



Two Step Advertising

By Eric Keiles

The old machine is broken.

The way people traditionally advertised to get sales has been declared dead in this age of information that we live in today. A typical example would be the advertising that consumer products companies executed in the 1950's. Unveiling products like *Jiffy* peanut butter or *Ford* automobiles used to be quite simple. If you had the money to advertise in places that people would read, watch, or listen, you could get people to purchase your product.

However, I'm sure everybody can feel the frustration of multiple competitors sending multiple messages, through multiple media now, and the one step from advertising-to-sale is extremely difficult and very costly these days to find success.

But there is good news. The introduction of two step advertising gives the small-and medium-sized business owner the ability to gather contact information from prospects, market to them, and ask for the sale on the second step as opposed to the first. The timeline is as follows: 1) advertising, public relations and/or referrals (see article to the left), 2) drive people to ask for free information, free resources, free workshops, free consultations, and more, 3) in exchange for all these free resources, we trade their contact information for our information, 4) we begin to regularly market to the database, and 5) get the sale.

This is a very fair trade for someone who is interested in purchasing a product. For example, if I'm interested in purchasing a new pool for my home, I would be very interested in a report called "Your in-ground pool of your dreams is less than you think".

In my recent personal experience, our company is producing a series of pod casts. Not knowing how to execute a pod cast, I searched online, found a company that offered a free white paper called "How to Use Pod Casts to Increase Your Business".

I gave them my contact information in exchange for the white paper. The white paper was very thorough and very educational to me. Now, when our company is ready to initiate the program, (next month, we hope), this vendor will be our choice because they stood out as the one who understood our needs, pains, and problems, and offered the solution.

Eric Keiles (eric@square2marketing.com) is the Chief Marketing Officer at Square 2 Marketing. Square 2 Marketing practices Reality Marketing™, a realistic way small- and medium-sized businesses can generate more revenue - without the "fluff". More information and free resources to help your business can be found at www.square2marketing.com.