

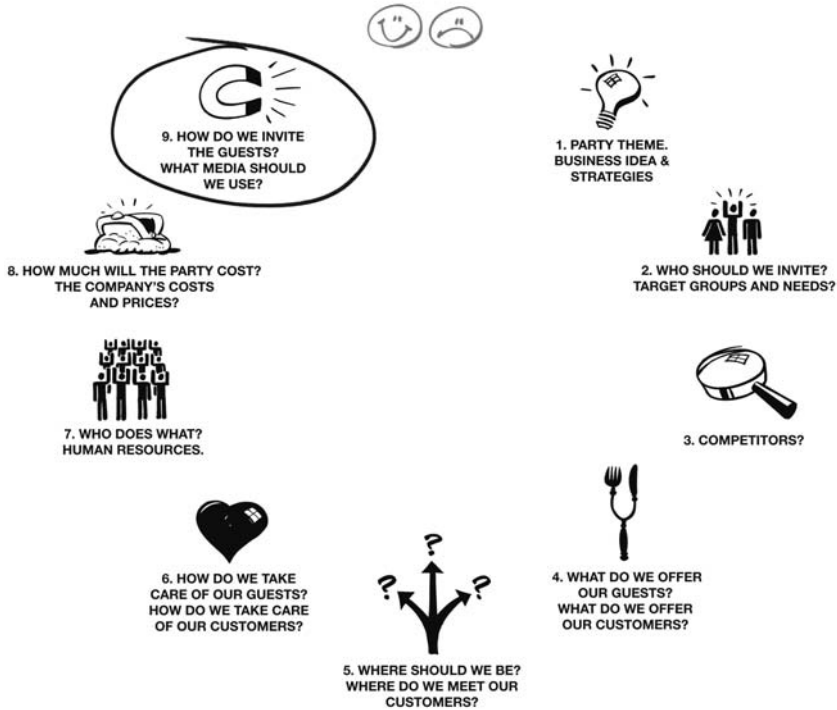
Contents

	Introduction	7
1	Part 1: The Party	11
	1. The Assignment	13
	2. A Helping Hand	17
	3. A Theme.....	20
	4. It's the guests that make the party	26
	5. What might make the guests not turn up?	33
	6. What should we provide?	35
	7. Where should we be? And so to the atmosphere... ..	37
	8. How should we look after the guests? A proper experience	40
	9. Who should do what?	42
	10. How much can be spent on the party?.....	45
	11. Cm On (Invitation)	46
	12. The moment of truth.....	49
2	Part 2: Party marketing – in practice	53
	The mentor.....	55
	Day 1: Theme/business idea	64
	Day 2: Who should we invite? Target groups and actual needs?	75
	Day 3: Competitors, spies and moles	85
	Day 4: What shall we provide? Or offer?.....	93
	Day 5: Where should we be located? Or distribution channels.....	105

Contents

	Day 6: Take care of your guest, or your customer.....	116
	Day 7: Personnel resources and motivating/leading	130
	Day 8: Money and budget	144
	Day 9: Invitation and influence	156
	Day 10: The moment of truth	173
3	Part 3: Summary	185
	Party marketing – a summary	189
	Note	215
	One day.....	221

Day 9: Invitation and influence



Nick felt simultaneously both happy and nervous. He wondered what the "final test," which would have to come at some point during the day, would involve? And would he be able to manage it? "I'll cross that bridge when I get to it." He was so engrossed in his own thoughts that he didn't see Christine in the reception so didn't wish her good morning.

"Aha, Nick," said Gus. He didn't have time to say any more before Nick excused himself, opened the door, stuck out his head and said loudly,

"Sorry Christine. GOOD MORNING."

"Good work, Nick!" He paused for effect: "We have now gone through the first eight steps in the Party Marketing Model, and we can now finally head towards the market and generate interest in our product or service and our company. Today we're going to talk about influence, or as most people put it, advertising. We have now come sufficiently far in the process to invite in the customers and we must be prepared to receive them when they come pouring in. With the assistance of the invitation or influence we are going to get the customers to like us, and want to buy from us."

