

BUSINESS FREEDOM 365

Month Nine, Week Three:
Inception Marketing
Deployment

Topic

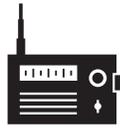
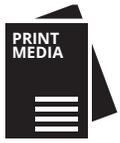
Traditional Advertising and
Educational Events

Eric Edmeades

Serial Entrepreneur, International Business Speaker, Author,
Husband and Father.

This week, we're going to be focused on traditional advertising and educational events.

TRADITIONAL ADVERTISING



- Magazine advertisements
- TV
- Radio

Why are these currently underused? Perceived as:

1. Expensive
2. Old and ineffective

They haven't stopped working! What HAS stopped working is the content.

- Pushing features-and-benefits marketing in traditional marketing doesn't work as well anymore.

Think through an Inception Marketing lens!

- Who your ideal target market is
- How you're going to engage them to interact with your advertisement
- How to compel them to take some sort of action

Tech Company Example:



Think of the advertising campaigns that Eric ran for his company. He engaged his clients and was able to run very successful campaigns though magazine advertisements, was never the medium that failed, it's the message.

Radio and TV advertising can be HIGHLY effective if you remember:

- You must engage people
- You must deliver value to them
- You must compel them to take action

