Digital marketing

The demand for fish

“Give a man a fish and he’ll eat for a day.
Teach him to fish and he’ll eat fish for a lifetime.
Create an artificial demand for fish and he’ll eat steak whenever he likes.”

This slightly adjusted proverb shows how creating a demand for a product can make making potential buyers perceive that a shortage is on the horizon.

When companies wish to sell something fast, they will often play on the worries and vanities of their buyers – particularly men, who notoriously over compensate every time there’s a shortage of anything. How do you create this sort of frission in your market?

Generate awareness by using a PR campaign in the press or online or use the viral medium like a blog to drop in a subtle hint about a future issue with some product or other “while stocks last”. This creates a number of outcomes:

Firstly, you get the attention of a lot of buyers. Secondly, they see they might be missing out. Try feeding in interesting snippets about exactly how long stocks may last. This can stimulate an immediate reaction to buy at all costs and not miss out.

Your challenge is to interrupt the busy lives of your buyers with something so important that they stop what they’re doing to accept the challenge you present. Powerful marketing tugs on the buyers’ emotional motivations while poor marketing focuses more on the numbers.

Don’t get confused with panic buying where life and limb may be threatened by water or food shortages. Even marketers respond here. Conversely don’t oversupply your market as this stops demand dead in its tracks.

If your marketing push only extends as far as putting out a bland statement about what you offer, you’ll never create the word of mouth buzz to give your sales that real boost. Scaremongering through constant sales drives, delivers only limited success – otherwise our houses would all be packed to the ceiling with furniture from DFS.

Your readers are sceptical and suspicious so creating demand through viral marketing has to be believable and twang the right emotional strings to make buyers think they’re missing out - remember the financial feeding frenzy surrounding the dot.com boom a few years back.

I know I'm skating over some important issues regarding promoting fish, but applying the right amount of marketing mussel, in the right plaice, is a brill idea to make the world your oyster and leave you squids in.

To find out about creating a perceived fish shortage and make it happen:
call : 01925 262 800 or simply email: gerryw@flyingveemgt.co.uk

(Tried to get cuttlefish into the last paragraph but couldn't)

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