



NEWS

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STAY TOP OF MIND WITH ATTRACTION MARKETING TO GET AND STAY ON A PROSPECT'S LIST

LOMBARD, IL DEC. 20, 2011– Stevens & Tate Marketing started an initiative called *Attraction Marketing* (www.AttractiveMarketingUS.com) nearly two years ago to respond to the challenges businesses are facing due to the economic downturn.

Attraction Marketing is the process of making a company, its products, services and culture more attractive to prospects by driving specific marketing initiatives with people and resources already in place. One of the six key strategies is “Stay Top Of Mind,” which drives a company to leverage its database by regularly communicating with prospects via email and mail.

The thinking behind the strategy is simple: keep in touch with prospects beyond the salesperson’s reach and promote the business’ unique value proposition on a consistent basis.

“Similar to people who proactively work to keep a relationship strong – businesses also need to work to stay in touch with contacts,” said Dan Gartlan, president of Stevens & Tate Marketing and a proponent of Attraction Marketing.

“Companies need to nurture and grow the relationships they have available to them by showcasing their thinking and expertise,” he continued. “The result is staying top of mind with prospects so that when they are ready to act, your name will be top on their list.”

Messaging: Having A Strategy Is Key

According to Gartlan, to maximize its return on investment, a successful email or mail program should have a solid strategy.

“Develop a series of communications that are relevant, insightful, and promote a brand in a way that builds trust – without selling,” he advised.

Messaging should offer value to the reader and resonate with the target audiences. Whenever possible, find ways to speak to them individually, with information designed specifically for their business or industry. It is critical to understand every audience’s demographics and what is important to each today.

Be Smart: Set Measurable Goals And Use Data To Your Advantage

Keeping track of progress and monitoring results are also essential to Attraction Marketing. For an email program, this includes managing the database. It is important to maintain up-to-date and accurate prospect lists, as well as actively peruse now contacts.

Delivery: Incorporating Mail Into Your CRM Program

There is still a place for postal mail in the “Stay Top Of Mind” strategy, as well.

“Physical pieces have lasting value, and can sometimes make even more of an impression than an email,” said Gartlan. “People leave mail lying around for days, or even weeks – which provides more chances for a message to be seen, and greater opportunity for your brand to be top of mind.”

On the other hand, email is an instant decision. Audiences generally decide within a few seconds if they are going to open an email or not and if they are going to read it or click through on any links for more information. Additionally, email offers interactive content and provides a direct method for prospects to learn more about a brand, products or services. It also allows them to create immediate contact online.

“The key is to ensure that the tone and delivery of any message complements the brand, goals, and how it wants to be perceived,” Gartlan explained. “As in life, when trying to make something attractive to others, focus on the basics. Work to do the little things that will act as constant reminders of a brand and reap the benefits.”

To learn more about how to “Stay Top Of Mind,” visit www.AttractionMarketingUS.com. It is one of six key areas involved in Attraction Marketing, which although independent of each other in scope and tactics, all work together toward the same objective – to drive a company’s “attractiveness” to potential clients.

Dan Gartlan, president of Stevens & Tate Marketing (www.stevens-tate.com), counsels businesses on improving their marketing results and speaks on the topic of Attraction Marketing to businesses, groups and associations. He can be reached directly by calling 630/627-5200 or through email at gartlan@stevens-tate.com.

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