

Learn Marketing Essentials From Infomercials

Anyone who has ever watched those interminable retail ads that run on late-night TV (they're called infomercials in the US) will have been amazed that people stay up late to watch them then actually purchase they don't need and probably don't want, using their credit cards. And yet infomercials work, and they work exceptionally well. I believe that is because the technique encompasses all the elements of great marketing. Every infomercial describes the product in painful detail, explains why it is innovative, superior and revolutionary, describes and demonstrates how and why you can use the product, states plainly what the consumer will get for her money, explains how the product will change and enhance your life --- and then all this gets repeated over and over. Why not learn from the infomercial industry then? Whether you are selling a service or a product, following these steps is simply following the time-honoured method of great and successful marketing. You don't have to be a pioneer. Just follow this proven recipe for marketing success in order to become a great marketer. Firstly you should describe the product or services in detail. This can be done in info sheets, ads, brochures, online and offline. Use specific terms and phrases to let the consumer know exactly what the product or service includes. Let your customers feel your excitement about the product. For example, if you are selling potted herbs then you should include more than just the common name, Latin name and price. Tell them all the ways the herb can be used, how it will live forever on the kitchen sill if tended properly, how it will improve the taste of food and enhance health and well-being. Tell the prospective customer why people have used this herb down the ages. Convey your delight and believe in what you are selling. The consumer must feel they need what you are selling. Tell the customer why the product or service is superior to its predecessors and those offered by your competitors. It doesn't matter if anyone else is selling exactly the same thing. Persuade your customers that yours is superior anyway! Say exactly why it is better. Does it include extras? Say why you are more qualified in advising and supplying the client. Provide all sorts of specifications and documentary proof. Tell your present and future customers all the uses that your product has and all the benefits of your service. Use your imagination here. Consumers love to hear about multi-faceted benefits of a product. Think of the ways your product or service will improve their lives and save them time. Invent versatility for whatever product or service you promote. It's a great opportunity to use your creativity. Be specific when describing what precisely the customer will be getting for her money. Say exactly what the deliverables and the guarantees are. A money-back guarantee is always a winner. What about service contracts? Added extra such as gift wrapping? What about shipping costs? Let the consumer know exactly what they can expect. Sell the sizzle, not the steak. Persuade the consumer that Convince the consumer that is life will be immeasurably better if he buys your product or service, and you will have a buyer. Make emotional promises and convey your enthusiasm, underpinned by logical reasons for investing in your product or service. Give logical reasons why a buyer should have what you offer. Create a need, tempt a want, and you will be on the road to success.

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