

# Little-Known Marketing Secrets

When asked to name the top three marketing secrets,  
the late Pascal Samuels said,

“I cannot, But I know the first one is marketing system.”

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Successful companies are aware of it, as are nearly all profitable small businesses. Few others are aware of its significance. Here is what marketing system can do for you.

Suppose you manage to earn 30% return on your marketing investments by using only two marketing channels. If you add five additional lead generation, conversion and selling channels, your return on marketing investment will generally increase from the current 30% to 50% and your sales will more than triple. The bottom line, your profitability will be at least five times higher.

This is what the late Pascal referred to as a marketing leverage created by organized and well-disciplined marketing system.

Yes, marketing system is indeed the single most important marketing secret. It is a business initiative where with no additional risk or significant investments the business creates significant leverage. This is a basis for all success in business. Unlike your accounting system, quality control system, human resources system or safety system, your marketing system is the only system in your business that continuously brings new customers and sales.

This is not new. Through centuries smart business owners have invested (it is mostly time investment and not financial investment) in creating effective marketing system where the sum of the whole is greater than the sum of its individual elements.

It takes a little more than 3 months of work to get your marketing system in place. Well-disciplined marketing system is based on detailed evaluation and tracking. However, the marketing leverage is based on the multi-media and multi-channel tactics that are integrated and work together.

Unfortunately many business owners associate the word “system” with technology, automation or software. No, it

is a business system built on business tactics for lead generation (attraction), conversion (initial purchase) and selling (continuous process).

Technology is not a required ingredient. There are many companies able to leverage successful marketing systems without the use of any significant technology.

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*“Successful Marketing Leverage System Is Based On Attracting Your Target Market, Building Strong Interest and Continuously Bringing New Customers to Your Business”*

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However there is another element. The marketing system is built to attract your target market – which is the opposite of pushing with traditional sales techniques and high pressure selling. It is the attraction which is the foundation and the building block. It is a completely new angle in marketing and sales where leads and prospects from your target market are attracted by your marketing system. It is quite the opposite of what most business owners do. However look at what happens to most small businesses. More than 90% of companies will go out of business in their first year. The reason why? These companies do not have an effective marketing system in place and they are not able to attract enough customers to stay in business.

Fact is that most small business owners do

not have a marketing strategy and system. They hopelessly jump from one marketing tool to another, chasing the “latest thing” while this is the wrong focus to begin with.

The marketing media, channels and tools change over time however the basic marketing system principles never change. When you have effective marketing system in place you can add any media or channel to your system and start promoting and selling. This is true as long as you focus on your target market. The leverage comes from the advantage of diversified exposure. Some people from your target market prefer to read online but others prefer newspapers. Some customers like to call you while others prefer to order online. You give them opportunity to engage and buy by using various media and platforms. They are able to find you and engage with you. You can benefit in many ways by using the marketing leverage system. For example, take a look at the following 10 benefits for your business: (1) minimize the risk and fluctuations in your business by using multiple media and channels; (2) create reliable and predictable system – the one that you can use to forecast and manage your sales; (3) find more new customers; (4) better market feedback and more opportunities for your next products and services; (5) build a stronger community and social proof which leads to more growth; (6) simultaneous testing and improvement on multiple fronts; (7) your marketing system is hard to copy by your competitors; (8) ongoing strong presence in your marketplace; (9) cost-effective marketing. You are not limited only to push with one channel; (10) scale your existing marketing.

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