

Your Marketing Personality *and* Company Marketing Profile

- **Your Marketing Plan Takes Shape**

*The 20 Questions That Guide Your Marketing Plan
Learn Your Media, Message and Money “Match”*



Contractor Marketing that Works

Personality Test

- Discover the unchanging rules of your marketing program. Your personality will help reveal how to best coordinate your marketing plan for maximum effect. The U.S. Government created this test in order to screen candidates for different security or intelligence positions.

How to take this test:

Write down the letter of each answer on these 10 questions. Score yourself on the following page. Do not look ahead at the score sheet until you've answered all questions. Do not take more than 10 minutes for this test.

Your Personality

1. When do you feel your best?
 - (a) in the morning
 - (b) during the afternoon & early evening
 - (c) late at night
2. You usually walk:
 - (a) fairly fast, with long steps
 - (b) fairly fast, with short, quick steps
 - (c) less fast head up, looking the world in the face
 - (d) less fast, head down
 - (e) very slowly
3. When talking to people you:
 - (a) stand with your arms folded
 - (b) have your hands clasped
 - (c) have one or both your hands on your hips
 - (d) touch or push the person to whom you are talking
 - (e) play with your ear, touch your chin, or smooth your hair
4. When relaxing, you sit with:
 - (a) your knees bent with your legs neatly side by side
 - (b) your legs crossed
 - (c) your legs stretched out or straight
 - (d) one leg curled under you
5. When something really amuses you, you react with:
 - (a) a big, appreciative laugh
 - (b) a laugh, but not a loud one
 - (c) a quiet chuckle
 - (d) a sheepish smile

6. When you go to a party or social gathering you:
 - (a) make a loud entrance so everyone notices you
 - (b) make a quiet entrance, looking around for someone you know
 - (c) make the quietest entrance, trying to stay unnoticed

7. You're working very hard, concentrating hard, and you're interrupted do you:
 - (a) welcome the break
 - (b) feel extremely irritated
 - (c) vary between these two extremes

8. Which of the following colors do you like most?
 - (a) red or orange
 - (b) black
 - (c) yellow or light blue
 - (d) green
 - (e) dark blue or purple
 - (f) white
 - (g) brown or gray

9. When you are in bed at night, in those last few moments before going to sleep, you lie:
 - (a) stretched out on your back
 - (b) stretched out face down on your stomach
 - (c) on your side, slightly curled
 - (d) with your head on one arm
 - (e) with your head under the covers

10. You often dream that you are:
 - (a) falling
 - (b) fighting or struggling
 - (c) searching for something or somebody
 - (d) flying or floating
 - (e) you usually have dreamless sleep
 - (f) your dreams are always pleasant

- **Now, with all your answers marked, go to the next page and score yourself...**

You're not quite done, but by the time you finish this exercise you'll know exactly what you should be spending according to your Marketing Personality. If you're spending too much in the Yellow Pages (we recommend no more than 31%), keep in mind – you can often spend **less** to **double** your leads. We'll show you how with a **free Yellow Page ad critique and a Yellow Page report**. Just fax your old ad to 1-334-262-1115 or visit www.hudsonink.com

Scoring Your Personality Test

POINTS:

1. (a) 2 (b) 4 (c) 6
2. (a) 6 (b) 4 (c) 7 (d) 2 (e) 1
3. (a) 4 (b) 2 (c) 5 (d) 7 (e) 6
4. (a) 4 (b) 6 (c) 2 (d) 1
5. (a) 6 (b) 4 (c) 3 (d) 5 (e) 2
6. (a) 6 (b) 4 (c) 2
7. (a) 6 (b) 2 (c) 4
8. (a) 6 (b) 7 (c) 5 (d) 4 (e) 3 (f) 2 (g) 1
9. (a) 7 (b) 6 (c) 4 (d) 2 (e) 1
10. (a) 4 (b) 2 (c) 3 (d) 5 (e) 6 (f) 1

- **Now add up the total number of points. _____.**
- **Then turn to the next page to see the results...**

Your Personality Revealed!

