

WELCOME TO



March 4-6, 2024



Advertising
Specialty
Institute®

“How to Maximize Every Marketing Dollar” ©

Cliff Quicksell, CSP, MASI
Cliff Quicksell Associates / QuicksellSpeaks

During today's presentation we will discuss...



Changing your mindset on marketing;
Taking Risks, the incredible power of being UNIQUE
The importance in driving measurement
Review various successful case histories
See low cost, effective & actionable marketing at work.

HAVE FUN!

Growth and Innovation

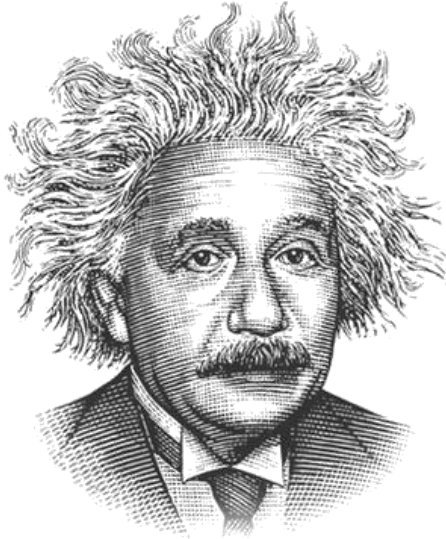
...can you remember when?



Growth and Innovation

...can you remember when?





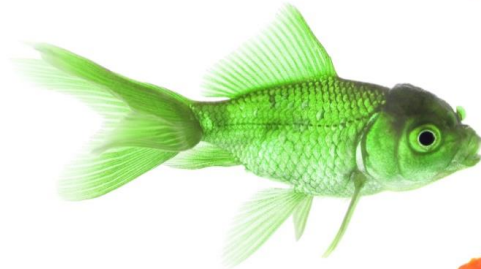
Definition of **Insanity**

“Doing the same thing
over-and-over again, and
expecting a different result!”

- Albert Einstein

When it Comes to Your Marketing...

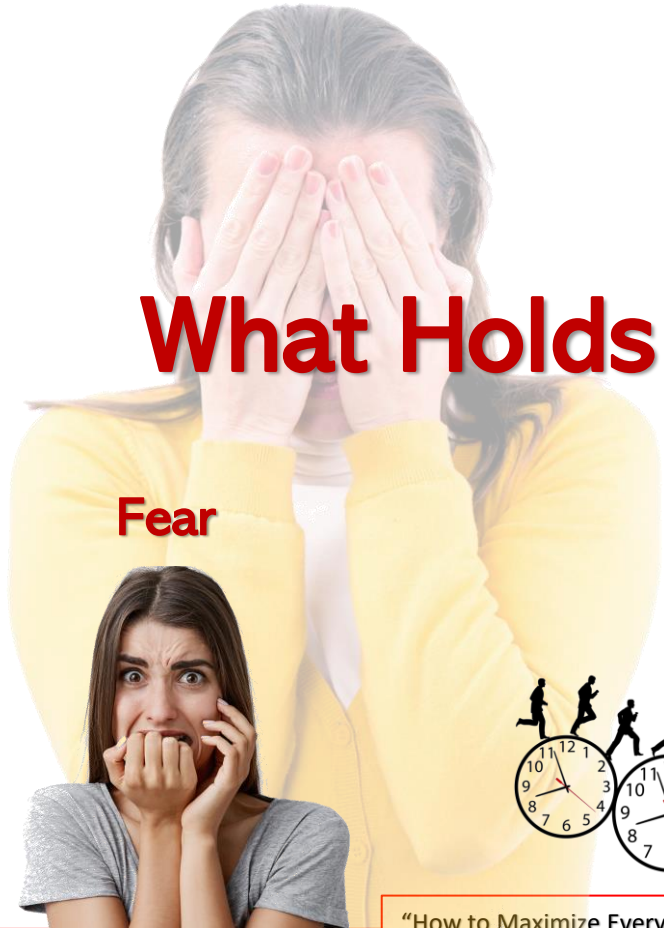
If you're not **different**...



