

THE ANATOMY OF A RELENTLESS MARKETING CAMPAIGN

PLANNED

Know **WHO** you want to talk to. **WHAT** you want to say. **HOW** you want them to react. **WHEN** you need to communicate. **WHAT** tools you will use and how much the whole program will cost.

AFFORDABLE

Don't bite off more than you can chew. Relentless ambitions die when the money runs out.

DOABLE

Do you have the technical and human resources to get the job done?

COORDINATED

Every element should relate to other elements so the whole is greater than the sum of its parts.

CONSISTENT

Half the battle is showing up. Again and again and again.

TIMELY

Prospects make decisions on their timetable, not yours. Know how to attract their attention during the 98% of the time they are not thinking about what you sell.

TARGETED

It's easier to catch fish in a barrel than an ocean.

MEASURABLE

To be relentless, you need to know what works and what doesn't. Marketing is as much art as science. Have back up ideas ready to replace those that don't work.

MEMORABLE

The most memorable messages are those that speak to a prospect's real needs

SCALABLE

When you find a hot idea that works, go big. Ideas that work are like money in the bank.

SPANER

[The Storytellers]