



Marketing Matters

By Richard D. Czerniawski

CHANGE
the **SCRIPT**

Marketing Matters **Rx** offers prescriptions (suggested remedies) for what could be ailing your marketing. Comply with it, where and as appropriate, to achieve Smart(er) Marketing.

Defining Your Target Customer – **Rx**: *Include a psychographic label when defining your target customer. Make it a “magnetic psychographic”—one your target customer will identify with and want to join. “Goal Achievers” and “Difference Makers” are good examples. Who wouldn’t want to identify as one? However, it must fit with your Brand Idea and Positioning Strategy.*

You’ll find the right prescriptions to make your marketing smart(er) in my new book, AVOIDING CRITICAL MARKETING ERRORS: How to Go from Dumb to Smart Marketing. You can learn more here: <http://bdn-intl.com/avoiding-critical-marketing-errors>

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