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## KEYS ON HOW TO **STAND OUT** IN A COMPETITIVE MARKETPLACE



**GARRISON EVEREST**  
BRAND + MARKETING SERVICES THAT HELP YOU STAND OUT

# TABLE OF CONTENTS

## **3 INTRODUCTION**

### **4 KEY #1**

Clarify your message.

### **5 KEY #2**

Use a proven website framework.

### **7 KEY #3**

Implement this simple marketing plan to gain traction.

### **9 KEY #4**

Gather customer testimonials the right way.

### **10 KEY #5**

Get the biggest bang for your marketing buck.

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**Let's face it, standing out in the competitive "me-too" marketplace can be tough, if not impossible.**

Every brand says and does the same things that hinder the best products and services from reaching their potential. That's why for 15 years, Garrison Everest has helped companies break through marketplace clutter to get noticed and attract new customers.

We created this ebook because we want to give you 5 marketing keys for 2019 that will help you save money on marketing, stand out in the crowded marketplace and attract new customers.

In the following, you'll learn about why it's important to have a clear brand message, what to look out for when building your website, a simple marketing plan, how to gather customer testimonials the right way and a few marketing tactics that bring the biggest bang for your buck.

Ready, let's dive in...

# KEY 1

## Clarify your message.

Most companies waste an enormous amount of money on marketing because they don't take the time to clarify their message. Most businesses will approach their marketing material (website, ad, brochure, email, tradeshow, etc.) by looking to a graphic designer or a design agency. The problem with this approach is that designers are not concerned about how to communicate your product or service as much as they should be—they are only really worried about making your marketing material look amazing.

Don't get me wrong—amazing visuals are essential to your business success, but this one-sided approach is not going to grow your business or give you a faster return on investment.

You can save somewhere between \$10K to \$100K+ in the first year of your business just by taking the time to clarify your brand messaging before even talking to a designer.



**“PEOPLE BUY  
PRODUCTS ONLY  
AFTER THEY READ  
WORDS THAT MAKE  
THEM WANT TO BUY  
THOSE PRODUCTS.”**

—DONALD MILLER

“Crafting a clear marketing message is the best, easiest, and most inexpensive way to increase customer engagement and grow your business.” (Source: StoryBrand)

Looking for help to clarify your message?

[Check out this online course.](#)

# KEY 2

## Use a website framework that works.

So many businesses get their website wrong by overloading it with text, images, products and service offerings. The truth is, in today's world of modern distractions, people don't read websites—they scan them.

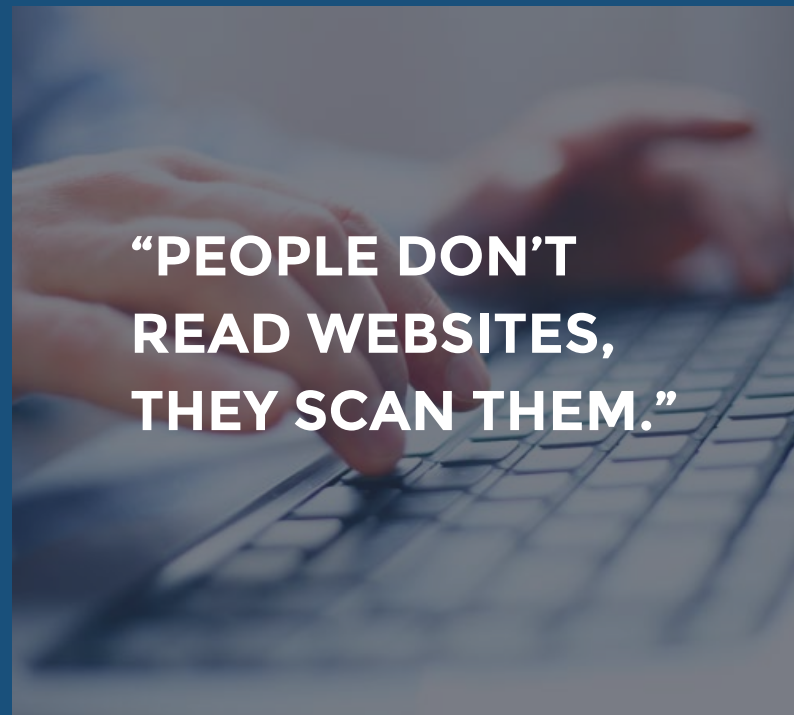
Your website is your number one salesman.

Your website will work for you 24/7/365. It is the hub of all your marketing efforts and is an absolute necessity in today's digital marketplace.

