

# 25 BEST PRACTICES FOR MARKETING IN THE WIRELESS INDUSTRY



E Comm  
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## **KNOW YOURSELF.**

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One of the first exercises we do with a new client is to ask what their best clients, the clients they lost and prospects that buy from their competition would say about their company, products and service. Then, we talk to those “best” and “lost” clients and compare the results. Before you start marketing, start here.

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## **USE CUSTOMER INSIGHTS WISELY.**

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A multi-national company wanted to expand the variety of existing products their current customers bought from them. While they assured us that their competitive edge came from their technological expertise and reputation for innovation, when we talked to their customers, it turned out that their customers were devoted to this company’s sales team, couldn’t say enough about their pre-and-post sale customer support. If we’d rolled out a marketing message based on the company being a technology leader, the message would not have worked.

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## **SHOW UP FOR THE PARTY. BUT NOT IN COSTUME.**

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In the example above, if we had proceeded with a marketing message that focused on their technological expertise, their current customers would literally not have recognized the company, it’s as if they were wearing a costume. You don’t have to be consistent to the point of boredom and your company can change how it’s perceived, however, make sure you are true to and constantly monitor your customer’s perceptions. Not yours.

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## **MOVE AT THE SPEED OF TRUST.**

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“Business Moves at the Speed of Trust” is the title of a great book written by Steven Covey, Jr. This seven-word statement means that if you want to move forward with speed, don’t waste time on talking at your customers, but with your customers. Noted business expert Groucho Marx said, “Sincerity is the key to success. If you can fake that, you’ve got it made.” Instead of pretending, be swift in your response to problems and move energetically towards solutions that will more than satisfy your clients, it will make them raving fans. No matter what you spend on marketing, those raving fans – and their trust in you – will double your money.

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## **IT'S NOT ABOUT MARKETING, REALLY.**

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Successful marketing must be backed by a solid sales plan. There are many products and ideas that didn't succeed – many were genius ideas and technological marvels. The major reason they failed is because there was no plan for selling them. Before you design a logo, collateral material, buy an ad or even put up a web site, know how you'll turn leads into sales.

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## **THE ELEPHANT IS IN THE ROOM. IT'S IN THE BOOTH NEXT TO YOURS AT A TRADE SHOW.**

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Get to know your competition and confirm with buyers why they buy from them and not your company. No matter how much your customers love you, the harsh truth is that somebody, somewhere, is working hard right now to steal them.

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## **WHY A DREMEL® TOOL COMES WITH A LOT OF ACCESSORIES.**

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It's a thing of beauty, the Dremel tool. You can use it for sanding, cutting, carving. You name it. Comes with a lot of accessories. Because, no matter how easy-to-use and powerful a Dremel tool is, one attachment cannot do everything. Make sure your marketing plan has room for multiple tools.

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## **DON'T FALL IN LOVE WITH A MARKETING TOOL.**

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It's so easy for marketers to get stuck on one marketing tool. It doesn't matter if it's old school print advertising or social media, it's easy to decide that one tool can do it all and solve every problem. The comfort of the familiar or the novelty of the new can be tempting. And expensive.

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## **WHY PR IS INEXPENSIVE.**

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PR is inexpensive. But it's also time consuming and, ultimately, you can't control what an editor writes about your company or product – does that match your personality and your sales objective?

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## **STORYTELLING IS NOT FOR BEDTIME, IT'S FOR SMART MARKETERS.**

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*“Tell me a fact and I’ll learn. Tell me a truth and I’ll believe. But tell me a story and it will live in my heart forever.”* People buy from people, whether they’re buying goat cheese at a farmer’s market or negotiating a multi-million-dollar deal for robotic assembly equipment. People love the emotional connection of a story and that emotional connection has a place on this world as long as people are still making the decisions to buy and sell products.