Gus waved Nick up out of the armchair: "We'll go to the production department where we set up, create and produce all the printed matter and advertising campaigns."

Nick felt his pulse increase. In reality this was the day he was most looking forward to. En route to the production department they met Martin, the art director.

Gus stopped Martin and asked: "You know Nick, don't you?"

Martin put out his hand and they greeted each other.

"We are going to talk about influence today," said Gus. "Have you got anything to say to Nick on the way before we get started?"

Martin looked amicably at Nick and said solemnly, "Successful marketers don't just tell the truth. They don't talk about facts or even benefits. Instead they tell a story, a story in which we want to believe,

and one that fits into our world picture and reinforces it. What do you have to say about that, Nick? I'm sure it will fall into place when Gus and you have finished for today."

Gus thanked Martin and, putting his arm around Nick's shoulder, carried on walking.

"However," said Gus, "unfortunately, many people make the mistake of starting at the wrong end, namely with the advertising. Without having done the groundwork." He made a circular movement around the model that was set up in the production department.

"It is only when we have worked through the first eight steps that we really know who we should be talking to and their needs, and we might have a basic idea about how we are going to reach them. We have also worked out which competitive devices we have at our disposal. This is just the same as your party. You were forced to work through all the parts before you could make the invitation. Because it wasn't until then that you knew *what* you were going to say and then *how* you should do the inviting! Isn't that right? I repeat, without a well thought-out basic idea it is not possible to make good advertising."

"So, it's just the same situation for companies and products as with the party. If there's no well thought-out THEME and good groundwork, it's not a good invitation."

"The same plan and structure! Clever, isn't it? But it's the price that is usually the predominant competitive device. Or you can have a large chest full of advertising money to put into TV advertising and full page advertisements with emotionally charged communication. But unfortunately there is often a large gap between what is said on TV and in adverts and what the customers then encounter in terms of the product. However, as I said, on most occasions it is simply product, price and suggestions for financing. You know what our letterboxes are like, overflowing with invitations all talking about low price and zero interest."

Gus picked up a pile of direct advertising that Nick recognized. Three advertising leaflets from different food shops and three from electronics shops.

Wow, thought Nick. Cut-throat competition even in the letterbox. He hadn't really seen it that way before. And just as Gus had pointed out. All that was being conveyed was product and price, in principle the same message in all the leaflets. But they were advertising similar products with similar layout and design.

"Look here," continued Gus, ripping off the logos of the shops from the leaflets and mixing them into the pile. "Can you see any difference now? Is there any difference in the message? Do any of them have something unique to say, Nick?"

"Not really, all we see are large red prices beside the goods, and the fact that they want you to use the chainstore's own charge card."

"The purpose and aim of all advertising is to influence people into buying in the long or short term, to encourage an immediate purchase, or to establish a positive image of products, services and companies, so that the customer purchases in the future when need arises. You see this in fashion advertisements in exquisite fashion magazines or daily food advertising in the local paper. Companies launch their trademarks, Johnny's Shoes for example, or a brand such as Nike. More about that later."

He continued: "Well, what should we think about first when making the invitation? Or influence?"

"As usual, Gus. The customers and their needs."

"Great. You have to find opportunities that make it easier for the customers to resolve their problems and needs. But you also have to know what the competitors are up to, so that you can differentiate yourself from them and say something that is more interesting for the customers. You have to explain why the customers should preferably buy from us."

"But all you have to do is to get on with it, surely?" said Nick impatiently.

"Sure, rock on! However, it's not just about jingling the coins in your pocket and scraping scratch cards."

Then Gus became serious.

"As I said, we have now gone through and planned all the prerequisites, including which target groups we are going to address and what their needs or problems are, and which of these that our product or service resolves. But there are a number of things that we have to decide when it comes to influence."

Gus produced some papers with text and figures from a blue folder. He picked up a pen and spun it between his fingers like drummers usually do, and pointed at the first piece of paper. It said:

- 1. Method or mode of influencing**
- 2. Message & Communication**
- 3. Media channels**

"There are various ways of inviting customers to the company. Can you name any?" Gus gazed slyly at Nick.

