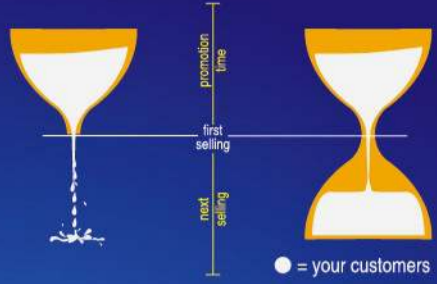


the Marketing Hourglass™

Enter the concept of the Marketing Hourglass

The top half resembles the funnel concept, but the expanding bottom half adds the necessary focus on a total customer experience that ultimately leads to referrals and marketing momentum.

Many marketers have been taught the concept of the marketing funnel - bringing leads into the top of the large opening in a funnel and pushing the ones that become customers through the small end. The problem with this practice is that all the focus is on the chase, while the real payoff in marketing comes from developing a customer relationship that turns a lead into an advocate for your business.



When you build on traditional marketing – Finding someone who has a need, and getting them to know, like and trust you – with the intentional act of turning know, like and trust into try, buy, repeat, and refer, the resulting momentum propels a potential customer from initial awareness to advocate.



7 Phases of the Hourglass



Know
Your ads, articles, and referred leads



Like
Your web site, reception, and email newsletter



Trust
Your content, social media participation, white papers, and sales presentations



Try
Seminar, evaluations, audit, and nurturing activities



Buy
Fulfillment, new customer orientation, delivery, and transaction processes



Repeat
Post customer survey, cross sell presentations, and quarterly events



Refer
Results reviews, partner introductions, peer 2 peer webinars, and community building

Far too many business owners try to go directly from the ad to the sale and wonder why it's so hard. By creating ways to gently move someone to trust, and perhaps even creating low cost offerings as trials, the ultimate progression to buy gets so much easier.

In order to start your thinking about the hourglass concept and gaps you may have, ponder these questions :



To learn more about the Marketing Hourglass and how to harness its power in your business contact us: