The number 1 marketing tip

Are you trying to sell something? A product or a service? You probably are if you are reading this post, and my blog generally. You want more people to know about what you do, what you produce, what you sell. That is the entire point of any marketing communications effort.

However, beyond your product brochure, your social media strategy and your web page lies something much more important in your quest to sell: what it is that you are selling, exactly. Are you selling a product? If so, what is that product? What makes it good? What gives it the edge over other similar products in the marketplace? Are you providing a service? What does that service do for the customer? Why does the customer need that service?

I bring these questions up because the number one marketing tip is this:

Know your product or service.

If you don't, you will not be able to sell it to anyone. Period.

Let me give you an example. I was shopping for mascara the other day at a department store cosmetics counter. I wear contact lenses so mascaras that flake are not an option, since it would make my eyes water. I had been buying one particular type but wanted to try something different. I asked the saleswoman about several different types. She could not explain what the differences were, and whether they would be suitable for me other than to assure me that they would be fine. I was not convinced because she did not seem to understand her product. I ended up buying the same old product because I knew it. She did not sell me. And the reason she did not sell me is because she simply did not know her product.

I don’t care if you are selling mascara or high end real estate. If you don’t know what you are selling people will not buy it. It really is that simple.