

The ultimate marketing strategy

[Business](#), [Marketing](#)



This is a powerful marketing strategy that establishes trust and credibility using educational messages. It is the direct opposite of traditional marketing, which uses selling-based messages. We have two choices when we select a marketing message. We can choose selling-based marketing, in which we take on the role of a salesperson and deliver a sales message. Or we can choose Education-Based Marketing, in which we take on the role of a consultant and educate prospective clients about their problems and the solutions we can provide. Selling-based marketing is built around a selling message, sometimes called a sales pitch.

The sales pitch is often delivered using methods that reach out to prospective customers, such as telephone selling, direct mail and door-to-door sales. Education-Based Marketing is built around an educational message, which replaces the sales message. The educational message is commonly delivered to prospective clients through educational means. These include written materials, media publicity (articles and interviews), advertising, seminars, newsletters, audio and video tapes, and Internet web sites. Frankly, we can educate your prospective clients using any method through which they can get your information and advice.

Education-based marketing can attract new customers to us before they are thinking about buying. We are able to quickly develop trust and credibility if the education we give is of true value. Education based marketing can be the least expensive, most effective marketing strategy to grow your business. If we know anything about sales we know that the key to success is in building rapport with your prospect. When we start pitching our product/service using

old school sales and marketing strategies we will usually break rapport very quickly. This causes our prospect to be skeptical and not trust us.

When we use education based marketing strategies we are able to quickly build and maintain rapport. This also increases our credibility and positions us as a trusted advisor. People are tired of hearing worn-out, old sales pitches. In contrast, people sit up and listen when we share important facts and expert information that help them make a good buying decision. So let us change our mind-set and become a client-magnet!! The Ultimate Marketing Strategy By goalkeepers important function is to promote our products and services. In fact, main focus mean? Most of us don't do business with people we don't trust.

Even if we have the lowest prices, if our prospect doesn't trust us, it will be difficult to close the sale. This is the basis for Education-Based Marketing. This is a powerful marketing strategy that establishes trust and credibility using educational messages. It is the direct opposite We can choose selling-based marketing, in which we take on the role of a salesperson and deliver a sales message.