

## GOAL MARKETING

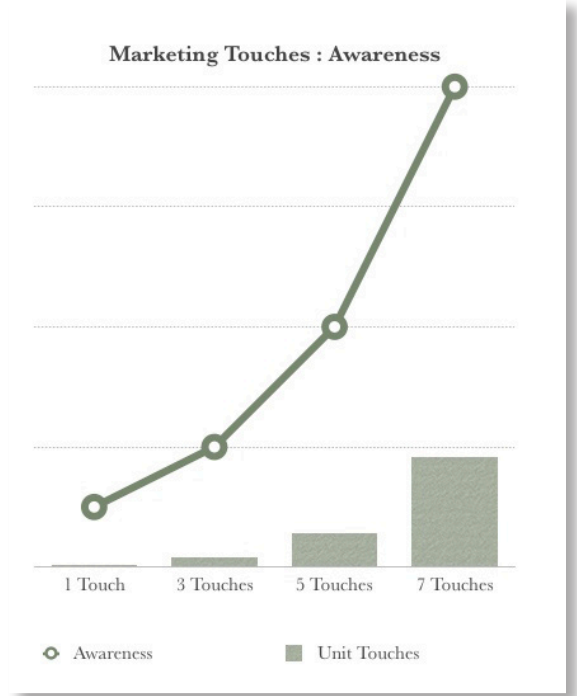
### REITERATION THAT LEADS TO SUCCESS

My first job out of college was with a small publisher who accommodated their 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.

### REITERATIVE MARKETING

Did you know that how you market your school to potential parents rests on the same concept? 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, reiterating 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 tell others to do it as well.

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 reiterative 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 if any schools design a program that will lead up to six contacts in any giving 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 I can give you when it comes to reiteration: 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 influencing your clients to buy in mind:

## **THE 5 REASONS YOUR CLIENTS WILL RESPOND**

**I will buy from you or use your service because I met you and you asked.**

**I will buy from you or use your service because my friend has endorsed you.**

**I will buy from you or use your service because it seems everyone is buying from you.**

**I will buy from you or use your service because after my research**

**I agree with you on the possible solutions you offer.**

*Remember: "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." These five points connected to a reiterated plan for reaching your clients are the keys to your marketing success.*

Contact one of our Marketing Associates at 262-338-8538 and discuss how direct mail marketing and cutting edge print and design strategies can help preplan your next marketing campaign. We can help you develop a vision and mission statement, and assist in the development of a winning marketing plan. 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 product and services team. Contact Pointer 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).