...then you're the same!

What Holds You (most) Back?

Fear



Indecision



Time



Typical Use...we need a giveaway...or



Zero Measurement – Zero Accountability –
Zero Results – Therefore PERCEIVED LIMITED Value

S.
S.
T.
H.
O.
Some Stuff To Hand Out

C.P.I. Cost Per Impression

- Do you typically measure this?
- Aren't Promotional Products typically 'given' away?



Example

- Given – the average mug stays on someone's desk for 2 years
- Average person works, 246 days a year
 - they will see the mug 10 x a day
 - $246 \times 10 \times 2 = 4,920$ impressions

If a coffee mug cost \$3.00
\$3.00 divided by 4,920 =
\$.0007 per impression



R.O.I.

Return on Investment

I buy 1000 MUGS for \$1.00 each = \$ 1,000.00

I sell 1000 MUGS for \$8.90 each = \$ 8,900.00

The difference between the cost and the realized Revenue or \$7,900.00 is my R.O.I or Return on Investment

- Do you typically measure this? Retail Yes!
- Aren't Promotional Products typically 'given' away?
- Most buyers look at PP's as a frivolous expense;
- If you were able to deliver an investment matrix or measurement to you efforts, would you like that?



R.O.O.

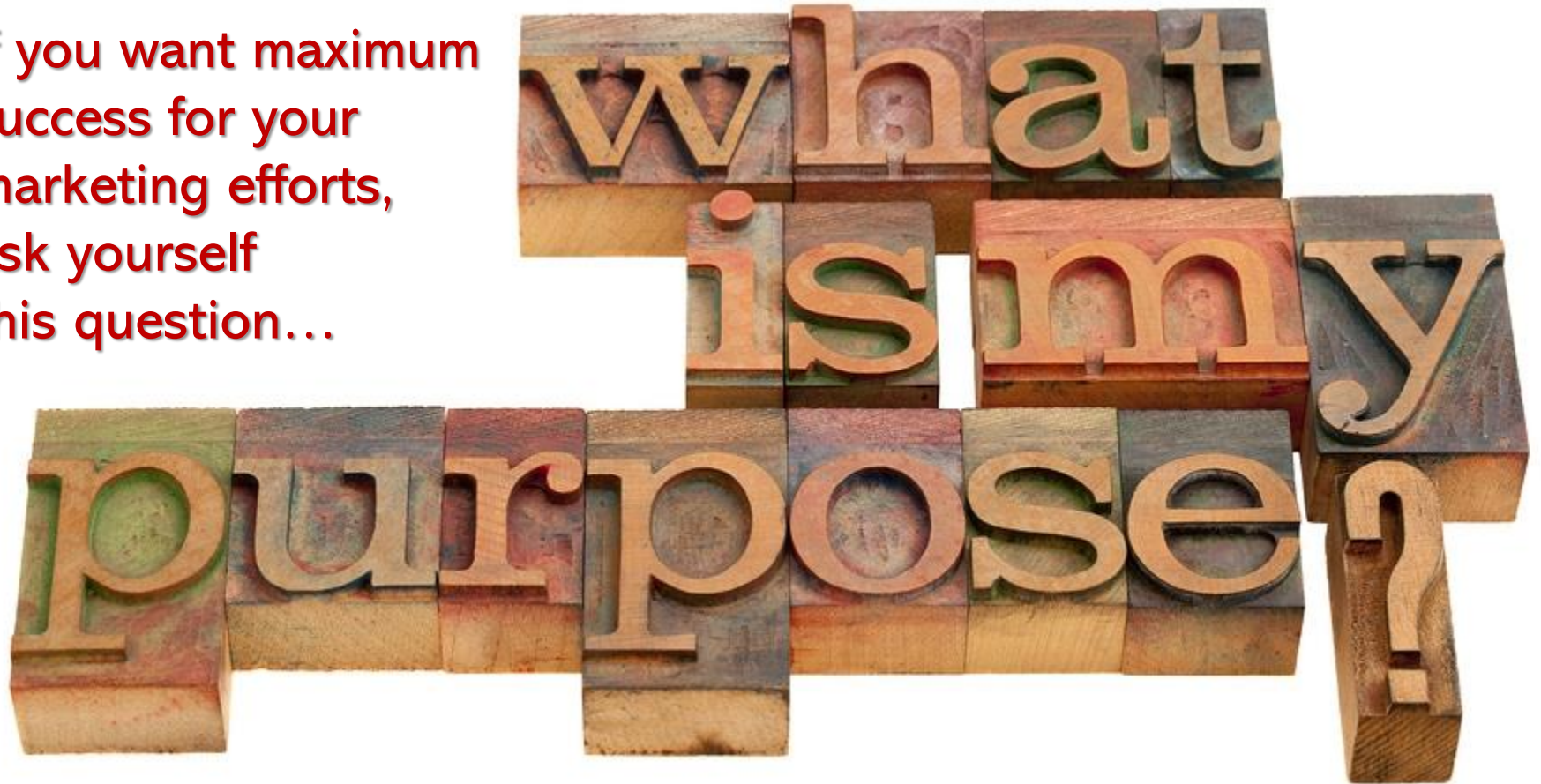
Return on Objective

You're attending an Industrial Trade Fair

You want to get "qualified buyers" to your booth...

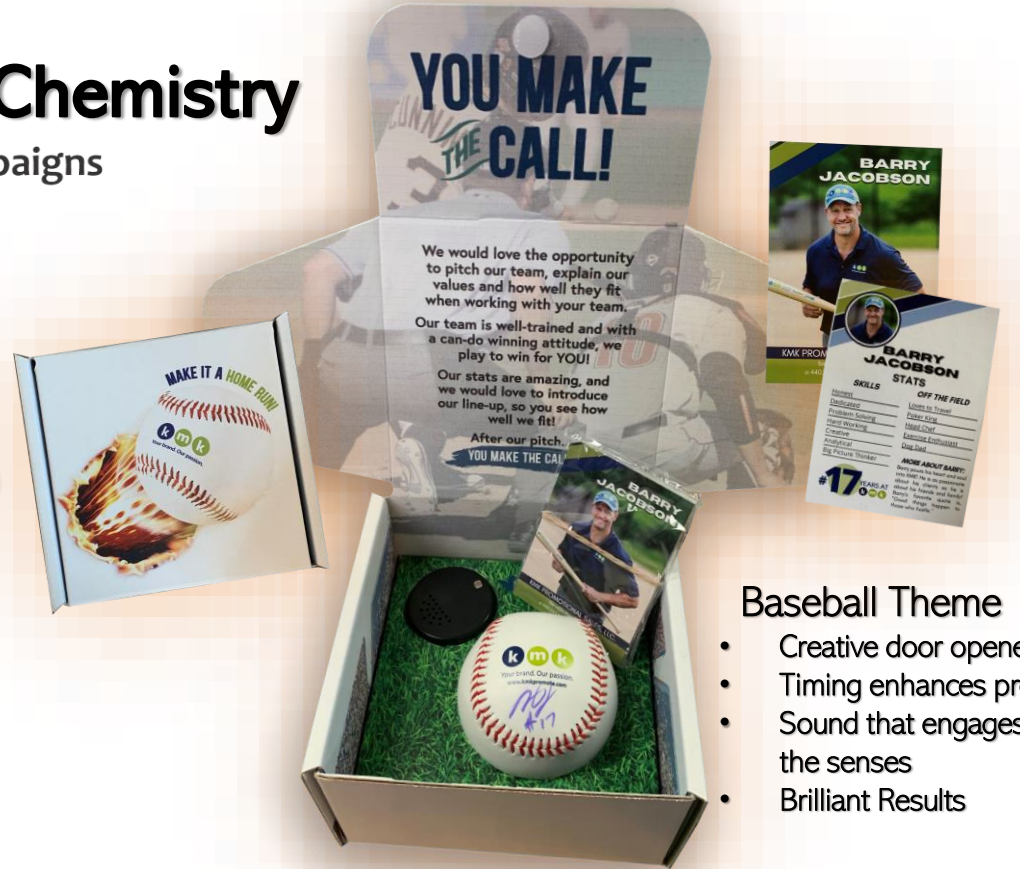
- Will a \$.50 pencil do the trick?
- How will you measure the success?
- Who are the key buyers?
- What percentage of the attendees are indeed the buyer? Why?
- Do clients even care?
- How much is the equipment?
- How many do they need to move?

