

Event-Triggered Marketing

Introduction

Event-triggered marketing is simply timing the marketing message to the needs of your prospects. This timing is usually based on the occurrence of some event or milestone, hence the name. And this event could be anything that fits with the product or service that you are selling. In this article, we will delve into the art and science behind timing your marketing message.

Timing (Really) Is Everything

We have all heard the old saying that timing is everything. And some of us have probably even heard about the 4P's of marketing (Price, Product, Place, Promotion). What happens when you combine the two? You add the most important element to the mix – timing the offer. It does no good whatsoever to show up at your prospect's door selling insurance policies if they just renewed yesterday. You should have been at that customer's door 30-60 days prior - then again 20-45 days prior - then again...until the customer renewed their policy WITH YOU!

Prospecting the Old Way Just Won't Work

If you are still thinking that you can just get a list of the local businesses and start making some calls, then you are probably still driving to work in a Model T. You just can't compete in today's connected, hi-speed world if you don't leverage information. And information about an event that directly impacts the timing of your marketing message is the "holy grail". If you can gain some insight about your prospect that would let you know how to properly time your message so that the prospect is 10 TIMES as likely to buy your product or service, how could you ignore it? The question is where to gain this insight?

Start With What You Know

If you sell commercial insurance policies to businesses, it would be EXTREMELY helpful to know when those businesses policies were expiring. Then you could time your message to match their decision cycle and help create a product that serves their needs at a time when switching is very painless. Did you know that 70% of all businesses renew all of their business insurance when their worker's compensation policy expires? This worker's compensation policy expiration date is a great trigger event for your marketing message. Knowing this date, you could time your message to have the greatest impact...and generate much more premium as a result. If you sell personal lines insurance, look for events in your prospect's lives that could trigger an opportunity for your marketing message. These events could be the sale of a home or the purchase of an automobile. It only takes an understanding of

your product/services and an understanding of events that would impact the timing of your message to create an amazing process that can yield results that no ordinary prospecting could ever match.

Summary

In this report we covered event-triggered marketing and why timing is the most important element of any marketing campaign. If you are interested in learning more about event-triggered marketing or prospecting using timing, contact Bill Kossack at ClearData at (724) 387-1713 or request more information via email to: bkossack@cleardataint.com.