



TOCICO 2013 Conference

# 5 Major Marketing Mistakes

**Presented By: “Dr Lisa” Lang and Brad Stillahn**

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# 5 Major Marketing Mistakes

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- 1. Not selecting a target market.**
- 2. Not understanding what you are selling.**
- 3. Doing nothing to generate leads.**
- 4. Using push marketing.**
- 5. Not measuring the right things, or at all.**

# What is Marketing?

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- **Marketing is connecting with your target market and showing them you have the product or service that solves their problem or delivers better outcomes, explaining it to them where they can be found and helping them to buy it.**
- **Marketing is a broader topic than Mafia Offers.**

# #1 Not selecting a target market

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- **Your target market is the people you want to sell to along with the products/services you sell.**
- **People with specific needs and the specific stuff they need equal a target market.**

# #1 Not selecting a target market

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- **Knowing what your market really wants and who they really are is very important. Communicating where they're at without making them wrong is important, while pushing their emotional hot buttons. Rationality is used as a tool to support the emotional.**
- **Write your marketing to ONE very specific person (your Avatar – a member of your target market).**

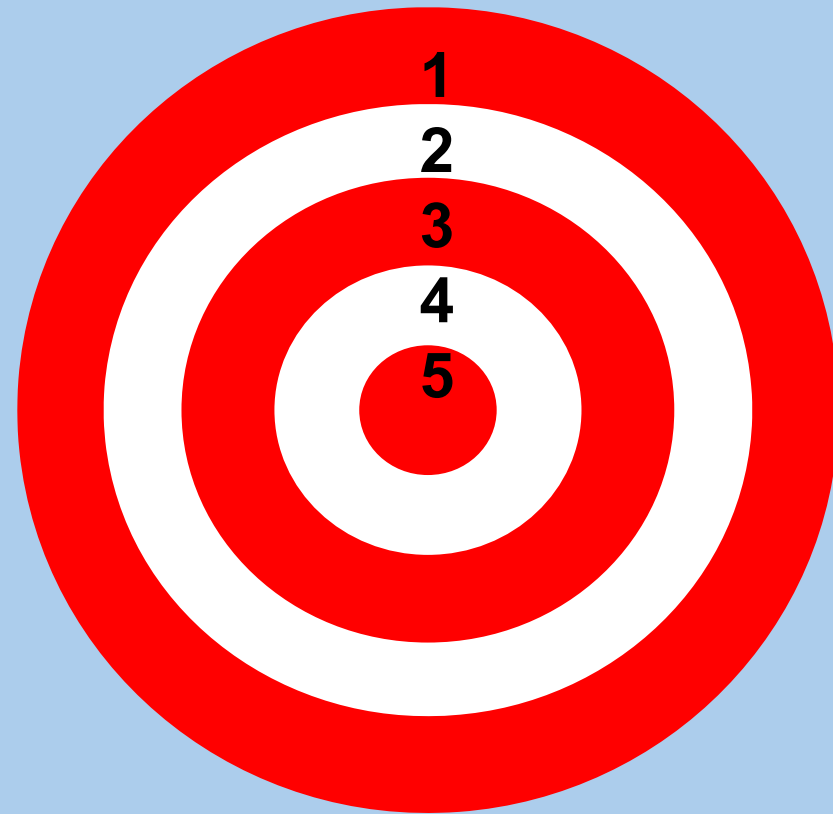


# #1 Not selecting a target market

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## Example:

1. Health Expert
2. Weight Loss Expert
3. Fat Loss Expert
4. Belly Fat Loss Expert
5. Belly Fat Loss Expert for Men



# #1 Not selecting a target market

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- **Market WHERE they hang out and in the way (type of media) they hang out.**
- **UDEs will only make sense to your market IF they are really THEIR UDEs.**

# #1 Not selecting a target market

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- **When most hunters go out to hunt, they think like hunters. When a master goes out to hunt, he thinks like a deer.**





# #1 Not selecting a target market

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- **The TOC Buy-In process is missing layer 0. It's very difficult to gain buy-in from an unknown, un-described, entity.**
- **If your target market is not specific enough, they won't relate. The more specific and targeted your market, the more you can talk directly to them and in their language.**

