

*"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"*

Jay Conrad Levinson  
author, *Guerrilla Marketing*

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Roger C. Parker's  
**Guerrilla Marketing  
& Design**

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## **Education - Based Marketing**

### **Build profits by expanding your market and promoting your credibility and expertise**

It's impossible to sell a product or service without demand—no matter how low the price or how big the discount.

Education-Based Marketing *creates demand* by showing prospects *why* they need your products and services, *how* to make intelligent buying decisions, and *how* to best use it after they buy.

### **Halo effect**

Education-Based Marketing creates a "halo" surrounding everything you sell.

When you promote an individual product or service, *only* that particular product or service benefits. But, *empowering* customers and prospects benefits *every* product and service you sell.

Information pre-sells and differentiates. It builds customer confidence and positions you as *credible, knowledgeable, and trusted*. Information sets you apart. You become a *unique, trusted advisor*.

### **Content**

Education-Based Marketing answers questions that *must be answered* before prospects will buy:

1. *Who* benefits from the product or service?
2. *What* benefits does the product or service offer?
3. *When* is the product or service needed?
4. *Where* is the product or service used?
5. *How* do you choose and use it?

### **Easy to create**

Conventional advertising is hard to create because it's judged by its creativity—how *effectively* it attracts attention, how *cleverly* it delivers its message, and how *memorable* it is.

Education-Based Marketing, however, is easy to create because the goal is to *inform*, rather than interrupt, manipulate, or show-off. All you have to do is answer the five questions listed above.

If you understand your market and can sell in face-to-face situations, you can create your own effective content.

*"It was not enough to produce a satisfactory soap—it was also necessary to induce people to wash."*

Joseph Schumpeter,  
Economist

*"Sellers must educate because buyers want to know."*

NotHarvard.com  
(inactive)

*The more information you share, the more your market will look forward to your messages*

### **Efficient**

Education-Based Marketing saves you money because technology has caught up with technique. You can do most of the production yourself using desktop - publishing software, saving on expensive outside production costs.

In the past you had to advertise, mail or deliver marketing messages in person. Advertising involved expensive newspaper space or radio station time charges. Mailing involved printing, addressing, and postage costs.

Presentations involved travel, lodging, and conference room rentals.

### **Formats**

You can distribute educational messages *for free* as web site downloads or as e-mail attachments. Options include:

- *White papers.* These analyze challenges and trends, and show how to benefit from your products and services.
- *E-books.* These offer in-depth, procedural, descriptions that demonstrate your competence and communicate how-to-buy and how-to-use tips.
- *E-mail newsletters.* You can *keep in constant touch* with customers without addressing, printing, and postage costs.
- *E-courses.* You can automatically deliver information in chunks over a period of several days—or, even, weeks.



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PO Box 697  
Dover, NH 03821  
603-742-9673

You can also present teleseminars, which permit prospects to get to know you in an informal, interactive environment. Free line rentals are available; others cost about \$25.00 an hour.

### **Frequency**

Education-Based Marketing works best when you keep in touch and deliver information at frequent intervals.

A monthly One-Page Newsletter, for example, is far more effective than a bimonthly four-page newsletter or a quarterly eight-page newsletter.

### **Focused and lasting**

Customers and prospects give you their total attention when you offer information that helps them achieve their goals.

Education-Based Marketing's effects are cumulative. The more information you share, the more your market will look forward to your messages and refer coworkers and friends to you.

Once created, you can recycle your newsletters as articles, columns, and presentations to drive web site traffic.

Educational messages last far longer than promotional or price advertising, which your market quickly forgets.

### **For more information**

To get started, call Roger C. Parker at 603-742-9673 to schedule a free, introductory, 30-minute phone consultation.