If you want maximum
success for your
marketing efforts,
ask yourself
this question...



Exploring Marketing Chemistry

Elements for Creative Marketing Campaigns



Baseball Theme

- Creative door opener
- Timing enhances promo
- Sound that engages the senses
- Brilliant Results

TOOLS

Periodic Table 143 Elements for Creative Marketing

1 CA Cards		2 PA Paper		3 IK Ink		11 SR Serious		21 DRW Drinkware		136 RLG Religion							
4 BKL Booklets		12 CTV Conservative		22 PNS Pena		30 INN Innovative		38 BRL Brilliance		46 EN Entice							
5 FLR Fliers		13 UNQ Unique		23 APP Apparel		31 UTY Utility		39 INS Inspire		47 INV Invite							
6 PC Post Cards		14 RQE Risque		24 CA Caps		32 GEN Genius		40 COL Collaboration		48 INS Inspire							
7 BRO Brochures		15 F Fun		25 TK Tech		33 IM Imagination		41 OOX Out of Box		49 ENG Engage							
8 FLY Fliers		16 ENG Engaging		26 DI Desk Items		34 IN Inspiration		42 ORG Originality		50 AWN Awareness							
9 DIE Die Cut		17 SMP Simplistic		27 CGF Corp. Gifts		35 VSN Vision		43 MOT Motivate		51 TRF Transform							
10 PAN Pantone		18 ADV Adventurous		28 AWD Awards		36 OR Originality		44 CHG Change		52 PRV Prove							
11 BND Binding		20 BG Bags		29 BUT Buttons		37 ICB Incubation		45 IFM Inform		53 FNT Fonts							
<p>The critical elements for a successful creative campaign</p>												118 ENG Engagement		127 BKG Banking		138 SPT Sports	
54 TYP Type		62 BAL Balance		70 SKU SKUs		78 CC C. Carrier		86 FOL Folds		94 LAB Labels							
102 TU Tubes		110 SML Small		119 RTN Retention		128 FIN Financial		139 TCH Technology									
103 PBX Pillow Box		111 TA Taste		120 TAU Target Aud.		129 INS Insurance		140 TVL Travel									
104 CTM Custom		112 TCH Touch		121 BGT Budget		130 LGL Legal		141 POL Political									
105 PBG Polybags		113 HR Hear		122 AUT Automotive		131 MFG Manufacturing		142 AVI Aviation									
106 POP Point Sale		114 STE Sight		123 CON Construction		132 MDA Media		143 ACC Accounting									
107 BGS Bags		115 ROI Rtn Invest		124 EDU Education		133 MED Medical											
108 BX Boxes		109 TNS Tins		116 ROO Rtn Objctve		125 ENT Entertainment		134 NPR Non-Profit									
101 TIS Tissue		109 BPK Blister Pack		117 KPI Key P. Ind.		126 EVT Events		135 RES Real Estate									

Right Target Audience

Develop a Sound Strategic Targeted List



C R E A T I V I T Y

Leverage The Talents of Your Supplier Community

Not ALL Marketing Ideas Should Be Implemented!

“To raise awareness of the dangers of losing data, we sent a comic-book style alarm clock to symbolize the fact that time is running out on data safety,” the company said in a statement.