"Through an advertisement?" Nick felt that he was making a stab in the dark.

"Well, I guess there are plenty of people who view advertisements as the principal way of influencing customers. However, we are going to start with the two methods on which the communication is based." He pointed at the second piece of paper:

1. Method "Personal and mechanical influence"

"On the one hand, we can get an employee to do the influencing. He or she seeks out the customers and convinces them about the company and its product excellence. Or it might be a person who stands in the shop doing demonstrations and offering samples. This is called personal influence. On the other hand, we can exercise influence through other media channels like TV, radio, newspapers, signboards, printed matter, outdoor advertising, the internet, etc. This is called mechanical influence."

"There are an immense number of possibilities through which customers can be reached," observed Nick.

"Sure are, man! If you had invited your guests to the party in a personal way, how would you have done it?"

"Easy," said Nick. "We would have asked them face to face."

"Quite. Or phoned everyone you wanted to invite and told them they were invited and simultaneously how fantastically enjoyable it was going to be. What's the advantage of that do you think?"

Nick thought for a few seconds before answering.



"Could you ask what they think a successful party should be like? If the person you were talking to should be in doubt, you could directly ask them why? Perhaps provide arguments in favor of the party so that the doubt would disappear," he said.

"Giving me an answer at once, short and sweet! Just like when I am presenting my advertising agency. Absolutely superb, don't you think?" said Gus. "But why not only use personal sales?"

"It's too expensive," said Nick.

"Exactly! You had 160 people to invite. But Coca Cola has around a billion! And this would require a sales team to travel around the world talking to all of them. Expensive is hardly the word!"

"So what should you do? Well, you use a combination of personal and mechanical influence. You canvas retail dealers/shops and wholesalers with personal sales staff and the consumers by means of mechanical influence. And in that case it's important to be aware of buying and selling psychology."

"You usually always have a good example up your sleeve. Have you got one about face-to-face selling?" wondered Nick, wanting more clarity.

"Well, I can tell you about a couple of salesmen on Oxford Street in the West End of London. They represent a good example of how buying psychology can work. They were selling kitchen equipment and were standing with their table in the midst of the flow of people doing their shopping on Saturday morning. Are you with me?"

"Yep, I know exactly what you mean," said Nick. "I bought a yo-yo from a guy there a few years ago."

"So, they were standing there with their table full of kitchen products. And what they were fully aware of was that there is a psychological aspect that you have to bear in mind when selling. What do you think it is?"

"No idea," he said. "Perhaps being biggest?"

"No," said Gus. "The difficulty is in getting the customers to stop and listen to the salesman's often exaggerated and extreme arguments. So what did they do?"

"They put up barriers to stop the customers."

"Well that would certainly make me angry! No, it was two guys who worked together putting on a show, and that was the name of the game!" Gus looked like the cat that had eaten the cream.

"Show? What happened?"

"While one of them was talking and demonstrating the other one played the role of customer! He stood in front of the salesman and pretended to be interested."

"So then others would have the courage to stand there as well?" said Nick quickly.

"Smart, eh?" said Gus. "And when a crowd gathers, people become curious and before you know it there are lots of people around the table listening and getting drawn in."

"Street smart," said Nick drolly. "People attract people, as they say. And then they sold like crazy?"

"No, not yet. It was now time for the next psychological phase in the show that had the objective of getting the crowd to buy. And this is the exciting bit, Nick. In a situation such as this nobody wants to be the first to step forward and put their hand in their pocket. So what do you think happened, Nick?"

"The salesman's partner who was feigning interest was the first to buy?"

Gus laughed loudly.

"Naturally," he said. "That was precisely what happened. And when the friend went up as the first customer and made a purchase then all the others took the plunge. The psychology is based on the idea that we human beings want to feel secure in the knowledge that we're not the only ones buying. Perhaps there's a fear of being cheated or buying the wrong thing. We would rather someone else take the first step."

