

THE MARKETING BLIND SPOT

Increase the amount of recommended business you get.

Reach areas other marketing strategies cannot reach by accessing the 'Marketing Blind Spot'

Most successful businesses already understand the power of **'Word of Mouth Recommendations'** and count on them to perpetuate sales. A lot of attention is rightly given to the product or service provided in order to entice existing clients to return and to recommend their friends. This is the first and most important thing to get right otherwise customers will be lost and not get many recommendations will be received.

The overlooked marketing **'blind spot'** is that the amount of recommendations that a business gets, **also** depends on how **effectively** a happy client recommends. Most businesses are already doing the best it can. So the question is how can we increase the **'success ratio'** and get even more recommendations from the happy clients that we have.

There are two things a business can do to increase the ratio of recommendations:

1. Somehow improve the product or service even more. This may be expensive and difficult.
2. Have better recommendation strategies.

The 'PromoCard® Concept' is one such strategy.

At present businesses rely on the expertise and enthusiasm of happy, loyal clients to successfully recommend. We believe that most genuine recommendations are given from the heart not because of an incentive to gain something from that recommendation.

The marketing **'blind spot'** is not seeing how we **can** actually influence the **'success ratio'** of recommendations by simply increasing the ability and effectiveness of a happy client, to recommend.

Short of sending them to night school to be better recommenders, the only answer I can see is to get a PromoCard® (or something like it) into the wallet or purse of happy clients. This can be achieved in various ways depending on the business.

How it Works!

If after having provided the best possible product or service, a happy customer accepts an offer to take away a PromoCard®, positive things start to happen!

When the PromoCard® is produced alongside any recommendation, it adds weight to it, making the recommendation more effective and likely to convert to a new customer, an inquiry or a visit to your Website.

Ask yourself this question:

As an existing customer **recommends** my product or service to a friend, how useful would it be, if they had to hand a neat PromoCard® of my business? Would it be valuable to help "back up" that recommendation?

The **PromoCard** will certainly be useful, if taken away as an attractive **'Memento'** and it will certainly **'stand out in a crowd'** of normal business cards. Without major changes to the business, I cannot think of simpler way of increasing the ratio of recommendations that a business gets. Often referred to as the;



2nd Most Powerful Recommendation Tool (you being the first)