“At absolutely no point did we mean to threaten, or injure, anyone.”

And although no one was hurt, Convar™ may end up incurring damages, as police are currently deciding whether the company should reimburse them for wasting their time.

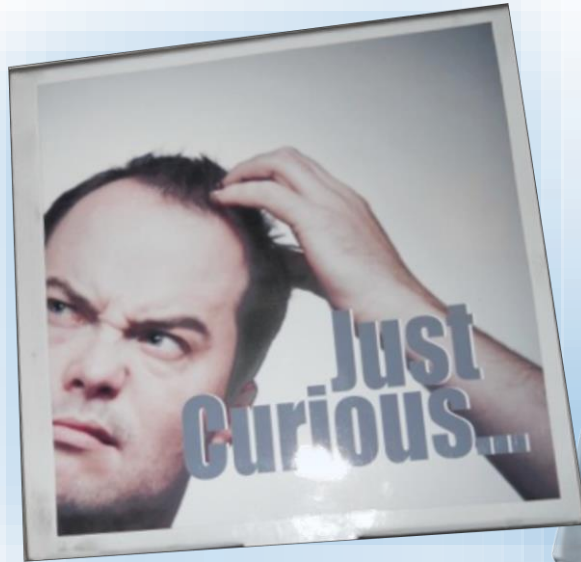
Grabbing Ideas



Want More Creative Ideas
...Take More Risks

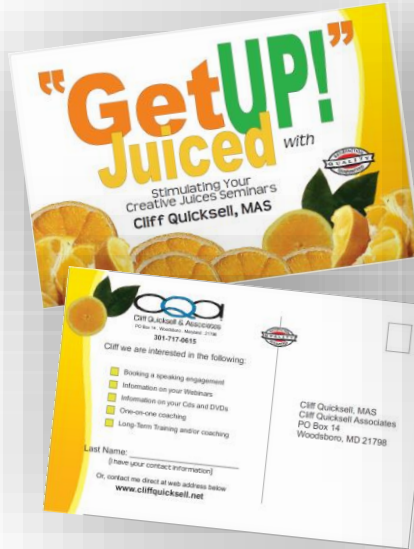
”When a **BETTER IDEA** comes
along for your clients,
don’t let it end up in the **TRASH!**”

Expand Your Ideas and Become
“REMARKABLE”



Creativity Spawns Profits

“Missing Campaign spawned a 92% response”



