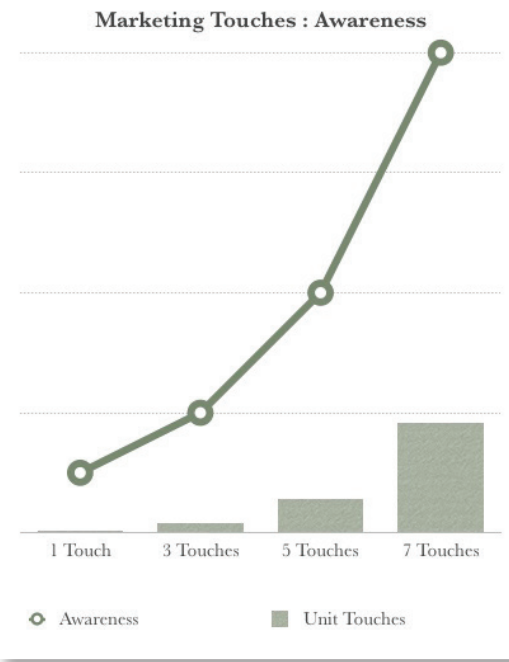
### REITERATION THAT LEADS TO SUCCESS

My first job out of college was with a small publisher who accommodated a new, young editor with a small cubicle, a desk, typewriter and wastebasket. On the wall was a small plaque hung there by my boss, Ralph, prior to my arrival. It hung from a tack by a string, so I knew it had been hastily placed there for my immediate attention. It read: "Know what you want to do, hold the thought firmly, and do every day what should be done, and every sunset will see you that much nearer the goal." - *Elbert Hubbard*. I still have that little plaque. It took me, however, a while to fully understand why he put it there, but it became painfully obvious the first time the publication I was working on failed to meet the preassigned press date. I panicked and Ralph simply nodded toward the plaque, smiled and left me to ponder. If I invested my best effort repetitively day in and out, I would reach my goal one way or the other. I did and I learned a great lesson. One day's effort without the willingness to repeat it the next day, and the day after that, was not worth the effort. My first big lesson out of college was that reiteration is the key to success.

### NIMBLE MARKETING

Jay Conrad Levinson, coauthor with Al Lautenschlager, of *Guerrilla Marketing in 30 Days*, indicates that 90 percent of all marketing decisions are made with a customer's subconscious mind. And the way to approach and get into this subconscious mind is through repetition. Proven by both researchers and practitioners, repeating your message is the most effective way of turning an uninformed but potential client into one who not only enrolls their child, but they are willing to influence others as well.

At CSM we call this process: Iterative-Reiteration. We believe that your direct mail marketing message should be a reiteration (consistent enrollment message) of why you believe your school is the best choice for parents in your community, as well as iterative (evolving enrollment message) in the sense that your stories continue to be fresh and your referrals constantly changing. Never stop delivering your reiterative message, but it's equally important to iterate that message in such a way as to help your reader grasp a fresh understanding of why your recurrent, repetitive message is so important. Often called "nimble" marketing, it's an effective way of getting your message across to parents in your community.



This is really Marketing 101 and it's the most common mistake that most schools make when they take on an enrollment marketing program. They know what they want to say<sup>1</sup> who they want to tell<sup>2</sup>, and how to reach these folks<sup>3</sup>. They often have no concept of the repetitive process that is necessary to turn goals into actual outcomes.

There's a rule of thumb in marketing that it takes a minimum of six times of contacting a prospect before they're ready to purchase. Many schools expect that one open house based on one direct mailing is enough, a select few may try two or three contacts. But do you see the gap here? Few schools design programs that will lead up to six contacts in any given marketing cycle.

At CSM we've established a business relationship from prospects who've contacted us after repetitive mailings, and they tell us, "You know we've gotten numerous emails, letters, brochures and folders from you. Maybe it's time we talked about how you can help us." If we had stopped our contacts at two or three, that relationship probably would never have happened.

Here's the best advice we can give you when it comes to repetition: You need to plan your marketing with repetition in mind. Map it out over the course of a year. Include, along with direct mail: newsletters, phone calls, and personal visits in your plan. Then, keep tabs on how your market responds. Having more than one open house per year is a good way of doing that. Finally, keep these 5 key ways of motivating parents to respond in mind:

### **THE 5 REASONS PARENTS WILL RESPOND**

**I am motivated because I met you and you asked me personally.**

**I am motivated because my friend has endorsed you.**

**I am motivated because someone I don't know but respect has endorsed you.**

**I am motivated because everyone seems to be enrolling in your school.**

**I am motivated because I have done the research and am ready to act.**

Contact one of our CSM Associates (262-338-8538) and discuss how direct mail marketing and cutting edge print and design strategies can help you plan your next enrollment marketing campaign. We can assist you in the development of a winning marketing plan for your school. When you sell your product or service keep in mind that you are not just selling but you are recruiting customers through a strategy designed to capture their interest, make them think and eventually commit to joining your client team. Contact Catholic Schools Marketing today and see why we always say "We're not the only choice, but we're honestly the right choice."

1 See Best Practices: Preplanning: [www.catholicschoolsmarketing.com/white\\_papers.html](http://www.catholicschoolsmarketing.com/white_papers.html).

2 See Best Practices: Reasonable Marketing: [www.catholicschoolsmarketing.com/white\\_papers.html](http://www.catholicschoolsmarketing.com/white_papers.html).

3 See Best Practices: Effective Marketing: [www.catholicschoolsmarketing.com/white\\_papers.html](http://www.catholicschoolsmarketing.com/white_papers.html).