
The Mathis Group's

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Marketingology In 2003

By Dr. Keith Mathis

What Is Marketingology?

As we explore ways to make our services or products sell faster and take over more marketing share, we must be cognizant of marketing techniques.

Marketing can be defined as a process for creating knowledge of products or services that people desire and are willing to exchange money for their possession. Marketing, to me, is very important. Marketing today is what brings in business for tomorrow. It is what convinces your old customers to return for additional products or services. Marketing can keep you in business if done in the right manner, or it can put you out of business if not done correctly. It is because of this reason that I developed marketingology.

What is marketingology? It is the process of obtaining and retaining customer relationships for long endless business. It is also the creating of a desire from a target group to want our products or service.

Marketingology is created with you, the end user, in mind. This means that we desire to educate you with the important information to allow your marketing dollars to work for you at a faster rate and a faster response. Does this mean that all your future marketing efforts will be successful? No. There are never any guarantees when it comes to marketing. We can have the right method or media of marketing but the wrong message. We might have the correct message but the wrong target group. We can have the right target group and message but use the wrong type of media.

Marketingology seeks to reduce the risk, not guarantee there is no risk. When you use these principles, you learn how to create campaigns that have a higher potential of success because you have all the right ingredients included.

Introducing New Marketing Ideas To Your Organization



One of the most exciting things an organization can do is to become aggressive and go after customers. Plant seeds for new customers. This takes the support of the entire company, and getting involvement from others will be an asset.

Every organization must focus their attention on marketing to gain customers and move the company to stronger stability. While doing this, one must get started in the right direction. This means discussing the need for marketing and brainstorming different target groups and demographics. When we get others involved, we reduce the resistance from the organization. The following steps will help you introduce marketing and marketing concepts to everyone:

1. Create a marketing team. When designing a marketing team, you must have a balance of people who are both creative and those who are detail oriented. Your marketing team must have the freedom to discuss possible marketing techniques that might sound crazy or extremely out of bounds.

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*Progress always involves risk;
you can't steal second base
and keep your foot on first.*

Frederick Wilcox

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If this freedom is allowed, you will notice numerous ideas and suggestions surfacing.

One thing that will help you in setting up your marketing team is to list some of the people you desire to be on the team. Choose people you trust and have already demonstrated a degree of success or interest in the marketing efforts of the organization.

2. Conduct a marketing audit. Conducting a marketing audit will help determine which areas of the marketing process have worked in the past. A good audit will examine the target market, segmentation, and media being used to reach them. It is not uncommon to also include examinations of customer satisfaction ratings and how much of the market share your organization presently holds.

You will need to interview customers for future needs and desires to allow you the opportunity to see where your customer base is headed. Find out which media forms the customer uses: types of magazines, associations in which they participate, and television and radio stations. The audit allows the marketing team the opportunity to make plans based on data and research rather than preconceived notions.

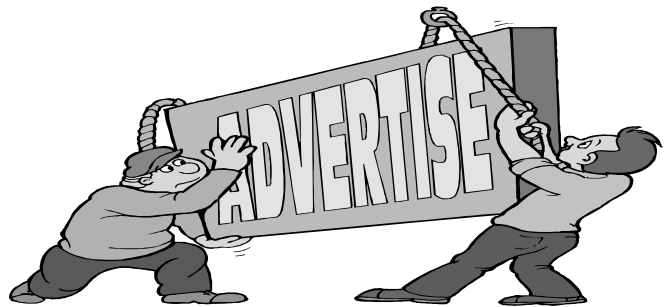
3. Create a position or responsibility for all marketing efforts. Giving responsibility to team members creates buy-in for the team. One of the frustrations of many teams is that people do not follow up or take the necessary responsibility needed to be successful. To counteract this and prevent it from happening, create an accountability system, which follows up on those in the team and is willing to confront if they do not come through with their assignment.

4. Compare old and new marketing processes. Keep the part of marketing which is working for you, and change those areas which are costing money and producing little. In order to do this, your team must examine the marketing processes.

Examine the old marketing process, and determine how you are presently gaining customers. Which areas of marketing do you know for sure bring customers into your organization?

How do you know this media is bringing in customers, and how many customers have been brought in with this media? All of these answers point out how you can better use your marketing money.

Examine new marketing processes. The new marketing processes are those areas you expect to help reach your target market faster. When looking at new marketing processes, you must try to do things differently than you have ever done. By incorporating new methods of marketing into your organization, you may find new customers along the way.



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Marketingology

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To Grow Your Business
During Tough Economic Times*

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