# #1 Not selecting a target market

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- **Have no idea what your target market should be?**
  - **Where do you make the most Throughput for the least amount of your capacity?**
  - **What do your customers compliment you on? (What do they know you for?)**
  - **What part of your business do you have the most expertise in?**
  - **What's the group of people who are most likely to benefit from what you have to offer (and are willing to pay for it)?**
  - **Which target market can you or think you can create a Mafia Offer for?**



# TOC Consultant Example

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- **You have decided to become a TOC consultant, but not try to be all things to all people.**
- **You want to help companies improve their project management.**
- **You have connected with an innovative project management software company that has recently developed easy-to-use, inexpensive project management software.**

## **Group exercise:**

- **What is your target market? How come?**
- **Describe your avatar.**



# #2 Not understanding what you're selling

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- **It's not about you or your product/service.**
- **It's about them and the outcome or better results they're seeking.**
- **The customer doesn't want products, services or techniques – they want an outcome!**
- **People want value. The way we offer them value is in the form of results which is in the form of our products or services.**
- **Selling a tangible, measurable results that the customer can expect to experience in the real world dramatically increases the price you can charge.**

# #2 Not understanding what you're selling

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- **If you don't understand what you're selling then, you probably are not doing a good job of presenting your offer.**
  - Price ≠ Cost
  - Price + Complexity + Risk/Fear = Cost
- **To be more successful in selling you have to minimize non-price costing and communicate well.**

**Complexity is Confusion + Effort**

# #2 Not understanding what you're selling

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- **Communication is about the successful transmission of meaning. You've achieved communication when:**
  - New logical connections are made
  - An ah ha moment is triggered
  - A new possibility emerges
  - It is realized that the cost, is much less than the value
  - And action is likely to be taken
- **And ultimately, your clients will then associate your brand with the solution they wanted unconsciously, and think of you/your brand when they see similar situations in the future.**

# #2 Not understanding what you're selling

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- **We want high value products/services that are tailored to our customers needs so that they say to themselves – I never knew someone could understand this at this level.**
- **If you don't understand your target market (#1) nor what you're selling, then you have no chance of knowing what competitive advantage to create or what mafia offer to make.**
- **A Mafia Offer is NOT effective because of logical arguments, but an instinctive, emotional response “I gotta have it”.**

# TOC Consultant Example

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- **You have chosen your target market and described your avatar.**

**Group exercise: What are you selling?**



# #3 Doing nothing to generate leads

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- **Thinking that hope and a website are a strategy.**
- **There are lots of ways to generate leads. Which is best depends on your situation. That's why testing is so important.**
- **You can start by seeing what competitors are doing. If they are using a particular lead generation method for more than 4 months, they are *probably* getting an ROI from it.**
- **Draw your funnel and track the data.**



# #3 Doing nothing to generate leads

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- **There are 3 ways to GROW a business.**
  - 1) **increase the number of customers;**
  - 2) **increase the T per transaction; and**
  - 3) **increase the frequency of purchase or repurchase.**
  
- **The more you can spend to get a lead, the less you have to worry about competition. (WHY do you think this is?)**

# #4 Using push marketing

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- **Leverage applies in marketing just as it applies in operations. It costs you the same to send out a flyer that gets a 1% response rate or a 10% response rate. By working on the right things in your marketing you greatly increase your leverage.**
- **Getting prospects to seek YOU out and/or realize “I need help” is pull marketing.**
- **Spewing everything you know out to your market is about you, not your customer.**
- **Your marketing should itself be valuable. Give away some of your best stuff.**
- **Get people to act NOW.**



# #4 Using push marketing

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- **Give your prospects → results in advance.**
- **Call out the elephant in the room.**
- **Repurpose content.**
- **Inherent simplicity applies in marketing too. People want simple ideas, not complex ones. Influential writing is not about writing better, it's about simplifying things in a better way.**
- **Without a detailed avatar of who you are marketing/writing to/for, and what makes them tick, you are engaging in blind target shooting.**