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Lead Gen, Door Opener



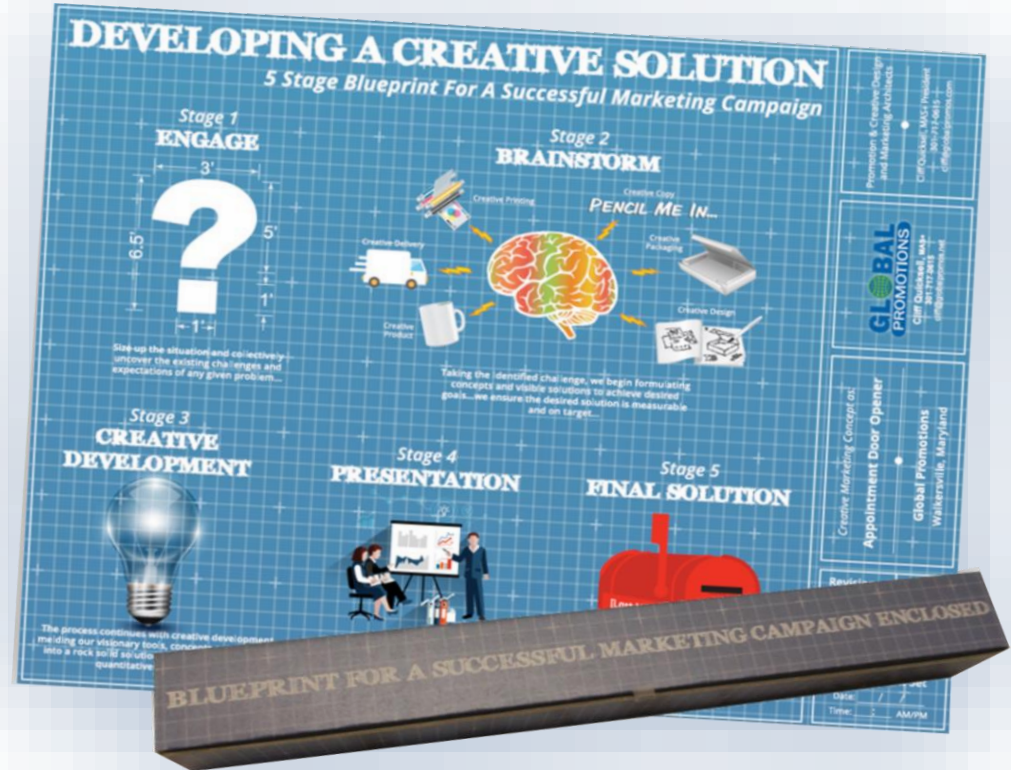
Case Histories at Work

“Marketing On A Shoestring”



Case Histories at Work

“Flexible and Far Reaching”



Case Histories at Work

“Puzzled How Time Flies”



Case Histories at Work

“Brainstorming in Progress”

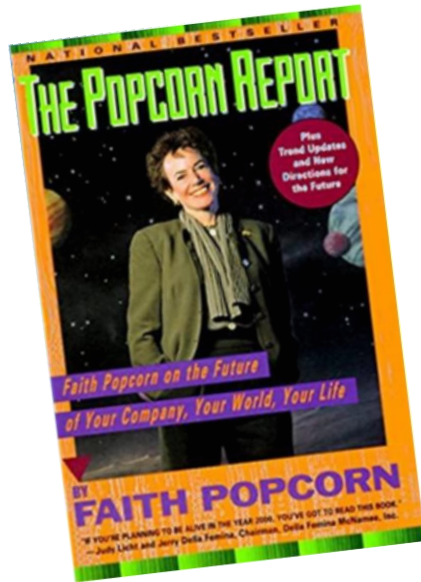


Case Histories at Work

“A Boomerang That Doesn’t Come Back”



“Bear in a Cast”



What emotional triggers might a referring doctor have?

Tap into those, and you have a winning concept!

Marketing Tip
“Work with
Vendors with
Close-out Goods”



W.S.L.T.C.

Want **S**omething,
Leverage **T**he **C**ommunity

- Packaging - Unique
- Graphics - Fiverr
- **Closeouts - Vendors**
- Search Ideas on the Web
- **Start With YOU!**

An idea you can R&D

Other Inexpensive Marketing Tools



- Post Cards
- E. Blasting
- Social Networking
- Press Releases (free)
- Public Speaking
- Networking Groups
- ‘Watermelons & Ice Cream’
- Pro-bono Consulting
- “Maverick Marketing”
 - ~ bumper stickers
 - ~ printed collateral




30
seconds

TO GREATNESS[®]


BLOG

with Cliff **Quicksell**, CSP



Don't Make Decisions
for Your Clients.
That's Their Role"

~Cliff Quicksell




30
seconds

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EXAMPLE

Self-Promotion Capturing Opportunities



EXAMPLE

Self-Promotion Grabbing Prospect's Attention



Final Thoughts...

- Create Value for Your Clients
- Think Beyond the Product
- Be Passionate About Your Craft
- Spawn Creativity, think like a kid,
- It's ok to be different!
- Be persistent
- Have fun, and soar

Where is *your* passion?

***“Why does the thrill of soaring
have to begin with the fear of falling?”***

- Mother Eagle



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I would appreciate your candid feedback

Please Scan QR Code and Leave Comments



30
seconds

TO GREATNESS®

BLOG

with Cliff Quicksell, CSP



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Questions & Final Wrap Up!



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with Cliff **Quicksell**, CSP

Author of:

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