

MARKETING PRESCRIPTION: Go where your customers go

Written by Ashwin Merchant
Wednesday, 20 July 2011 14:45 -

MARKETING PRESCRIPTION # 10

Go where your customers go



Smart way of marketing is think like a customer – his behavior in daily life – what he does, where he goes, when, how often, what time he spends, what is the prime objective of his visit and much more. Gone are the days that you assume the first thing your customer will do in the morning is to read the news paper – may be true, but how far he has time at that time to read and understand your products and benefits, remember price and place where it will be available, unless you have sole objective of brand recall and increase brand equity. Instead, find vehicles that carry your message – bus, rickshaw, local train and tram, taxi or place – restaurants, club, gym, super market, time – when hungry, thirsty, relaxed, rejuvenated, roaming, people – with colleagues, family, friends ... So, Go where your customers go and promote your business – the important word is “your customer” and not any customer.

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Earlier in the Series:

[Do not pay much attention to what competitor says, but what they do](#)

[Powered Marketing – Innovative, Practical & Economical](#)

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Always afraid of competition, but never of a competitor

Think like buyer, not seller

Forget 4Ps, Study 17Ps

Find weakness in strength of competitor

Never make mistake to discount quality

Distinguish or Die

Make Yourself Unmatched