

## The Seven Fs for Fantastic Marketing and Fabulous Results

With the risk of sounding cliché, marketing can be done successfully if you incorporate the following seven principles into your marketing efforts. It just so happens that all of them start with the letter “F”. In relative order of priority, here they are:

- 1. Focus** — Be concise with what you are trying to accomplish. If it is branding, don't expect extraordinary responses and orders. If it is leads or orders, make sure you make it easy for the buyer to order and have strong call to action in the messaging. If a client or prospect doesn't understand why you are contacting them, or doesn't feel like your message or offering applies to them, or isn't led directly to an action they should take, they will ultimately ignore your message.
- 2. Facilitation** – Make it easy for someone to understand the message. Speak to your audience in their terms. Use commonly known terms and speak directly. Tie in visuals that help connect with your target market. If they feel you understand them or their business, you will have a better chance at getting them to take action and respond.
- 3. Forecast** – Have some sort of ROI calculation. People can feel like they have not achieved desired results from their marketing because they did not have a benchmark to measure against. What are your expectations? Are they realistic? What have been results to this point on similar marketing? All of these factors should be considered when planning what to expect the next time. If you can determine what kind of cost is required to produce a lead and a sale, you can budget appropriately and make sure profitability is at the necessary level with regards to cost of goods sold (COGs).
- 4. Frequency** – One of the most overlooked marketing principles around. It is a known fact that in order for someone to take an action, they have to be exposed to the opportunity a certain number of times before they will respond or take that action. This can be a mailer, an e-mail, a postcard, a phone call, an advertisement, a billboard, etc. Each exposure to your ad or company counts towards the frequency that generates an action—an action as simple as scheduling an appointment. This frequency is usually different for every industry, product, service, audience, consumer, etc. Tracking your frequencies for action will bring you better and more predictable results. The big thing to keep in mind: the higher the title (Vice-president to CEO) or the more affluent the consumer, the higher the frequency needed to get their attention. They have higher expectations for customer service and attention to detail, and generating a feeling they are really important to you will help get their attention.
- 5. Flexibility** – Always be learning. If something does not produce the results you desired, focus on what you learned from it to make it better for next time. Adjust with the marketplace, environment and seasonal factors. Remaining agile with a percentage of your marketing dollars allows you to spend them where you get the biggest bang for your buck rather than just following a set program which might not be generating maximum results.



- 6. Fact-Finding** - Gather as much information about your clients and prospects as possible. Understand their decision-making process, when key dates are for them, what their buying indicators are. If you ask your existing clients what it takes to gain their attention, their answers will probably give you a good indication whether your plan of action is a good idea. Is there a better way to go about reaching the same audience? If they wouldn't bite, how can you expect a response from someone who does not know you or have brand loyalty to you? If you can get them to respond to an advertisement and/or convey some valuable information to you about their current situation, you have achieved successful results either way.
- 7. Follow-up** – A lot of people make the mistake waiting for clients and prospects to come to them when they have a need. “If I send out a brochure, run an advertisement, or whatever, they will contact me if they have a need or are interested, right?” WRONG. Part of this principle goes back to the Frequency principle and the other part is timing. You would be amazed at little follow up gets done on leads. Everybody hates to admit it, but it's true. Results typically increase 10-25% if someone follows up with personal contact after your advertisement was received or seen. If you make that call, it also counts towards the necessary Frequency to get them to the point where they are ready to take action. The timing has to be right for them and follow-up can help you understand when would be a good time to for them to be considering your products and services.
- Honorable Mention: FUN** - You have to have fun. If it is not evident to your audience that you enjoy what you do, are confident in your ability, and are excited about what you are doing, people will notice. Perception plays on emotion. A majority of marketing response is tied to stimulating the right emotion at the right time with your audience. Make them feel valued, needed, and make them want to find out more. Message tone, design, pictures, etc, can all affect your ability to drive results from your marketing.

Is this everything you need to consider to create great marketing results? No. But it does give you a solid pattern to follow to increase your success rate and grow your business to the next level. For more information or help with implementing strategies such as this, contact [bevelwise](#).