

THE REVENUE ACCELERATOR®

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Providing Business Growth Solutions

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FROM THE EDITOR

Welcome to the Q3 2007 issue of **THE REVENUE ACCELERATOR™**. This publication was established as a direct result of recommendations from a recent Market Development Group, Inc. (MDG) client satisfaction survey. The purpose of the newsletter is to provide practical revenue and profit generator tools for MDG clients, colleagues and friends. The MDG staff encourages our readers to give feedback on the articles included in this newsletter. We welcome any suggestions of articles or topics you would like to have included in future issues.

Eric W. Wiedenmann

President

Market Development Group, Inc.

MISSION

Our major goal is to provide timely, practical and original solutions for the purpose of increasing sales and profits quickly and cost effectively.

COMMENTS/FEEDBACK

We encourage your feedback about the content and topics of this newsletter.

Please submit them to **Eric Wiedenmann** at ericww@pacbell.net or call (925) 648-0680.

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Extending Brand Equity

John Maver
President
Maver Management Group

As the old wise marketing guru said “**Branding is the Essence of Successful Marketing**”. Brand equity is a precious gem. While not particularly rare it can be very valuable. So how do you tap into this treasure? Here is how to make this article really pay off in gold for you. Take a piece of paper and write down your brand name(s) on it at the top. As you read this article think about the principles and see how you might apply them to your brand. Don't look for the perfect match, just try it out. Put a checkmark on the ones that apply to you.

This is not a football story despite the headings even though the training camps are in full swing. It really is about pragmatic and effective ways of extending your brand equity. In some ways all products have a brand equity. The key is to identify it and then fan the flames so it ignites into a very profitable fire of profitability. It can bring with it very loyal customers who are willing to pay a premium to purchase your product. Once you have it you will want to use it to your maximum advantage and I'll discuss several ways of doing this

Line Extensions, Flankers, End Arounds and Umbrellas

Extended Use

This is the most obvious. You keep the same product name and form but use the product in a different usage area. The best example is Cow Brand Baking Soda. It is used in baking. Every new housewife gets a box as part of her bridal package and that box stayed with her until she died. Cow started promoting the product as a deodorizer in the refrigerator. Open a box and change it every 6 months. Sales skyrocketed and the brand stayed alive. Now it is used in toothpaste and many other areas as well.

Line Extensions

A line extension is defined as a product in the same basic category with the same basic end use as the parent brand. It may be in a different form than the parent. This is different than an extended use. Tide Powder laundry detergent and Tide Liquid are great examples. Procter & Gamble eventually converted all their effort from trying to establish a new brand, Era, to compete with Wisk, to making Tide Liquid a success. It has paid off and the company has a dominant market share of over 60%.

Flankers

A flanker is a new brand, which uses an existing brand name to introduce into a different category than the parent brand. Examples are Clorox Liquid Bleach, Clorox Clean Up, Clorox Toilet Bowl Cleaner and others.

Crest Dentifrice is a good example of all of these. Did you know that there are 21 forms of Crest toothpaste? They cover extended use (breath freshening, gum health and whiteness) and line extensions kids toothpaste and sensitive teeth in paste, gel and even drops at one point. They get you from your first tooth to your last. Customer loyalty remember? It is even

better if the flanker can be used as part of a system with the parent brand. Crest Toothbrushes – Crest Complete and Crest SpinBrush go with Crest toothpaste.

Umbrella

This is where you use a common overall name for different product with different uses.

Symantec changed Norton Antivirus into the Symantec suite or family of brands. It fits well with both the consumer and the institutional or business-to-business market. It is all about security.

The Ultimate Umbrella

This where you establish your brand well enough that it becomes synonymous with the generic. Here are a couple of examples.

Name a fast food restaurant - McDonald's right? You will also note the branding and while hokey still serves to reinforce. McFries, McShakes

Name a facial tissue - Kleenex started as a facial cream remover in the 1920's. Most people no longer refer to tissues as tissues they are commonly known as kleenexes.

Name a place to go and have coffee - Starbucks. Peets and Seattle's Best are trying to overcome this huge hurdle. And Starbucks is now sending out many, many flankers.

The Sleeper, End Around or the Borrowed Equity

This is where you take a known brand equity and use it to support your brand because in doing so it increases the value of your brand. The lending brand is willing to do it because it increases the value of their brand too.