If you can't communicate clearly how you solve your customer's problem or answer their question within 8 seconds—they'll bounce. That's not a lot of time.

Make the most of your website by simplifying and addressing your customer's problems quickly. The more you talk about your customer's problems, the longer they will listen to you.

See the following page for an example website wireframe that works.



**“PEOPLE DON'T  
READ WEBSITES,  
THEY SCAN THEM.”**

LOGO CALL TO ACTION

### A CLEAR AND CONCISE STATEMENT OF YOUR OFFER

Describe your offering or service in a little more detail keeping it to two sentences.

CALL TO ACTION

### VALUE PROPOSITION

A brief statement why customers should do business with you. Pull this from the success bucket on the BrandScript.

ICON

How will this improve your customer's life and solve a problem they have?

ICON

How will this improve your customer's life and solve a problem they have?

ICON

How will this improve your customer's life and solve a problem they have?

CALL TO ACTION

### CUSTOMER TESTIMONIALS

Curate your customer testimonials that start with the problem they were experiencing and then how when they did business with you, their lives got better and their business improved.

CALL TO ACTION

### LEAD GENERATING PDF



**Click Bait Title**  
Why they should download this resource.

Sentence from the success bucket that convinces the customer to complete your Call to Action.

DOWNLOAD

Button should lead to a landing page that contains a form to collect name and email address.

### HOW TO GET STARTED WORKING WITH YOU.

1

Describe the first step.

2

Explain what happens after contract or product is purchased.

3

Explain what life will like after they work with you.

CALL TO ACTION

### JUNK DRAWER

Add everything else your website has to offer. EX: About, Blog, Contact info, Careers etc.

Here's a simple, proven website wireframe that will turn your website into a sales generating machine.

Notice how simple this is. By adding too much to your website, you can easily confuse your visitor causing them to bounce off—usually to your competitor.

E-commerce websites will follow a similar pattern.



# KEY 3

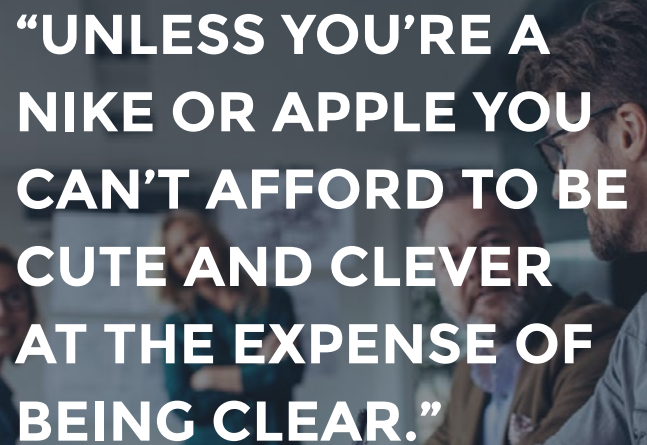
## A simple marketing plan to gain traction.

Earlier in my career, I was involved with a tech company who at every turn made terrible choices on how they spent their marketing dollars. The company hired a big name ad agency to handle their marketing which added up to a \$100,000 per month retainer.

The ad agency drained this company's resources and provided absolutely no value in the end. They made expensive media buys that brought little return. The mistake they made was that they failed to clarify their message (Key #1) and failed to mention how the software solved their customers' problem in a simple, clear way.

**They were more interested in being cute and clever—rather than clear.** Unless you're NIKE or APPLE, you can't afford to be cute and clever at the expense of being clear. Needless to say, I was looking for a job after a year because the company went under. This experience showed me what a big marketing mistake looked like.

See next page for a simple marketing plan.



**“UNLESS YOU’RE A NIKE OR APPLE YOU CAN’T AFFORD TO BE CUTE AND CLEVER AT THE EXPENSE OF BEING CLEAR.”**

## Example Marketing Plan

Marketing doesn't have to be complicated or expensive. The below plan will cost you between \$15-\$20,000 to implement in the first year that should give you a 5-10x return. It looks like this:

1. Clarify your company's message
2. Wireframe an online sales webpage
3. Create a value-added lead-generating PDF
4. Write a series of automated emails that endear customers
5. End the email campaign with an effective sales letter
6. Gather customer testimonials
7. Track results, make changes, rinse and repeat

Buy some traffic in the form of paid media placement, Facebook ads, radio/podcast, [influencer marketing](#) or SEO to maximize results.

A quick word about the effectiveness of email. Here are some eye-opening email stats:

- 73% of Millennials identify email as their preferred means of business communication.
- 72.9% of 18-24-year-olds use their phones to check email.
- For every \$1 spent on email marketing \$44 is made in return, according to a study by Campaign Monitor.
- 28% of consumers would like to receive promotional emails more than once per week.