# TOC Consultant Example

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- **Your new company does not have a lot of money.**
- **You need to generate leads and customers relatively inexpensively.**

## **Group exercise:**

- **How will you generate leads?**
- **How will you convert leads to customers?**

# #5 Not measuring the right things or at all

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- **In operations we can physically see constraints. In marketing we don't have this ability – we need data.**
- **You can know and measure the results of your marketing by measuring how many sales you make from each marketing communication that you use.**
- **What's working for you? – twitter, LinkedIn, website, webinars, direct mail, Facebook, Pinterest, article writing, PPC, retargeting, blog posts, TV, banner ads, podcasts, cold calls, video marketing, leaving comments, mobile marketing, email marketing, or what?**
- **How many leads do you generate? By what method(s)? What is your conversion rate at each step of your sales conversion process?**



# #5 Not measuring the right things or at all

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- **What's your sales conversion process? Retention process?**
- **What's your upsell and/or post sale process?**
- **What do you spend on marketing and what ROI does each generate? (BTW your ROIs will be much better if you have a specific target market.)**
- **When calculating your ROI, consider both **time** and money.**
- **If you don't know these numbers, how will you know where to focus your efforts and what to improve?**

# #5 Not measuring the right things or at all

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- **Testing is how we improve our marketing. What to test, in what order depends on what your measures are indicating.**
  - **Test your message - wording, pictures, colors, placement, fonts**
  - **Test the medium - direct mail, ads, videos, webinars, closing techniques**
  - **Test your sales process**
  - **Test where/how you make your offers, as well as, the specifics of your offer**
- **The ability to turn floods of information into real knowledge has become one of today's most valuable resources.**



# TOC Consultant Example

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- **You need to track the right things.**
- **You must have a good ROI from marketing.**

## **Group exercise:**

- **What is your process?**
- **What will you track?**
- **How will you decide what to continue and discontinue?**

# “Dr Lisa” Lang

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- “Dr. Lisa” Lang is a renown Theory of Constraints expert and is the foremost expert in the world for applying TOC to marketing. Dr. Lisa is regularly sought out for her expertise on developing market offers that increase sales. She has been named a **“2012 Trendsetter”** in the USA Today and a **“Manufacturing Champion”** in Newsweek for her work helping highly custom job shops and machine shops to become more productive, more competitive and to bring manufacturing back to the U.S. She has appeared in CNBC, CBS, The Wall Street Journal, and Yahoo Finance to name a few.
- As the President of Science of Business, she invented the Mafia Offer Boot Camp developing over 100 Mafia Offers for fortune 100 companies and other organizations around the globe. Dr. Lisa's Mafia Offers: Dealing with a Market Constraint chapter in the Theory of Constraints Handbook reached the #1 spot on the Amazon best seller list, as did Marketing Miracles a book co-written with marketing legend Dan Kennedy. Dr. Lisa worked with Dr Goldratt, serving as the Global Marketing Director for Goldratt Consulting. She has a PhD in Engineering and is a TOCICO certified expert. She is currently Chair-Elect for the TOCICO Board of Directors.



# Brad Stillahn

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- **Brad Stillahn purchased West Tape & Label, Inc. in 1990. After struggling at breakeven for years, he found TOC in 1995. With the personal goal of free-time, he led a successful “enterprise wide” TOC implementation with the help of Chesapeake Consulting and AGI, and then turned over operating responsibility to his employees in 1999. He recently sold the assets of the company in early 2011.**
- **Brad has worked with Dr. Lisa Lang and the Science of Business as a TOC consultant since 2004, with special interest in helping small business owners with “Quick Quoting” and holistic Viable Vision implementation.**
- **Before 1990, Brad was Director of Corporate Marketing for Menasha Corporation, a large privately-held, multi-divisional company based in Wisconsin. He previously held a variety of management responsibilities at Owens-Illinois, a publicly-traded multi-billion dollar packaging company, including marketing, sales, corporate planning, finance and accounting, and logistics. Brad is TOCICO certified and APICS certified in Integrated Resource Management (CIRM). He received his MBA from Washington University in St. Louis and undergraduate degree in Economics from the University of Missouri.**

