



DCE – Video Production Special Report

6 common sense principles to increase revenue now

SAMPLE REPORT

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Included

★ SPECIAL BONUS ★

2 tools to immediately improve your marketing

By Don Covell



Executive summary

This booklet can make you money. Capitalizing on years of experience in marketing and business development, I would like to share **some common sense ways to increase your revenue.**

These are ideas which you can probably do yourself or have your marketing group do them for you. **Often you can increase your sales by merely managing your existing customer database more efficiently** at an almost ZERO increase to the cost-of-sales.

Topics:

[Introduction](#)

[Principle](#): 1 People buy for only one reason...

[Principle](#): 2 Eliminate your "Sales Prevention" department

[Principle](#): 3 Effective ad content

[Principle](#): 4 Effective e-marketing

[Principle](#): 5 How to create new customers

[Principle](#): 6 Effective product/program marketing

★ SPECIAL BONUS ★

2 valuable tools included in this report to improve your marketing today.

[Exhibit](#) 1 "How to position yourself in the market"

[Exhibit](#) 2 Product & Program Marketing Management Form

SUGGESTED USE:

1. **Read it** set aside 10 minutes in your schedule
2. **Compare it** to your market strategy (do you have one?)
3. **Take action** nothing happens until ideas not acted upon



Introduction

The world's best kept secret...

"Most marketing doesn't work!"

It's true.

Multi-billion dollar firms spend millions on marketing campaigns, e.g., Pepsi \$1.3B, GM \$4.4B. Coca Cola went from "The ideal brain tonic" in 1893 to "Coke is it" in 1982. They really don't know which ads will succeed or fail but they keep trying.

These campaigns often rely on "brute force" repetition to get their message out... which is fine if you've got a \$250M marketing budget. However we can often improve our marketing with low/no cost common sense ideas.

The steps outlined in this report reveal some common sense ideas to gain market share through *effective* marketing. Hint: *it's not brain surgery*.

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I have studied with some of the best marketing minds in the business. I absorbed important lessons and knowledge by observing, reading, attending seminars, and experimenting. To be candid, I also made mistakes only to learn that the ideas I tried just weren't working. **Perhaps sharing my experience will save you some time and money.**

The truth is, effective sales and marketing is no accident. It takes **a well-planned strategy that hits the mark, supported by the right tools and activities.**



Principle: 1 - People buy for only one reason ... their reason.

It's not price, service, quality, reputation... etc. Think about that for a minute. **Those are your reasons.** By using platitudes like these you are presenting yourself as a "me too" player in a sea of competitors. Customers begin to discount any claim made by you or the other guys.

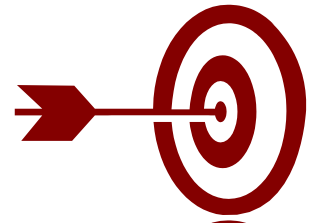
Customers want one thing...The Best Deal

SOLUTION: You need to convince them you're the best deal. If you doubt this, think about your last major purchase decision... was it based on slick marketing or getting the best deal?

How do you convince them you're the best deal?

1. Determine what your customers want most
2. Say it in a way that they can understand and believe
3. Give it to them

Think of your marketing efforts as if they were arrows trying to hit a target... not just a target group but a target need or motivation.



How do you determine what they want?

Ask them. (Remember it's not brain surgery.) Ask questions like "What would be the main reason you would choose X over Y?"

EXAMPLES:

- Do simple surveys with existing customers.
- Talk with them at trade shows.
- Buy a report or hire a research firm if necessary. Great idea!



Stop using platitudes in your marketing

Think about the advertising you may have tried, the great ideas you came up with that would have your customers beating a path to your door. If this succeeded for you congratulations!

Stop practicing "myopic marketing."

The reality is, however, most managers miss the "target" because they are marketing from their point of view... not their customer's view.

Is your marketing based on guesswork or on being the best deal?

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