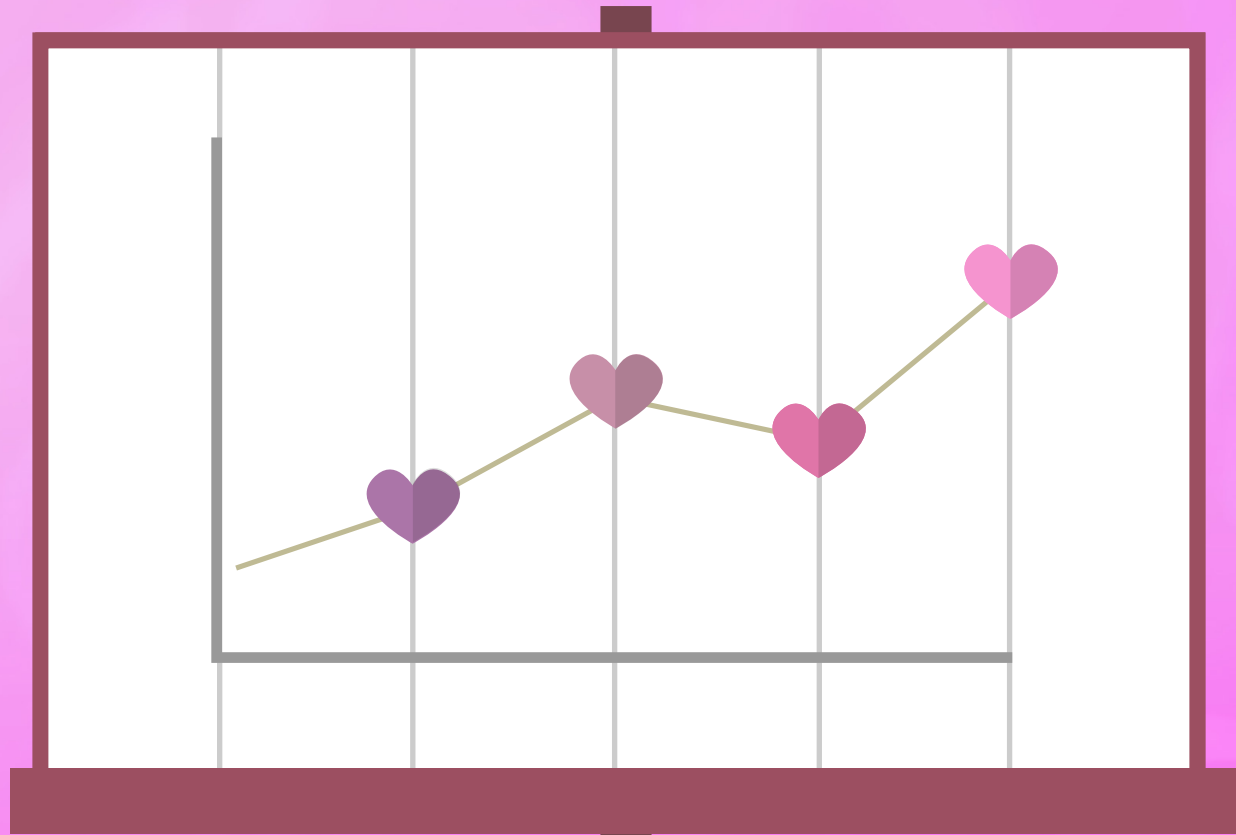


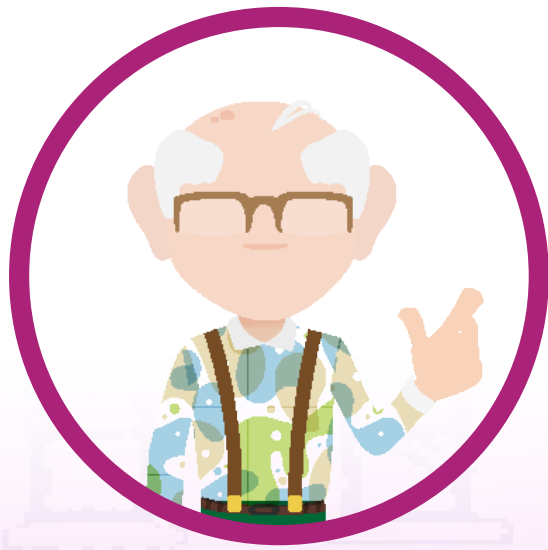
M Y C O M P A N Y



LOVES YOU!

