## CONTENTS

Introduction vi

### The ideas

1. Give the product away 4
2. Make it fun 6
3. Get decision-makers together 8
4. Tease your customers 10
5. The “real money” mailing 12
6. Withdraw the product 14
7. Find the key account 16
8. Add some value 18
9. Do something different 20
10. Respect your consumer 22
11. Play a game 24
12. Bring a friend 26
13. Use promotional gifts that really promote 28
14. Do not bind the mouths of the kine 30
15. Empowering staff 32
16. Speak the customer’s language 34
17. Build your corporate culture 36
18. Have a startling brand 38
19. Make the product easy to demonstrate 40
20. Throw a party 42
21. Follow up on customers later 44
22. Lost customers are not always lost 46
23. Bait the hook 48
24. Hold on to those brochures 50
25. Show people the competition 52
26. Take your partners 54
27. Making exhibitions work 56
28. Set the price, even on things you are giving away 58
29. Let them shout! 60
30. Turn a disadvantage to an advantage 62
31 Develop an icon
32 Educate your customers
33 Tap into country-of-origin effect
34 Charge what the service is worth
35 Be consistent
36 Love your customers, love what they love
37 Make it easy for people to pay
38 Credit where credit’s due
39 Don’t compete
40 Keep them waiting
41 Form a club
42 Get the layout right
43 Avoid annoying the customers
44 Work with the negative aspects of your product
45 Put yourself on a networking site
46 Discourage the undesirables
47 Watch how people actually use your products
48 Form a panel
49 Get somebody else to pay for what you give your customers for free
50 Make people behave
51 Give people something that helps you to communicate your brand to them
52 Help your allies to help you
53 Keep your eggs in one basket
54 Whet the customer’s appetite
55 Be startling in ways that involve your customer
56 If you’re on the web, you’re global
57 Look beyond the obvious
58 Find the USP
59 Reposition into a better market
60 Use the packaging
61 Influence the influencers
62 Research your customers
63 Involve your customers
64 Integrate your database
65 Tap into the social network
66 Flog it on eBay
Communicate in a relevant way

Develop your brand personality by linking it to a real personality

Know your customer’s motivations

Identify your competitors—and learn from them

Pick the segments nobody else wants

Pick a card

Trust your customers to handle their own complaints

Find the lost tribe

Find the right partners

Tailor your products

Integrate communications

Share the wealth

Think small

Be the expert

Ads on cars

Go to the source of customers

Make your customers laugh

Focus on the key issue for your customer

Vary the ambience

Grab them early

Be child-friendly

Understand how you are judged

Introduce a third alternative

Place your product

Specialize to charge a premium

Develop a separate brand for each market

Use opinion leaders

Link to a cause

Set a sprat to catch a mackerel

Consider the culture

Build a new distribution channel

Use a weblog

Make buying easy

Make your product easier to use than everybody else’s