Dell computers - Intel inside. Intel is a master at it. It has taken a computer component and made it a mainstay. People consistently pay more for products with Intel Inside. And now Microsoft is doing it too. They are lending their “platform” and name to others for a fee.

In consumer products, Lays potato chips has borrowed the KC Masterpiece branding. It sets them apart from just BBQ chips. And for KC Masterpiece it is free advertising, bulk product sales and a licensing fee.

Restaurants do it all the time. The bottle of Heinz catsup is the most obvious. Outback Steakhouse claims to use Hershey's chocolate. Do you think this dessert is any chocolatier or better in some way because of Hershey's? Of course you do and not only does it improve the quality image of Outback it also allows them to sell the dessert for more.

The low carb craze continues in the US and Atkins leads the way. It is more than just a diet. It is a way of life and Atkins is selling a lot of flankers. And others are jumping on the Atkins bandwagon. Applebee's has Atkins entrees

Trades with a Draft Choice

Here are some others. You all know the power of Mr. Clean. One of the all time great advertising personalities. Econo Lodge has traded for Mr. Clean and is transferring his branding and using it as the standard of clean for their motels.

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(Extending Brand Equity - continued from page 2)

I have some personal experience with this. Clorox to brand the bathroom. In highway rest stops, people and women in particular want to stop at a place that is clean. Clorox is synonymous with germ free and so we branded the bathroom. Turns out we were able to increase sales at the rest stop by 23%. Clorox decided to go in another direction and Mr. Clean stole the idea.

Summary

There are many examples of extending brand equity. What ideas did you write down and can you use right now to build your brand and increase your equity? Want some help? Contact me. I can help you extend your brand's equity to accelerate your business growth and jump start the effects.

John Maver

John Maver has been a Division President and General Manager with Procter & Gamble and Clorox and CEO to private companies. John also has a breadth of consulting experience across multiple industries. He has driven consumer brands for Procter & Gamble to market leadership, started a pharmaceutical business from scratch, developed the model for extending consumer brand equity to other industries and created turn around plans for clients in multiple industries.

John is President of the **MAVER^{MANAGEMENT} GROUP**. They provide business acceleration consulting to companies that enables the companies to jump-start not only their planning but the results. Their success has eased the pressures on the executive team, helped them make their numbers and allowed them more time for thinking and less putting out fires and just plain doing.

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Measuring Your Marketing Effectiveness Things That Get Measured Get Done

**Eric Wiedenmann, President
Market Development Group Inc.**

Market Development Group, Inc. (MDG) is now providing one-day workshops:

Session #1 – Morning, 9:00am to 11:00am

- Quantify where your business is coming from
- The 4 marketing effectiveness measurements that set the groundwork for success

Session #2 – Afternoon, 1:00pm to 3:00pm

- How to determine your ideal customer
- 10 rules of marketing effectiveness
- Creating the Rapid Response High Impact Sales Plan™

Cost: \$2,500.00 per workshop

You can expect the following results from the workshop:

- Get a higher return on investment from your marketing expenditures
- Dramatically reduce sales cycles
- Win business at a higher margin

Please call Eric Wiedenmann at (925) 648-0680 if you would like to book a “Measuring Your Marketing Effectiveness” workshop for your company in 2007.

MDG will only conduct a maximum of four workshops in 2007.

How Local Businesses Can Improve Their Visibility on the Web

Kevin Dean
Internet Marketing Consultant
WSI Net Advantage

It is estimated that 25% of all searches on the web are seeking local businesses, services, and resources. This might include city functions, school activities, networking groups, as well as customers looking for businesses like yours. These searches are performed on search engines, directories, and other sites noting references and referrals.

Is your traditional marketing approach ready for this huge focus on the web? Here are 10 steps for your company to take advantage of the growing pace of localized search by your prospects. In the process, it is likely you will also improve the message you present on your website, improving the number of contacts and opportunities generated from your site.

1. Say what you do - simply and concisely. Do you say exactly what your services are? Many business owners never say it in terms that regular people use. Include the benefits you can provide the visitor if they contact you. Also make sure your site looks good. Maybe it's time for a make-over.

Now that you can take advantage of the visitors once they get to your site, let's review the other nine!

