



Why you need to stand out

Is your approach to marketing your business like a trip to Tesco's?

There's your business on a shelf in one of the aisles, amidst hundreds of other competing products, all vying for attention, hopefully waiting for someone to pass and put you in their shopping trolley.

This is not such a strange analogy. People shop out of habit. They invariably buy pretty much the same things, same brands, every week. What makes them buy differently?

By putting some message into their heads that they remember as they come to your shelf position that causes them to stop and look at what is different. You!

Why did they pick you?

Did you have a prettier package? Was your product bigger? Were the competing products less attractive? Was yours the brand name? Are you now on "half price offer" or "reduced to clear"?

In tough times, sticking with the familiar only works up to a point and people by necessity are more receptive to effectively advertised alternatives.

Office of National Statistics

Here is a sample from the Guardian, Tuesday 24th March 09, from the Office of National Statistics 62nd annual review, about what shoppers are spending their money on:

In	Out
Rose wine , small bottles of cider	Wine boxes and large bottles of cider
Blue ray discs, MP4 players	MP3 players
Nectarines and plums	Peaches
Furnishings & hardwood flooring	Hire of domestic wallpaper strippers
Parmesan and free range eggs	Imported cheddar and large eggs
Internet DVD rental subscriptions, freeview boxes	DVD, TV, Video and film rental
Cat food pouches	Tinned cat food
Mobiles with built in digital cameras	Digital cameras
Online shopping	Night clubs and gym membership

A lot of these purchases reflect the increased penchant for staying in.

The same will happen with business. Just look at falling car sales, yet do a little networking and you'll experience a big rise in companies offering debt management and reclaim solutions. That's the reality of the world we now live in.



The path to success

The trick will be to find your place on the shelf in the big business supermarket and to make sure what you offer keeps up with what people want to buy. Their business buying habits will change (with their own circumstances) in response to increasingly competitive internet advertising, just like their domestic shopping ones.

They reckon that US internet advertising spend will rise \$25Bn this year at the expense of print and TV and probably explains why Google makes \$1,000,000,000 a day from Adwords advertising.

This is about strategy. Doing things differently. Adding a video. Causing distraction and getting attention.

If you're unsure, run through your product offerings and select say, three, that you know people want and test out how best to position these on your shelf. This is far easier to do than you think.

You know it makes sense. Every little helps. Try something new today.

To stand out on your shelf, email me at: gerryw@flyingveemgt.co.uk or call: **01925 262800** for a **FREE** consultation.

Best wishes,

Gerry

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