

# Attraction Marketing: Get 'all dressed up'

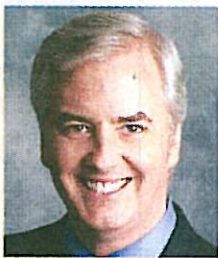
*Editor's note: This is the third in a series of articles by Dan Gartlan covering the topic of Attraction Marketing.*

Attraction Marketing is the process of making your company, its products, services and culture more attractive to prospects by driving marketing initiatives with the people you already employ.

"All Dressed Up" is the first and simplest step in making a difference in your ability to attract new business.

The new economy is our new reality. Everyone you talk to in business has come to grips with the fact that change has happened and we are most likely not going back to the way things were before the downturn any time soon.

If we accept that things have changed, why are so many companies still messaging the same on their websites as they did three or more years ago?



DAN  
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It would be like going for a job interview in clothes that were stylish in 2002.

Today, your prospects and customers have different concerns and needs.

The goal of any marketing website is to get prospects to take the next step. That may be to send an e-mail via your "contact us" page, call, opt into your e-mail list to receive more information, or place an order.

Your website is often the first impression people receive of your company, so your site must catch their eye and engage them.

If you want to be attractive to prospects you need to get "All Dressed Up."

I've heard: "My website has never gotten me a piece of business."

Let's say that is true — that you get all your business from referrals or through direct sales. You may not even do search or online marketing.

Consider this, I meet you at an industry event. We talk and I am impressed. I send an e-mail to my business director with your contact information. He visits your website, sees content that feels out of date or not relevant in today's economy, and has trouble understanding why I gave your name to him.

I may own the company, but he is your potential client.

He will meet with you, but you'll have an uphill climb.

Now take the same situation but make your website homepage reflect the thinking you shared with me in our conversation.

My business director visits your

website and understands why I asked him to call you.

More importantly, he sees clues on your site that your team is progressive in areas where his current vendor falls short.

In a real sense, he is attracted to your business. He wants to know more about how your team thinks and how you might approach his challenges. How different will your first meeting go?

Everyone, no matter how they found your website, has an interest in your company. As the leader, you are responsible for engaging with them so they move through your buying process.

• *Dan Gartlan is president of Lombard-based Stevens & Tate Marketing, a full-service advertising agency specializing in a complete range of integrated marketing communications services. Contact him (630) 627-5200.*

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