"Smart sales technique," said Nick impressed.

"A customer wants to feel that there are more people than just 'me' buying the product. Then you're not alone if it turns out to be a poor purchase. That's why a lot of companies use personal endorsements of the 'celebrity who loves our cosmetic products' type. It generates security. I want to be like her. Companies also boast of their large market shares that show they are selling a lot in comparison with their competitors. They talk about being 'Best In Test'. Or emphasize other security factors, so that the customers feel they are making the right purchase. By working actively with PR and social media, journalists or bloggers can write about the product. This also provides a certain amount of security."

"Interesting," said Nick in admiration. "You always end up among the most profound human needs."

"We really do know so little," he sighed.

"Networking and establishing one's own personal network is also a highly effective way of developing a business. My friend Katarina Widoff is an expert in the art of making contacts with interesting people and companies in order to improve her business. She usually has tips about points that are worth considering.

- Set targets.
- Decide which individuals or companies you are looking for.
- Introduce yourself concisely and memorably.
- Follow-up interesting contacts immediately."

"OK, but what about the mechanical influence then," wondered Nick.



"The mechanical influence is all the printed and visual communication we direct at the target group or target groups. From, for example, dry, run-of-the-mill information from the dentist to advertisements and such-like. We usually rather carelessly call all printed and visual information advertising. But imagine a shelf full of jam jars in a shop. If there's a sign hanging beside the raspberry jam saying 'Raspberry Jam 99p', is it advertising?"

"Yes."

"No. It's information. If it says 'Jam made from Genuine Suffolk Raspberries, only 99p,' is that advertising?"

"Yes," said Nick. The penny had dropped. That's what Martin the AD had meant. Telling a story, even though a very small one...

"Among other things," said Gus, "it's just as a little example, you know. And then the message has to be repeated consistently in all the media you select, in advertisements, commercials and printed matter, and not least, to your own staff. As I said, repeat. Shout it loudly, again and again. There's a quotation that goes: 'Selling a product with no advertising is like winking at a woman in the dark'. You know what you're doing yourself, but no one else does."

"It's about flirting with the customers with all the spotlights on," said Nick assuredly.

"Quite. Sales and advertising have a lot in common with picking up and attracting the opposite sex by displaying your best sides, listening and having the best stories to tell," said Uncle Gus.

"Are you turning me into a seducer?" said Nick with fresh interest in his voice.

"Yes, Nick. Why do you think that I'm so successful with women," said Gus, shaking his head playfully and running his right hand nonchalantly through his hair.

"That's down to your BMW," said Nick laughing loudly and making Gus laugh along with him.

"But Gus," said Nick, "you once said that when influencing it is important to use the right media that are appropriate for my particular product or service and target group, and in the right way."

"It's very important. Otherwise you're putting a lot of money into nothing. Heating the sky, as the saying goes. It's vital to choose the right media when you ask someone up to dance and want to influence the target group."

He pointed at his next piece of paper and said:

"Different target groups are reached with different media – TV, newspapers, advertisements, radio, outdoor advertising, the web, DA and DM, PR, trade fairs, shop signs, sponsorship, events, social media, YouTube, shop-windows, pavement signs, etc. There are lots of different media to choose from. But the closer to the media the product is, the greater the chance of the customer buying. Or if, for example, the same message as shown on TV is repeated in direct connection to where the product is to be found and exhibited. Different types of media are usually combined in a so-called media mix."

"But isn't TV advertising sufficient? It seems to have a fantastic impact. Everyone seems to be talking about some commercial or another," wondered Nick.

"I'm sure that can happen sometimes, if it's done well enough and often enough. But it's expensive. Or at least it costs a lot of money."

"Expensive or a lot of money is not the same thing. I was thinking about what Sara was saying about value for money."

"It's about what you get out of the advertising investment. If you invest one million in an advertising film for a product and sell for ten million, then one million is not expensive. But if you shift half a million after the film then one million is a hell of a lot of money. The cost of mass advertising is rising, despite the fact that the effects of this type of influence are declining. So it's important to be cost-effective in your choices. Are you with me?"

