

Appealing Marketing Campaigns

Marketing campaigns cannot survive if they are boring. Everyday there are more than three thousand marketing messages reaching out to customers and it is really a huge competition if one expects to be recognized among the crowd. Your message should talk to the customer and influence him or her. Strong, creative, confident and exciting are the key factors that a message should have, as that will embed it into the customer's thinking and he will remember it for a long time. The customer should feel empowered and should think of taking some action right away. For instance Nike's catch line is, "Just do it" and it is a line that has such a great impact on the minds of the people that they use that line even when talking about everything else, along with Nike products. It is obvious that by adding certain features, the marketing appeal can be multiplied.

Scientists agree to the fact that using visuals to make a person learn something is a better option than any other means. So, the best bet is to add visuals to promote marketing. Visuals can be anything like pictures, animations, or graphics. See for yourself what wonders it does by placing a picture of a representative or products on the company's website. This not only brings the customers close but also strengthens the relationship.

Different colors depict different types of emotions. Messages can be delivered to people by using colors and meaning can be added to it. Red and blue are colors liked by aggressive shoppers where as yellow color can catch good attention from the on lookers. Green reflects health, money and nourishment, so it can be used in food advertisement. Black suggests strength and power. Colors used on business cards can also be used to attract the customers. But colors should be used carefully, too much can be distracting.

There are a number of options available when thinking of what technology to use. The good news is that most of the options are cheap and easy to use. Audios and videos can be added to your website to attract attention. To take a more personal statement use a welcome message, introduction video, or interviews can be added to the website. Hearing a voice can be very touching and a rapport can be immediately developed with the visitor.

Business cards should be outstanding and at its creative best. Professionally designed graphics can be added to a brochure type of card. Information about the company, contact information, quotations, and picture can be added on four sides of it. The fonts used should be the same.

Just listing the benefits isn't enough. Customers want more, they want their needs to be met. For instance, someone is thinking of buying exercise equipment, don't just say that the machine has display, automatic incline, cooling device, CD player, programs, but also add that there is a program with audio instructions which encourages the person to do the exercise, which is meant for people who need real motivation to get off of their couch and to start sweating it out. Convey exactly why the customer should use the product, be more precise.

Uniqueness is the biggest key factor. Not only should the products and services be unique, the marketing campaign should be unique too. Not only will the effort be appreciated but also the impression will be everlasting. Once faith of customers is gained, they will be like free walking advertisement and will spread the word to their friends and acquaintances.