



## CREATING A BUYING FRENZY!

The average Performance Group member spends somewhere between \$25,000 - \$50,000 a year on local advertising. Despite this many struggle with sales growth and feel they don't see a return for this investment. Is there a better way to spend this money to trigger a flood of customers rushing into your business, begging to buy your product or service? There are certain emotional triggers that can ignite a buying frenzy in almost any economic climate. If you're an Apple fan who tried to get your hands on the new Apple iPhone 4s when it was released recently, then you will know what this looks like. But you don't have to be Apple. Applying the following three marketing ideas to your existing marketing activities can help you create a buying frenzy for your business.

### 1. Create a sense of urgency

Often, your customers want to buy from you, but for a variety of reasons, they're procrastinating. To counteract this, offer them an incentive to buy right now.

Basic human psychology suggests that people will do more to avoid pain than they will to receive pleasure. One of the most ubiquitous pains is the idea of missing out or being denied something. For marketers, creating an offer that's limited or time-sensitive is enough to motivate people to take action.

The \$150 billion infomercial industry has known this for years, and they are experts at

creating a sense of urgency with their famous "offer ends soon," "supplies are limited" or "buy in the next two minutes, and we'll include this special gift absolutely free." Incentives come in a variety of forms, including discounts, special sales, promotions or offers tied to a specific deadline or limited supply. The key point to remember is that you're not pressuring your customers to buy from you...you're simply using effective marketing techniques to prevent them from procrastinating any further.

### 2. Create a tease

A product launch begins by understanding what your ideal customer wants and then "teasing" them with information about how this new product is going to affect their life before actually making the product readily available for sale. Apple has mastered the product launch, with 300,000 iPads sold on launch day and over 1.7 million units of the iPhone 4 sold within three days.

*Apple have become masters of creating buying frenzies with new product launches becoming front page news.*



In the case of the iPhone, Apple got customers excited by releasing new details about the phone and demonstrating its sleek capabilities before it was available for purchase. They continued to hype and build suspense until it was almost unbearable, and

then they released the product to the market. This tease, caused by illustrating how the product will improve your life but not giving it to you right away, makes you want it even more.

### 3. Create something new

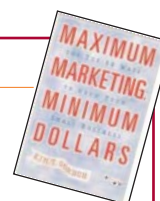
When was the last time someone walked up to you and said, "Hey, tell me something that I already know?" As humans, we are attracted to new things. The same holds true for your business. People are attracted to new happenings in your business. It gives them a reason to come back. It also generates buzz and excitement.

Successful restaurants for example will continuously update, or add to their menus, for example, frequently adds new items to the menu to keep their offerings and marketing fresh and exciting. Gillette razors seem to work just fine, yet they are consistently adding the latest enhancement to their product to keep customers buying. New concepts, or enhancements like this give people reasons to pay attention and come back again, as well as motivating them to spend more money with you.

### BUSINESS BOOK OF THE MONTH

Maximum Marketing, Minimum Dollars: The Top 50 Ways to Grow Your Small Business Resurg Rating: ★★★★★☆ Author: Kerry Gleeson

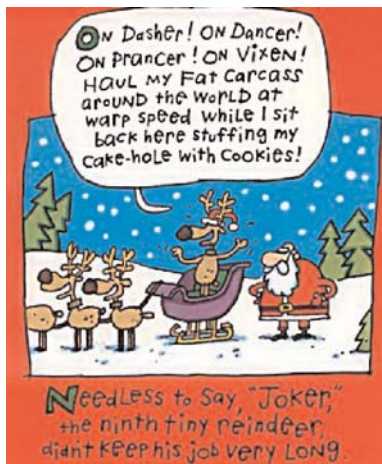
If you're looking to reassess or refresh your marketing efforts this book is a great starting point. It is written for the small business owner who doesn't have a million dollar budget for promoting their business, but also is relying on successful marketing to keep them in business. This book contains innovative practical advice and tips on how to market your business without breaking the bank. Ideas range from creating an online marketing program and winning referrals to forging alliances and establishing a public relations program. I challenge you to read this book and not pick up at least one great idea that will enhance your business.



