

On Demand

Seminars

**10 Steps to Grow Your Business**


**Step 9: Ramp up Awareness and Demand**

The image shows a blue rectangular graphic with a white rounded rectangle in the center. The text 'On Demand' is written in red at the top left. Below it, the word 'Seminars' is written in grey with a mouse cursor icon pointing to it. The main title '10 Steps to Grow Your Business' is in bold black, and the subtitle 'Step 9: Ramp up Awareness and Demand' is also in bold black.



10 Steps to Grow Your Business Step 9: Ramp up Awareness and Demand

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with...**the Sloan Brothers**  
Co-Founders and Head Coaches of  
StartupNation



Jeff

Rich



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Sloan Brothers

## Step 9: Ramp up Awareness and Demand

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### Seminar Overview:

Generating more awareness and demand is critical to bringing more business in the door. Step 9 helps you understand specific ways to ramp up interest from the market.

### In this seminar you will learn about:

- Promotions
- Creative Advertising Ideas
- Continuity and Campaigns
- Narrowcasting (vs. broadcasting)
- Types of People to Target
- Networking



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Step 9: Ramp up Awareness and Demand

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## Promotions

Catching attention ain't easy these days. To do it, you have to make some noise, create some sizzle, and be compelling. Special promotions do just that.

- Decide on objectives first: branding or lead generation
- What is the concept?
- What is the delivery method?
- ➔ • Promotions always have a direct or hidden agenda
- Promotions help you educate and be educated for future marketing



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## Promotions

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Creative Advertising

Do you have an appetite for risk? If you can stomach it, consider an edgy advertising approach. While it can work against you, if effective, it can really put you on the map.

- Use an experienced ad agency for this – if they're good they'll provide multiple concepts and be able to roll out the one you choose
- Be sure any such approach is consistent with your brand and culture
- Think GoDaddy.com, think Aflac



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Creative Advertising

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## Continuity and Campaigns

Reinforcing a message over time and across mediums can significantly increase the impact of an advertising effort... called a “campaign” for a good reason.

- Don't expect a lot of thinking or interpretation or even attention from the person you're advertising to
- Give them a message or suite of messages that are all on theme – they should “get it” *immediately*
- Be financially ready for the campaign vs. the one-off approach



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Continuity and Campaigns

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## Narrowcasting vs. Broadcasting

Find the most interested, highest likelihood-to-buy target market, and narrowcast your message to them.

- Instead of advertising wide and far, concentrate your message – this is facilitated by the Internet
- Saturate (but don't over saturate) that audience with your message



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Narrowcasting vs. Broadcasting

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## Types of People to Target

Try to resonate with certain people within your target market – the ones who influence others – so you begin the snowball effect and awareness and demand spread by word of mouth.

- “Early adopters”
- “Fancy Shmancys”
- “Know-it-alls”
- “Know everyones”



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Types of People to Target

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Network!

Get out and mingle – you're the most influential person there is when it comes to your business.

- Attend events
- Join groups/clubs
- Host events
- Get networked with complementary businesses
- Have business cards with you at all times!



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Network!

## On Demand **To grow your dream business**

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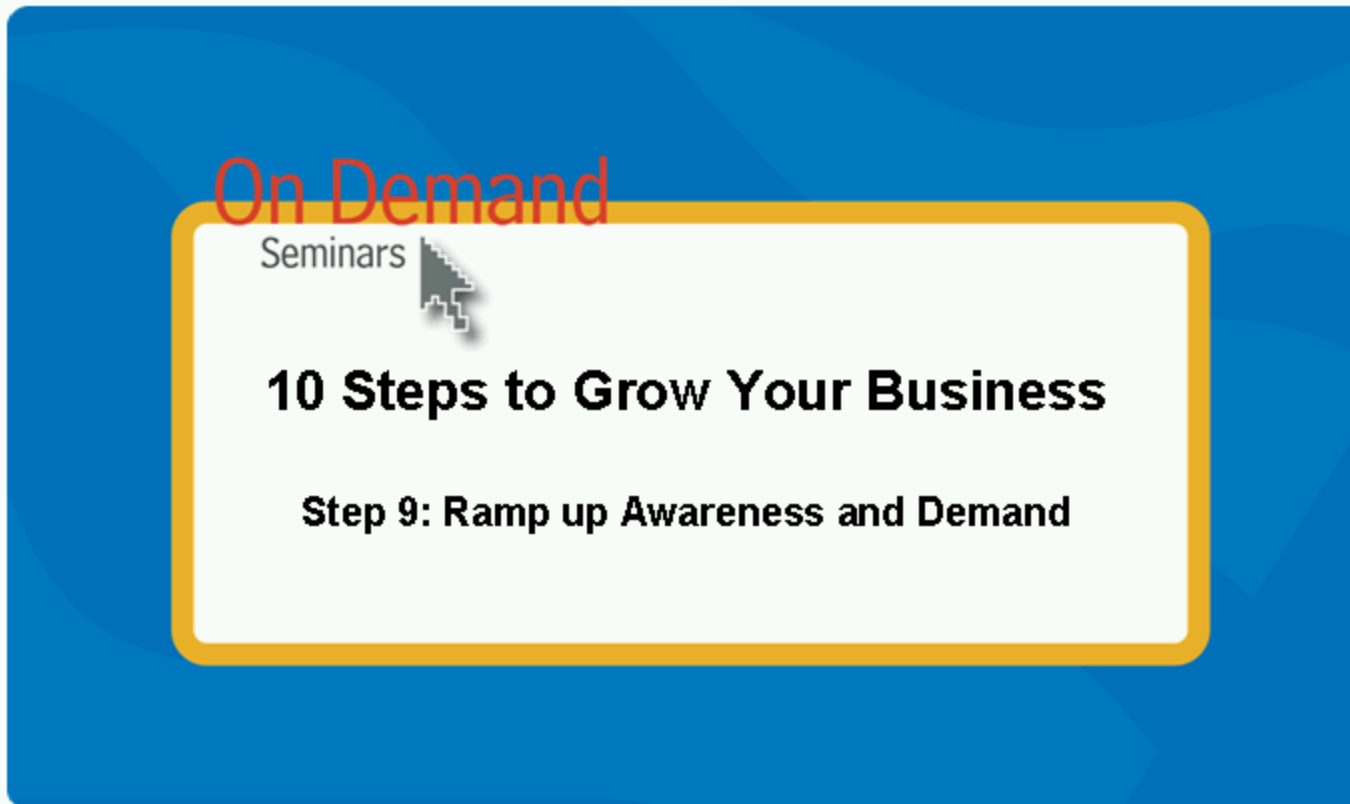
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To grow your dream business



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