



Marketing your big idea

It's possibly the most exciting thing you'll ever do.

Your big idea is moving off the page and into the real world. All the blood, sweat and tears you've shed have all been worthwhile. Your product/service is ready for the market. But what comes next?

In an ideal world, your product will be so brilliant that **word spreads like magic** and people are falling over themselves to thrust money into your hands.

In reality, you have to **create the magic**.

Now you should already have an idea of your big idea's sales potential but do you know that what often turns **good ideas into great products** is the marketing they receive. The Betamax VCR system was superior technically but inferior in marketing terms, while the iPod is a great product with top class marketing support.

Okay, your big idea may not have the pretensions of the iPod, it will be competing head on with already established competitors or will need to grab the attention of prospects who as yet, don't know it exists.

It is often said that if you spend £1 creating your product then you'll need at least the same amount to market its success. The truth is that **your big idea exists to make you money** and the faster you can do it the better. If you have the money but skimp on the marketing it might never achieve its potential.

Why is marketing so important? If people can't see what you offer then it won't sell. If insufficient numbers of people buy it then you're going nowhere.

But what if you don't have a big marketing budget?

First off understand why someone might pay money for such a product – from their perspective? Why should they buy from you and not someone else? With low support budgets the key will be to find ways to get potential buyers to do the advertising for you, spreading the word through their networks.

What if your product is **totally unique** but your budget limited? How do you market it?

The internet is ideal for reaching a large audience if they know what to look for. Just being on Google with a website won't do you much good if **people don't know the keywords to type in** to find you. People don't open emails from strangers.



People do however, go on **forums and blogs** for related products and seeding these pages (without any attempt to sell) with references to problem solving can, over time, build you a community that creates awareness in your brand. Social media requires a certain type of approach – softly, softly at all times.

A more potent, low cost, faster way is to shoot a 30 second, **humorous video** and place it on YouTube. This can bring thousands of hits to your website of which a percentage may resonate.

If your big idea is basically **a me-too product**, it will already have many competitors. Without sufficient marketing, life will be tough because you need something to highlight **your product's unique benefit** in an attractive and worthwhile way.

In this case, **people know which keywords to use** so your job is to make sure your adverts appear higher than anyone else's (in line with your budget) on Google. Here, short sharp, sponsored advertising (pay per click) supported by email is ideal and highly cost effective when performed correctly. You will also have the flexibility to operate in more niche, lower cost arenas.

So **find the right market** for your product. Explore that market. Test run some online advertising and see what metrics / analytics come back. Talk about it and write it up in articles in blogs and forums where similar minded people (prospects) may go and measure progress and cost by the hour.

For launching your big idea, the internet is probably your best marketing friend but a fickle one if you treat her badly.

To find what works for your big idea, call me on **0800 86 202 86** or email: gerryw@flyingveemgt.co.uk