### Final Thought

The hardest sale you make will be selling to someone for the first time. Once a customer has decided they are happy to buy from you, it is easier to sell to them in the future. This means that customers who have bought from you before will give you a better return on your marketing dollar than those who haven't. While every business needs the lifeblood of new customers a significant portion of your marketing efforts should be aimed at your existing customers as you know they are happy to buy from you. Do you have a database of these customers? If so, try using the three tips above to market to them. If not, you need one!

**THE TEAM AT RESURG WOULD LIKE TO WISH ALL PERFORMANCE GROUP MEMBERS A MERRY, SAFE AND PROFITABLE CHRISTMAS!**



Please note that the Resurg office will be closed from Saturday December 24th and will re-open on Tuesday January 3rd . If you have an urgent query during this time please do not hesitate to contact Performance Group Manager Chris Young on 0403 091 875.

**HARVEY WORLD TRAVEL CELEBRATES 60TH ANNIVERSARY**



Harvey World Travel celebrated their 60th anniversary at their annual business symposium which took place at the Sydney Convention Centre in December. More than 480 delegates from HWT's network of Franchisees in Australia, New Zealand and South Africa congregated in Sydney for the special event.

Resurg were thrilled to be recognised for their contribution to the success of the network by winning the John Harvey Award for outstanding supplier contribution. Resurg partner Mark Jenkins is pictured below accepting the award from Harvey World Travel Managing Director David Rivers.



**GET THAT MONKEY OFF YOUR BACK**

Is there something you've been dying to tell us about your Performance Group but forgot to write in your meeting evaluation form?

Don't worry, just visit [http://www.surveymonkey.com/Performance\\_Group\\_Survey](http://www.surveymonkey.com/Performance_Group_Survey) to complete a Performance Group satisfaction survey at any time via Survey Monkey. It has proved to be an invaluable method of collecting customer feedback, is easy to use and very cost effective.

Survey Monkey allows you to easily customise customer surveys and feedback reports.



**BIG4 DOMINATE 2011 STATE TOURISM AWARDS**



BIG4 holiday parks continued to show that they are cut above the rest by making a clean sweep of this year's State Tourism Awards. In each state and territory of Australia the best holiday park was judged to be a BIG4 park.

BIG4 Performance Group members continued to perform well winning four of the seven awards. Congratulations to:

- The Heenan family from MacDonnell Range Holiday Park in Alice Springs.
- Naomi and Greg Mackinnon from Adventure Whitsunday Resort.
- Alan Walls from St Helens Holiday Park.
- Kate Williams and her team at Adelaide Shores Caravan Park.



Congratulations to Naomi Mackinnon from Adventure Whitsunday Resort, winner of the Queensland State Tourism Award for best Holiday Park. Naomi is pictured left with fellow BIG4 Group 1 Performance Group members Alan King and Resurg facilitator Jenny Watson. Relaxing after a hard day's work at their recent Performance Group meeting in Deniliquin.

**DO YOU HAVE NEWS TO SHARE?**

If you have any news , stories, pictures or ideas you'd like to share with the wider group, or questions you're seeking answers to, email us at [performancegroups@resurg.com.au](mailto:performancegroups@resurg.com.au).

The best story feature or submission each month will win a bottle of wine.



**PERFORMANCE GROUP CALENDAR JANUARY 2012**

19th & 20th Jan	HWT NSW 1	No Location Set Yet
24th Jan at 10am WA Time / 1pm Sydney Time	Lawrence & Hanson WA	G1 Pin 90673653#
24th Jan 11am	IGA Volcanic Vendors	G2 Pin – 78244001#
19th Jan 11am	IGA SA	G1 Pin 90673653#
30th & 31st Jan	HWT Company	No Location Set Yet