Remember all that wonderful dating advice your nosey relatives bestowed on you the week of your prom? It may have seemed annoying at the time, but you can thank them now. They were actually providing you with some of the best advice a modern marketer could ask for. The truth is, in today's market you can no longer depend on catchy jingles or snazzy slogans to do the heavy lifting for your marketing department. Today's audience wants to be treated like any other human being. They want to be wooed. **They want to be loved.**



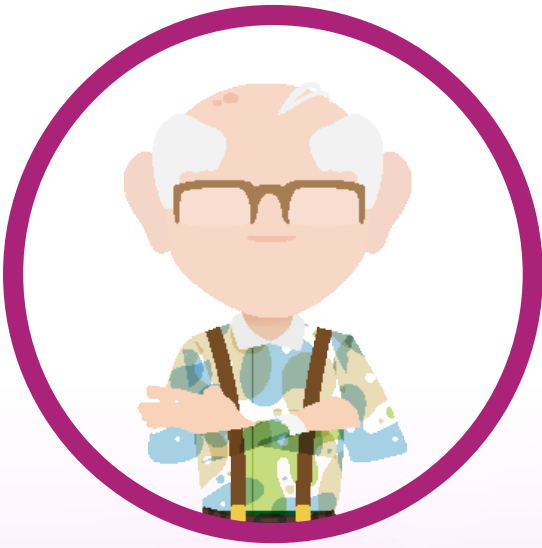


Reduce to Seduce

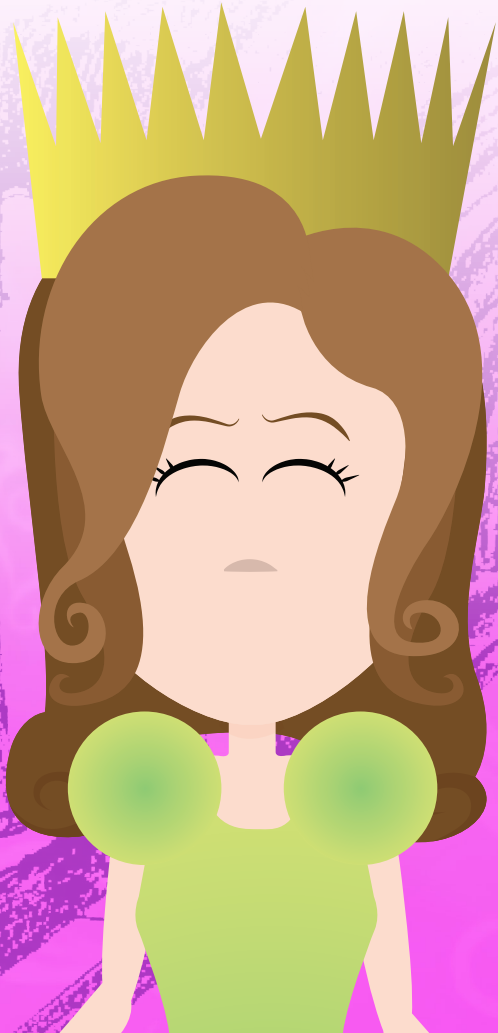
When you read that it probably sounded inappropriate. In marketing however, limited messaging is key to a clear and simple approach. Ask yourself, "If I remove this will my message still be clear?" Visual clutter can keep your message from being seen. Icons, banners, and graphics can work against you. Too many visual elements can lose a viewer's attention. Keep it **simple and straight-forward** so your customers can get right to loving your message.

