

# How to Build a Marketing System to Attract and Keep Customers



By Jacob Powell, Owner/Founder of Powell Business Development Inc.

Throughout history we have made decisions based on our values and defaulted to our needs.

That has not changed. We continue to make decisions to buy based on our needs and values we hold.

It is our job as business owners to uncover what those values and needs are.

Marketing is the art and science of creating value by developing successful exchanges.

Marketing is synonymous with business.

Every business requires a certain level of demand to be successful.

## BASIC PRINCIPLES TO START FROM

There are two basic principles for advertising:

1. Target groups when conducting sales activation tactics (generally, 40% of the budget).
2. Reach as many people within the market as your budget allows within your market for brand-building activities (typically, 60% of the budget).

## SALES ACTIVATION ACTIVITIES

Sales activation activities are marketing activities that evoke a short-term or immediate response. Sales activation helps capture the demand that already exists.

*(Source: Binet and Field, 2013.)*

## BRAND BUILDING ACTIVITIES

Any marketing activities that build the mental structures of customers to think positively about the brand slightly. Brand Building can create demand and capture much of it.

Short-term sales activities are usually highly efficient. However, the long-term brand building generates a higher rate of return in the long run.

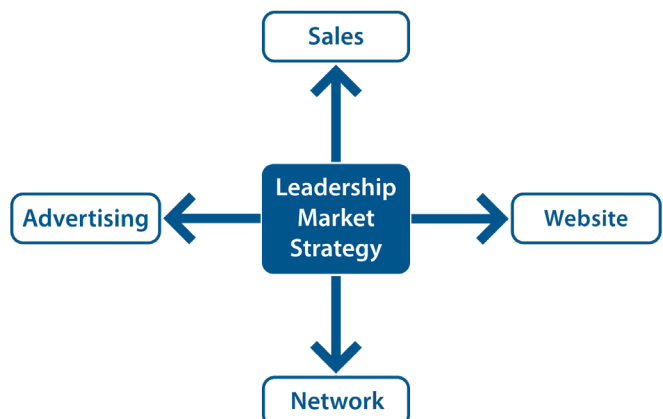
*(Source: Binet and Field, 2013.)*

## A PERSONALIZED MARKETING SYSTEM

Owners get caught up in everyday operations and lose sight of what makes the difference in their business's growth. A marketing system is a tool to attract and keep customers without reinventing the wheel every time. A marketing system ensures consistent and predictable results.

## MARKETING SYSTEM OVERVIEW

Every racer on the line has the same goal, but only one achieves victory. Often, it's because that person had a better system.



## LEADERSHIP

### What

Leaders cast vision. Vision consists of core values, purpose statement, and mission.

### Why

Without a guiding star, your business and strategic decisions will wander and drift.

## MARKET

### What

The market foundational block creates your market snapshot; the size of the market in dollars, your business share of the market, and competitors' share of the market.

### Why

This block provides a no-BS view of exactly where your business stands in the marketplace so you can make informed strategic decisions.

## STRATEGY

### What

Strategy is choosing what not to do. What decisions must be made to position your business in the customer's mind? Choose your positioning, objectives and BIG IDEA.

### Why

Perception is reality. How your customer perceives your product/service is reality.

## SALES

### What

The sales process is documenting any customer interaction with your business.

### Why

By documenting these interactions, you and your team are better equipped to optimize the system you are creating. You will also identify owner interactions that need to be delegated to achieve the freedom you desire.

## WEBSITE

### What

Most customer interaction will flow through your site. This involves optimizing the back end, the front end, and doing it all in such a way that is distinctly you.

### Why

By making sure you can capture leads automatically, are seen, and distinct, you are in a better position to harvest the value you create.

## ADVERTISING

### What

Develop a campaign that is consistent, frequent and distinct.

### Why

Every business reaches an inflection point. At this point, you can choose to advertise and achieve growth, or not advertise and stay exactly where you are.

## NETWORK

### What

Network is your list that you have direct influence with. It is the media which you own. It can be hosted on social media channels like Facebook, Instagram or TikTok, but it often will be your contact list.

### Why

Owning your own media increases the value of your company exponentially.

### Reference:

Les Binet and Peter Field, *The Long and the Short of it: Balancing Short and Long-Term Marketing Strategies* ([Institute of Practitioners in Advertising](#), June 11, 2013).



## ABOUT THE AUTHOR

Jacob Powell is Owner/Founder of [Powell Business Development Inc.](#) PowellBD helps owners identify a clear path to grow their business and build a system to attract and keep customers through research, strategy, and implementation.