Let me repeat this one: For every \$1 spent on email marketing \$44 is made in return. Email works!

Looking for a proven marketing plan?

[Check out this online course.](#)



# KEY 4

## Gather customer testimonials the right way.

Don't wait to figure out how to get your customers to offer up reviews until later—start immediately. If you're running a shopping cart may I suggest a tool called [Klaviyo](#) that after 14 days sends an email to customers after they've purchased asking them for a review. If they provide one, consider giving them a small discount on their next order.

Not all testimonials are the same. The right questions must be asked to make them effective. Here are three examples:

- 1. Overcome resistance:** If your customers show resistance to your product/service, you need to tell your prospective customers how they overcame the resistance. For example: “The product was expensive at first, but you get what you pay for and this product has not let me down.”
- 2. Celebrate success:** Explain to your prospective customers what life is like after they bought your product or service.
- 3. Demonstrate empathy and authority:** Tell your prospective customers how your product was made and the craftsmanship and quality that goes into it as well as the people behind its manufacturing.



# KEY 5

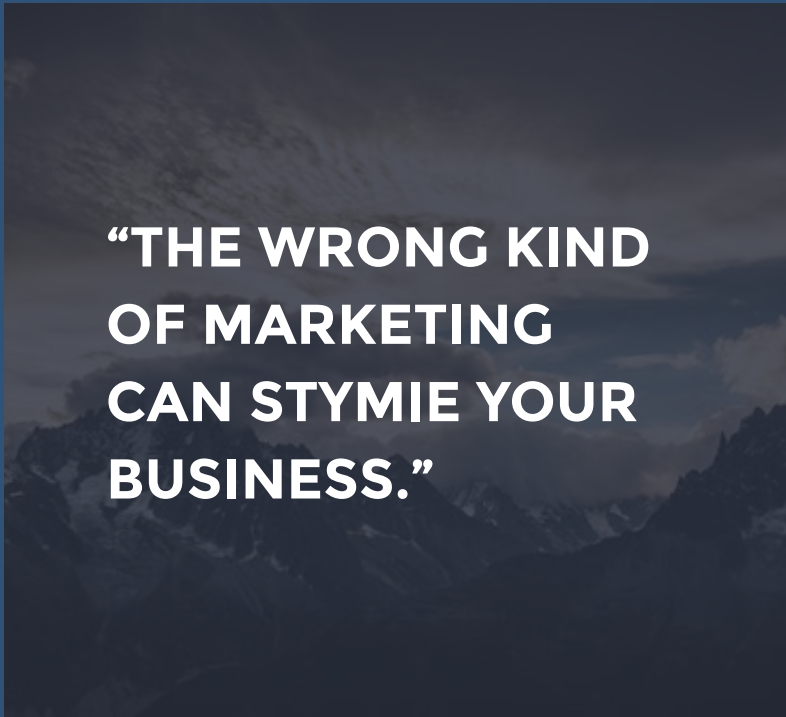
## Get the biggest bang for your marketing buck.

B2C brand trust continues to plummet. More and more people are disregarding brand advertisements. Word-of-mouth marketing (WOMM) has been—and still is—the best way to promote your product.

A great program to encourage WOOM is [Ambassador](#). This program turns your best customers into your best marketers by leveraging their social media networks and influence. After each purchase, you can incentivize your customers to share their experience that rewards them for every purchase they generate.

[Influencer marketing](#) is another highly effective way to market your product over social media and **brings almost 10x return on investment** over any other form of advertising.

In comparison, a typical banner ad on one of your industry's major website costs \$15 - \$20 to reach a thousand people, influencer marketing costs only \$4-\$5.



**“THE WRONG KIND  
OF MARKETING  
CAN STYMIE YOUR  
BUSINESS.”**

So there you have it.

By implementing these five keys in this ebook you'll start to break through marketplace clutter and attract (and keep) new customers.

To recap, clarify your message, build a website that works, implement a simple and proven marketing plan, gather customer testimonials the right way and pick marketing tactics that offer the biggest bang for your buck so you can worry about other things—like running your business.

If you don't have time or are looking for guidance on the keys listed in this ebook, schedule a call, get a plan and become a brand that stands out.

[SCHEDULE A CALL](#)



#### ABOUT THE AUTHOR

Josh Claflin, President at Garrison Everest and StoryBrand Certified Guide, helps companies who are struggling to stand out in the crowded marketplace and attract new customers.

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