

**David Berger's
Always-on Marketing™ Message Development Strategy**

Overcoming the “I didn’t know you did that” syndrome.

Purchase Barrier	What the prospect/customer is really asking?	Marketing Message (AOM Tactic)
Price	How much money will your solution cost/save me?	Promote 25% savings.
Value	What is your value proposition?	Similar design, functionality and quality.
Product	How complete is your product line? How will you help reduce the number of vendors I deal with? What are your delivery-lead times?	List product line. Reference depth of product line. Next day to two months for custom built.
Credibility	How long have you been in business? How large is your company?	Mention our long years of history. Elaborate joint cooperative support.
Reliability	Which companies are using your solutions and for how long?	Provide customer list.
Ingenuity	How have you creatively solved problems for these companies?	Create case studies.
Service	Who will service my needs during breakdowns (on-site repair)? How long will it take to fix an on-site problem?	Talk about our large service team. Same day (limitations may apply).
Spare Parts	How many spare parts do I need to buy? How much money will this cost me?	All parts are on consignment. You pay only for what you use.
Training	Who will train my staff? How much will this cost me?	Our technical sales team. It’s free.
User Anxiety	How is your solution different from what I currently have? How long will it take to transition your solution into operations?	Equipment is built using same expired patent. One day usually.
Change	How will changing to your solutions affect my operations?	Little or no negative impact.

Always-on Marketing™ Communication Matrix

Overcoming Purchasing Barriers

	<i>E-mail</i>	<i>Fax</i>	<i>Direct Mail</i>	<i>Phone Follow up</i>
General Intro	✓	✓	✓	✓
FAQs	✓		✓	✓
Case Study 1	✓		✓	✓
Customer List	✓		✓	✓
Website Release	✓		✓	✓
Case Study 2	✓		✓	✓
Relationship Piece	✓	✓	✓	✓
Case Study 3	✓		✓	✓

Suggested Campaigns

	<i>Week 1</i>	<i>3</i>	<i>6</i>	<i>9</i>	<i>11</i>	<i>14</i>	<i>17</i>	<i>20</i>
General Intro	✓							
FAQs		✓						
Case Study 1			✓					
Customer List				✓				
Website Release					✓			
Case Study 2						✓		
Relationship Piece							✓	
Case Study 3								✓

Campaign Timeline