"I'll have to have a think," said Nick, feeling like he had been up against the ropes.

"Back to media. The point is that we are fed thousands of different messages every day which we unconsciously store in our brain. And when we then find the same message beside the product in the shop we automatically recall the full-page advertisement or the TV commercial, which is unconsciously rerun in our head. Of course this increases the possibility of the customer buying."

"It does sound logical," said Nick, wondering why he hadn't experienced the phenomenon more often when he was trawling round the shops.

"Yes, you bet. It's because marketing and advertising people frequently can't see further than the exquisite layout of their latest advertisement. Perhaps they haven't shouted sufficiently loudly and often." Gus continued:

"But the important thing is not just to think correctly when making your media choices. The most important thing is that the message conveyed to the target group is interesting, immediate and delivers a promise to satisfy the need or solve the problem. And so we come to point two, namely:

2. Message & Communication!

"So we're back to things we've spoken about before, knowing the target group and its needs and telling a good story," said Nick who was now absolutely clear about what Martin meant.

Nick put a finger up in the air, bent his hand down and pointed urgently at Gus.

"... and differentiating the message from that of the competitors by either being unique or better."

"And not least affecting the recipient with your message," interjected Gus.

"You often hear about strategy and tactics! You could say that the strategy is an answer to the question '*What should we say?*' The tactics respond to the question '*How should we say it?*' We might want to convey what is unique about our product or service, however, to stand out in the crowd and from the background noise of advertising we should do it in an interesting, attractive and different way. And that can clearly be done in many different ways. But this is where creativity comes in as an important aspect of influence. I'll say more soon, but first a few small, instructive examples.

"A friend of mine had an interesting example of what good communication can achieve in the reader and the viewer. Good communication relies on the reader's ability to interpret the message without it being explicitly spelled out."

"Come on now Gus, spit it out."

"One day in May a man in a bowler hat was walking through Hyde Park in London. The trees in the park were in blossom and everyone was rejoicing that spring had finally arrived. Leaning against an oak tree was an unshaven man in a shabby overcoat. In front of him was a hat and a sign saying 'I am blind'.

"However, the hat remained empty. Nobody saw him, and still less cared about him. The man in the bowler hat took out a pen, turned the sign around and wrote on the back 'It is spring. And I am blind.'

"Now something happened. Immediately coins started to flow into the man's hat. Why? Well, now the strollers in the park felt compassion. They understood that the blind man was not able to experience all the beauties of spring with its flowers and trees in bloom. The new text touched people and made them more willing to give something."

"It's amazing how little it can sometimes take," said Nick impressed by the sunshine story.

Gus smiled.

"What I want to say is that communication in images and texts also has to touch people. It has to get our emotions going simply through a simple reformulation of the text. And here is a third example that I think is superb, even though it only consists of text."

Gus produced a sheet of A4 that illustrated a full-page advertisement. "This is superb, as in its simplicity it gets the reader to prove to him or herself that what it says is correct."



"Absolutely brilliant," exclaimed Nick. "You simply have to carry on reading. And then you get a sense of how hard it can be to stop using drugs. The reader proves it to him or herself. Understood."

"Yes, as you have seen, it is not just saying WHAT you want to say that is important, but HOW you say it. There's a difference between information and communication. Communication induces recipients to participate in the message. And to think for themselves.

"Yep, now we've spoken about Ways of Influencing and Message and Communication. Now we come to the question of WHERE to put our message across."

Gus produced yet another sheet of paper from his folder, on which it said:

3. Media channels

1. **Purchased channels:** Web, TV, radio, mobile phone, tablet, print, product placement, sponsorship, sampling, trade fairs, events in shopping centers, etc.
2. **Non-purchased channels:** PR, satisfied customers and guests, "ambassadors/fans," bloggers, YouTube, Facebook, word-of-mouth, etc.

3. Own channels: internal sales team, own website, own staff, handling of complaints, conferences, training for staff & customers, internal seminars & webinars, customer club, newsletter, invoices, own packaging, intranet, staff room, payslips, information boards, toilet walls in the office, etc.