2. State your physical address, city, and state. Did you know there are 13 Fremont's in the US and several "Bay Area's"? You may not be a storefront where people can come and visit, but many local business people and customers prefer to work with local services. Include your Zip Code. Skip the street name if you wish.
3. What other towns do you work in? As a contractor, store owner, or service provider, you may have a clear geographic area you serve. If someone is searching for your services in the next town over, would you like your site to be considered for posting? Adding these towns in your footer or as a "Cities Served" box on your pages. Use text not an image.
4. State your target market. Are you seeking small business owners with a limited budget? Do your focus on companies with more than 10 computer installations, or 5 employees? Let your site filter contacts which do not match your business model. Create specific areas of your site for each type of client you seek.

5. Use Google and Yahoo Local listing services. Close to the top of search engine displays for local services are local business listings. These were originally culled from phone directories and may be out of date or incorrect. Check your listing and be sure it links to your site, provides a correct address and phone number, and describes your services properly.
6. Place your web site name on ALL correspondence that you distribute. This includes brochures, invoices, envelopes, packing materials, receipts, email footer, letterhead, shopping bags, and of course, every business card you print.
7. Use business email. Do not use a Yahoo, AOL, or GMail address. Use your business URL - yourname@yourcompany.com. It looks professional and reminds people of your website name.
8. Ask other businesses to link to you. Swap links with partners or preferred vendors them so you can show people who else you work with. Visitors on their sites have the opportunity to link to you. Use relevant linking text as well as clear logo. Standardize to assist your linking partners.
9. Link from local directories. Many cities have local service directories from public and commercial services. Find ones that match your marketplace and request to place a link, or maybe pay a small fee. If you are a member of a club, Chamber, association, or other group, be sure their site links to yours. Show club affiliations on your site too.
10. Try local sponsored advertising. You cannot likely add every keyphrase to your site so your site will be listed naturally. By using local advertising, you can post links to your site from Google, Yahoo, MSN, AOL and others with appropriate keyphrases only viewable in the areas you serve. Some services include valuable "return-on-investment" methods which allow you to see how many leads are actually contacting you due to this advertising.

These 10 easy to implement ideas will help you generate new leads and customers through better use of the Internet. If your business is not taking advantage of local search activities by your potential customers, you are missing out on countless opportunities.

Copyright © 2007 Kevin Dean, All Rights Reserved
 Kevin Dean is an Internet Marketing Consultant and President of WSI Net Advantage in Fremont CA. He specializes in helping business owners better utilize the Internet. Contact Kevin at (510) 687-9737, kdean@WSINetAdvantage.com, www.WSINetAdvantage.com

Effective Communications Through Customer Satisfaction Surveys

**Eric Wiedenmann, President
Market Development Group Inc.**

A satisfied customer or client is a company's most valuable asset. Pete Drucker, the father of modern management said, "the role of a business is to create a customer."

One of the most effective methods to maintain and grow a company's customer base is to communicate with customers through a customer satisfaction survey.

The customer satisfaction survey should be conducted every 12 to 24 months for the purpose of receiving valuable strategic feedback.

The core of the customer satisfaction survey is the questionnaire. The following is a list a guidelines that should be followed for the purpose of implementing an effective questionnaire.

Segment the questionnaire into three types or categories. These categories include:

- 1) Rating Questions
- 2) Yes/No Questions
- 3) Open-ended Questions

Rating questions are defined as rating from the numbers 1 through 10, one being poor through 10 being excellent. The items generally rated are factors such as price, quality, service etc.

Yes/No questions are used whenever short answers are required such as "Would you recommend our company to a friend?"

Finally open-ended questions are used when more detailed answers are required such as "What do we need to do differently to improve our business?"

The most effective way to conduct a customer satisfaction survey is to engage an objective independent third party to conduct the survey. This will help insure objectivity. Furthermore, most customers are more open to convey their thoughts to an independent third party.

Market Development Group, Inc. (MDG) has helped numerous clients increase their sales and profits through objective customer satisfaction surveys. Here are some examples of success stories summarized below:

- A client used the results of their customer satisfaction survey to sell the business to a Fortune 500 company because the buyer was impressed with the strong customer loyalty. This translated into a high ROI for the seller.
- Another MDG client was able to determine that the company was missing out on several alternative

revenue opportunities from his clients. The company's sales and profits significantly increased within 6 months.

- There was an MDG client that discovered a major customer was in the process of looking for alternative suppliers. After receiving this feedback, the client was able to take corrective actions and was able to save his customer relationship.