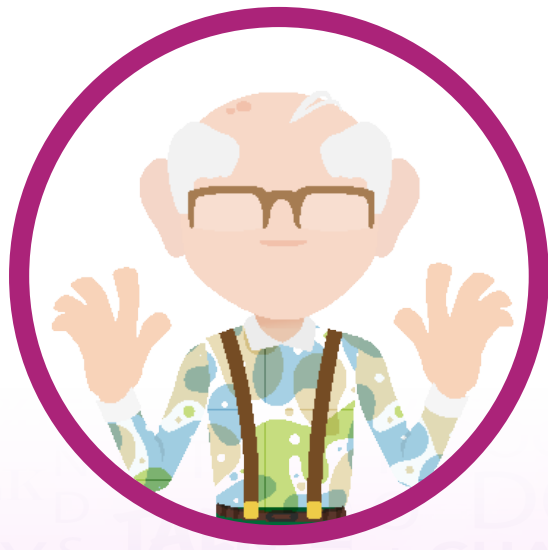


Treat Them Like Royalty



Every child hears this line at least once in their life. But we aren't children, we're marketers! To treat your customer like a king or queen you need to **relate to their needs**. Show them that you care by listening to what they like and don't like. You can donate to a charity they care about, or if you plan to give them something, provide items that both spark their interests and help them out. These gestures will show your customers that you care, which creates trust, and trust creates love. If they really love you they will even go the extra mile to let everyone know just how wonderful you are.

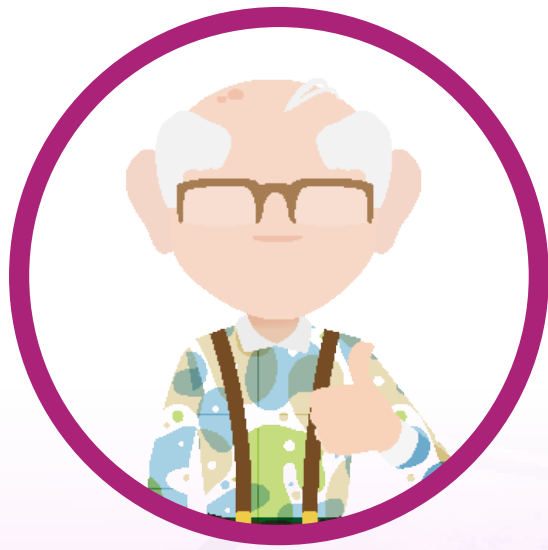




Listen More Than You Speak

This one is important! To truly understand what your customer wants, you have to **listen to them**. A good marketing department can tell you what percentage of their current customer base prefer Android to iPhone or Starbucks to Dunkin' Donuts. Monitoring your social followings and testing incentives are two great ways to find out what your customer's preferences are. Never underestimate the power of a survey! If you really want to know something, the best way to find out is to just ask. Companies with loyal followings get much better response rates on surveys. Keep them light and simple so your customers can tell you about themselves, and not just what you want to hear.





Always Pay For Your Date

Have you ever had an Aunt tell you that they're still single because they refuse to date men who don't pay? To most people, **their time is a valuable asset**. With the endless list of responsibilities we have during the week taking time away to do anything better be worth it. Let your customers know you appreciate their time. Just like your Aunt suggested, pay for it! Incentives or promos help you find out more about your customer. A \$5 gift card can have a big impact on the amount of responses you see.



Be Yourself

Above all else, remember that “across the table,” is a human. Let them know you are a human too. Cramming sales-heavy messaging into the market will only continue to make your customers feel like you are trying too hard. Just tell people exactly why you do what you do and how you do it. Those who like what you are doing will be attracted to your business. Most buyers today will research before engaging with a company, so it’s important to get your name out there!



Successful marketers share who they are, not who they think someone wants them to be.



In the end, if you really want your customers to love you, show them the love first. Keep your message simple and digestible to make it as easy as possible for them to take in. Learn to flatter and admire them by aligning your philanthropic efforts with things they care about. Listen to them and learn their interests. Find a way to help pay for your clients to experience something engaging. Let the world know all the great things you do and align your corporate culture to your executive's personality. Customers who love companies talk about them; they recommend those companies and most importantly they buy from them. **Love your customers** and create the loyalty your brand wants so you can get the word-of-mouth advertising that you need.

MAKE
MORE
CUSTOMERS
LOVE
YOU



NEED MORE CONTENT?

www.ims360group.com



We are the go-to Marketers in the IT industry, and our mission is to ensure that marketing is effective and measurable in IT organizations.