"Today it is important to work with integrated marketing communications," said Gus seriously.

"Integrated marketing communications – that sounds heavy."

"It's when you say and do the same thing in all channels. Purchased, non-purchased and internal channels. And remember that marketing is everything we say and everything we do. Everything! And everything we DON'T say and DON'T do. Everything influences how customers feel and act in relation to our products and the company. Previously it was the marketing department that took care of marketing, but today everyone in the company has an influence, through 'living' the business idea and strategies. All communications have to be integrated with each other. Then an immense amount of energy is generated."

Gus let the final word about energy sink in with a small pause.

"Before we finish for today I have to address another media channel that is almost completely unbeatable when it comes to influence. Do you want to guess?"

"Nope, I've got no idea," said Nick quickly, because he was now mentally tired and finding it difficult to think creatively.

"Your party invitation attracted everyone that you invited and contributed substantially to the success. The guests went home with a smile on their faces saying 'What a nice party! I hope I'm invited again'. Isn't that right?"

"Yes, but I've heard that before," said Nick tiredly.

"But what happened then do you think?"

"I suppose they were happy. That's what happens when you've had a good time," said Nick who was thinking that surely it must be time now for Gus to call it a day.

"Yes, but what happened?" repeated Gus impatiently.

"They probably chatted to their friends and others who weren't at the party, I can't think of anything else..."

"Absolutely! Indeed! Precisely! Absolutely right! *They talked about the party with others!*" Gus put as much emphasis in his voice as he could. "And that's precisely what happens when your satisfied customers start to sell you and your product. Satisfied customers recommend. And then the company sells more, and to more people! And the shouts resound – 'Buy Nick's Party, Buy Nick's Party, Buy Our Party!' And think about it Nick – it's free. FREE! Did you hear that Nick? What can you get today that is free? And therefore exempt from VAT."

Nick noticed how Gus was getting into a spin and that he was completely exhilarated about being free and therefore exempt from VAT stuff. But then Gus came down to earth and said somewhat tiredly, "Oh well, it's getting late so it's time to round off and sum up."

"Aren't we finished yet?"

Gus pretended not to hear and continued focusing on writing:

Summary of influence and communication

- **Base it on business idea and strategies.**
- **Base it on target group, needs and competitors.**
- **Find a good idea to put over in text and images.**
- **Repeat the message. Over and over again.**
- **Choose the right media so that you reach your target group. Don't waste resources!**
- **Concentrate on a small range of media. You will then come across more forcefully!**
- **Be credible!**
- **Turn all your staff into salespersons!**
- **Turn all your guests and customers into salespersons!**

"And I suppose I'm going to have to look in newspapers and on TV and every other conceivable advertising media that I get close to this evening and tonight," said Nick ironically, absolutely convinced about what the homework was going to be. "That's what you're planning, isn't it Gus?"

"You've clearly understood what we're involved in," laughed Gus.

"Tomorrow is the grand finale. Keep your evening free and get here at three."

Nick said thank you for the day and went out to the reception. He apologized to Christine once again for not having greeted her properly that morning.

"That's OK," she said. "Did Gus tell you that you've got to wear a jacket tomorrow?"

"Why?" asked Nick.

"Oh, don't worry," said Christine, realizing that she was about to reveal Gus's secret concluding party. "But here's a hot tip. Bring a jacket and leave your trainers at home!"

"Right, OK," said Nick. He didn't have any strength left to think. "See you."

His head was spinning from all the words and connections and USPs and media and channels and sales here and sales there and all the rest of it. But on the walk home the same thought, or rather feeling, kept coming up. A feeling that he couldn't really formulate. But just as he was crossing the park it all became crystal-clear.

At the end of the day it's all about common sense, good ideas, a carefully prepared plan, courage, creativity and not being careless. And it should be in the same language, from storage rack to shop shelf...

After contacting a number of customers successfully during the rest of the day, he had a relaxing evening on the sofa with his computer on his lap, followed by a fantastic night's sleep.