Jack Welch, retired CEO of General Electric believes that a successful business should measure at least three factors. These factors are 1) cash flow, 2) employee satisfaction, and 3) customer satisfaction.

In summary, conducting customer satisfaction surveys are paramount to having a long-term successful business.

Eric W. Wiedenmann has held executive marketing and business development positions at Masco, Avery Dennison, British Petroleum and CBC Industries. He founded MDG (www.marketdevelopment.net) in 1998, which is based in Danville, California. MDG clients include Fortune 500 companies, mid-sized and startups nationwide. Mr. Wiedenmann received a B.S. in Economics and Marketing at Ashland University and an MBA from Northwestern University Kellogg Graduate School of Management. He is a lecturer at Ashland University and has published numerous articles. Mr. Wiedenmann has given business development speeches to various CEO and COO advisory groups. He lives in Danville, California with his wife, Anne, and son, William.

About Market Development Group

Market Development Group Inc. (MDG) is a professional organization specializing in value added, quick turnaround and fast payback of sales, marketing and product management solutions for entrepreneurial, mid-sized and Fortune 500 companies. MDG has over 50 clients nationwide.

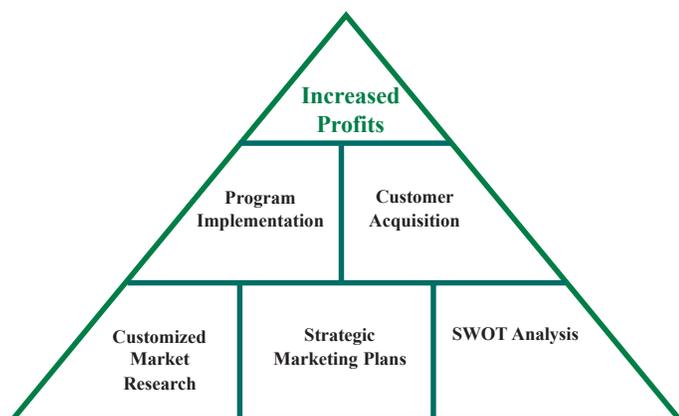
MDG Provides the Following Benefits to Its Clients

- 1) Revenue/profit growth by finding and developing **new sources of revenue**
- 2) Sales and marketing programs implemented **timely and cost-effectively**
- 3) Gathers and provides critical **market research** to help clients make **better informed strategic decisions**
- 4) Increased **competitive advantage** through “**SWOT**” (strengths, weaknesses, opportunities, threats) analysis

MDG Difference/Why You Should Work with MDG

MDG provides a unique blend of customized, practical, objective, timely and cost effective business development, market research/market intelligence and “road maps” to successful program implementation services. MDG’s mission is to deliver a fast R.O.I. to all clients. As an objective independent service provider, MDG is able to craft creative solutions for our clients. **MDG is the originator of “The Rapid Response High Impact Sales Plan™.”**

MDG’s Mission Critical Solutions Pyramid



What Our Clients Say About MDG

MDG was a significant factor in taking a business unit from six figures to middle seven figures. He has some "quick and dirty" ways of getting a lot of information without spending a lot of money and time.

Ron Prescott - President, RJP Inc.

He's dependable, he's thorough, he meets his deliverables, and he keeps you informed.

John Pendergrass - COO, TRW-Lucas NovaSensor

Eric is a very focused, cost-effective way to generate marketing information and strategic data.

Dave Marshburn - Sr. Director, Seagate Technologies

MDG provided me with a marketing plan that I could use to develop a larger client base. MDG can zero in on what the objective is, reduce some of the minutia you're going through, and put together a marketing program that really works for you.

Darren Merritt - VP, Boardwalk Investments

MDG is proactive, has excellent follow-through, and exceeds service expectations.

Todd Schuelke - Vice President, Eclipse Group, Inc.

Eric Wiedenmann is clear and to the point, and delivers what he says he will deliver when he says he will deliver it. Some consultants simply reconstitute their clients' information. Eric guides, directs, researches and produces. He has his opinions and doesn't shrink from presenting them in a direct yet respectful way. He cares about his work and is committed to his clients' success.

David Hingston - CEO, Sketch Team

Eric's willingness to take the extra step, spend the extra hours and pull the team together was a big ingredient to our current success.

Albert R. Steele - President, CBC Industries

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