

HOW TO BECOME A FAVORITE



1



ASK YOUR CUSTOMERS

Your customers know you better than anyone. Learn how your brand fits into their lives.
Develop a way to tactfully, and genuinely find out why they keep coming back.
With that insight, you'll know what to focus on when you talk to future prospects.

2



LEARN FROM COMPETITORS

Find out which marketing choices have worked and which ones have not in your industry.

For example, pay attention to who advertises in a specific media, and notice who keeps doing it (That means it's working). Study their social media posts and the responses they get.

You'll see if they're really connecting with customers, or just annoying them.

3



MAKE A PROPER INTRODUCTION

Just as in life, it's important to introduce yourself so that your audience knows who you are and why you're here. We like to buy from who we know. Answer questions: Why did you first open for business? What inspired you to do so?

4



EARN YOUR MEDIA

Today, brands with a genuine conscience are glorified in social media. We share what we want to be associated with, and if we want to be associated with your brand, then congratulations, you've earned our respect. When customers share stories about your brand, that's called earned media—and there's nothing better.

5



RECOGNIZE VIRTUAL FRIENDS

If you've filled a void, people will talk about you. They'll share messages about their delight in having discovered you. It will be a source of pride. Say thank you. Retweet, favorite and thumb up their interactions with you. They deserve it because they are your virtual organic army willing to put their own reputation on the line for you.

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SHARE ONE MESSAGE

You've got a few moments to deliver your message.
Saying you do it all isn't really saying anything at all. No one searches for the business that does everything. A customer needs exactly what they are looking for. Offer one clear reason to remember you, and when it's your turn, they will.

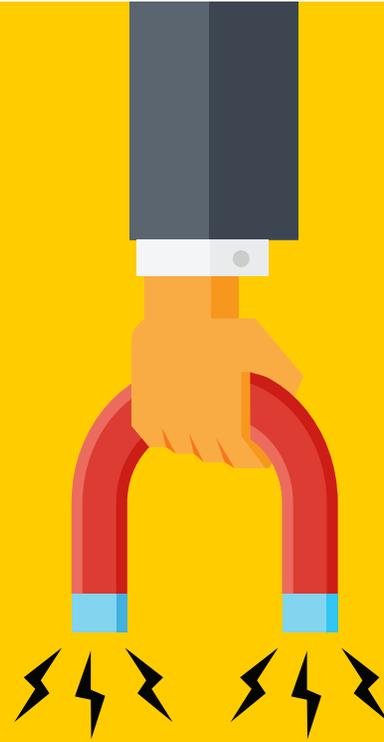
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BE MEMORABLE

Why is having a memorable marketing campaign so important?
Americans consume, on average, 10 hours of content per day. Daenerys Targaryen is flying on a fire breathing dragon. You are competing with content that we hold in high regard. Your goal is to make people care about yours.

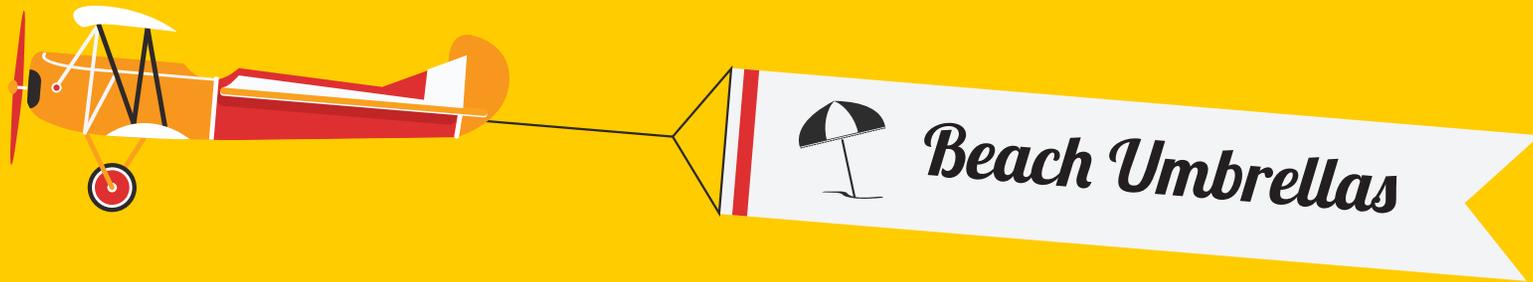
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BELIEVE IN THE SOFT SELL

We know you have to sell, or else. We get it. But if everyone is selling, and only selling, customers will not see a difference between you and everyone else. Advertise your brand, not your category. Begin by creating your own content to show prospects that you're an expert. Twitter, LinkedIn and Facebook are all free social networks. The canvas is waiting for you.

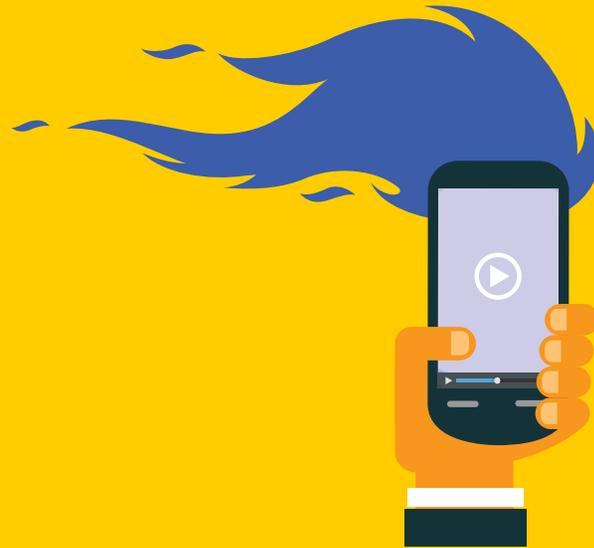
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BE TIMELY

Every customer you have is in a particular stage of their relationship with you. Some have just met you, others have stayed tried & true. When you reach out to them, remember that it's not a them, it's a person. Think about how you can retain and deepen your relationship with your customers, one at a time, from day one.

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ENGAGE PEOPLE

Follow the behavior of what you see your peers sharing socially. If they share a great point, a great story, or a joke that has us rolling on the floor laughing, ask yourself: What grabs you, and makes you notice? Hold your advertising up to the same standard. Some will say that advertising is different. It isn't. You cannot annoy or bore people into buying your product. The next time you fast forward through a commercial or click the skip button, remember that some are skipped less than others.



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