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## **BUT, THERE IS ONLY ONE STORY THAT MATTERS.**

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Here’s a hint. It’s not yours. People buy – everything – for about 22 reasons and you need to uncover your customers’ reasons, not endlessly burnish your story. They want to hear only this: “Tell me a story about what your company, your product or service will do for me and tell me why you created it this way, just for me.”

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## **BE WILDLY EXTRAORDINARY IN UNDERSTANDING YOUR CUSTOMERS.**

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Have an emphatic and unique message. Does your message say, “We’ll Give You Answers” or “We’ll Make You Look Smart” or “We’ll Help You Keep Your Job”? Or is it just the old and tired “We’re Better than the Competition.”

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## **CUSTOMERS ARE PEOPLE.**

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Social media posts that consist of messages like “We’re going to be at this trade show” or “Watch our latest video about how great we are” is simply boring. Your customers don’t care. People want to learn, for example, so if your company is viewed as technologically advanced, do a podcast Q&A with your lead R&D engineer instead of another “see us at this trade show” post on Facebook. .

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## **ARGYLE OR NOT?**

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Maybe you don’t need to know what kind of socks your customers prefer but you do need to know as much about them as possible. Don’t assume that, for example, because they are all men, they all like football.

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## **LIMIT YOUR CHOICES AND SPEND BIG.**

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There are many trade shows, on-line opportunities, etc. Pick a few and invest heavily in those. Be consistent and make sure you are noticed. When you are at a show, spend money to be noticed or don't go at all. One likely benefit of additional spending is that you may get first choice of special opportunities and pricing to further build mindshare with customers.

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## **BUT DON'T BE A BULLY.**

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The money you spend doesn't allow you to shove your way to the front of the line. Don't insist that because you are a major sponsor or advertiser, you get special treatment.

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## **RESPECT THE DIFFERENCE BETWEEN CHURCH AND STATE.**

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This is more about content marketing than anything else. Don't demand that, because you are an advertiser, that your company should be covered editorially.

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## **HAVE FUN.**

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There is a reason why the most successful marketing is based on gamification. The wireless industry is filled with super intelligent people and they like to be challenged. Which is why your social media should not be crammed with company goings on no matter how fascinating or even "fun" you think it might be. Games and contests are fun, your company information is not. (See above...what story is the customer interested in? A reminder: It isn't yours).

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## **THINK LIKE A STARTUP.**

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Never stop using experimentation and testing.

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## **BE SCRUPULOUS IN EVERYTHING YOU DO.**

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A typical marketing foundation is based on brand identity, positioning and messaging, your web site, marketing automation, marketing strategy/goals/objectives and your plan/budget. It should all tied directly to your business goals. Be scrupulous and consistent in every segment, even if it means skipping some opportunities.

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## **DON'T GIVE UP TOO SOON.**

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But Don't Bore Them, Either. Make sure your customers are exposed to your campaign long enough to get the message. They are being inundated with thousands of marketing and sales messages a day and yours is just one of them. By the time you launch a campaign, you've thought about it and worked on it for a long time and you will tire of seeing it long before your customers do. Give it time and enough repetition to register. But not too long to get boring or stale.

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## **DO A REVIEW.**

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Anytime a free outside review of your marketing, say, your collateral, is offered, take the opportunity. You never know what new perspectives you'll gain.

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## **RELY ON VISUALS.**

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If you can tell the story your customer wants to hear with a photo, rely on that. Sell don't tell. If you're not using video...start.

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## **THE OLD RULES OF MARKETING AND PR ARE INEFFECTIVE IN AN ONLINE WORLD.**

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As David Scott says in his book "The New Rules of Marketing & PR" about using social media - "Do you walk into a cocktail party or networking event and shout "Buy My Product!"?"

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## **SPEAKING OF BOOKS, MAKE SURE YOU READ BOOKS ON MARKETING REGULARLY.**

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E Comm has a list of "Best Books for Marketers" that we keep updated and available. You never know where you will find inspiration!

**FOR FAST MOVING,  
CUSTOMER-CENTRIC MARKETING,  
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