Aggressive
nature.

OVER 60 POINTS:

Others see you as someone they should handle with care. You're seen as vain, self-centered, and someone who is extremely dominant. Others may admire you, wishing they could be more like you, but don't always trust you, hesitating to become too deeply involved with you.

51 TO 60 POINTS:

Others see you as an exciting, highly volatile, rather impulsive personality; a natural leader, who's quick to make decisions, though not always the right ones. They see you as bold and adventuresome, someone who will try anything once; someone who takes chances and enjoys an adventure. They enjoy being in your company because of the excitement you radiate.

Moderate
nature.

41 TO 50 POINTS:

Others see you as fresh, lively, charming, amusing, practical, and always interesting; someone who's constantly in the center of attention, but sufficiently well balanced not to let it go to their head. They also see you as kind, considerate, and understanding; someone who'll always cheer them up and help them out.

31 TO 40 POINTS:

Others see you as sensible, cautious, careful & practical. They see you as clever, gifted, or talented, but modest. Not a person who makes friends too quickly or easily, but someone who's extremely loyal to friends you do make and who expect the same loyalty in return. Those who really get to know you realize it takes a lot to shake your trust in your friends, but equally that it takes you a long time to get over it if that trust is ever broken.

Conservative
nature.

21 TO 30 POINTS:

Your friends see you as painstaking and fussy. They see you as very cautious, extremely careful, a slow and steady plodder. It'd really surprise them if you ever did something impulsively or on the spur of the moment, expecting you to examine everything carefully from every angle and then, usually decide against it. They think this reaction is caused partly by your careful nature.

UNDER 21 POINTS:

People think you are shy, nervous, and indecisive, someone who needs looking after, who always wants someone else to make the decisions & who doesn't want to get involved with anyone or anything. They see you as a worrier who always sees problems that don't exist. Some people think you're boring. Only those who know you well know that you aren't.

Your Marketing Profile Test

Your Company Marketing Profile

- Find your company marketing “path” with this simple test. You’ll fall into 1 of 3 categories of Marketer, and then be on your way to a clear understanding of achieving your sales goals with the right marketing plan.

How to take this test:

Write down the letter of each answer on these 10 questions. Score yourself on the following page. Do not look ahead at the score sheet until you’ve answered all questions. Do not take more than 10 minutes for this test.

Your Company Marketing Profile

1. Right now, we spend about _____% of our retail sales in marketing:
 - a) > 7
 - b) 5-7
 - c) < 4
2. Which of the following would be your preferred result from a *Lead Generating* campaign?
 - a) Purely Leads – the more the better. I’ll sell what I can.
 - b) Good Leads – fewer, more qualified ones that I can spend time with.
 - c) More leads and referrals from my customer base.
3. What are your feelings toward an *Image* campaign?
 - a) Image would be nice, but right now I’d sacrifice a bit of image for more leads.
 - b) I prefer an even split of Image ads and response-pulling ads.
 - c) Promote our good image and reputation and let those who are familiar with us call.
4. How do you rate your opinions on having a *Customer Retention* campaign?
 - a) I’m willing to spend the time and money on my customer base for upsells, retention, and referrals.
 - b) I’d spend money on a Customer Retention program *only* if I was sure I needed to.
 - c) Once I show customers how good we are, I believe they’ll stay.
5. The thing I like about advertising special finance offers in ads is:
 - a) Expanding our options is a good way to reach more people and offer variety.
 - b) Given the right circumstances, you can get lots of leads and sales appointments.
 - c) I’d rather let people get their own money or offer it as an option by the sales person, not in the ad.

6. At our sales appointments, we generally...
- Measure and calculate all that's needed for a job, then prepare a proper proposal to mail or discuss over the phone.
 - Offer one or two options on purchasing, total it up, and try to close it in one call. If only one decision maker is there, we may try and get him/her on the phone.
 - Get a feel for the situation and maybe try and close if both decision makers are there. Mostly, we leave a proposal behind for them to consider and follow up later.
7. After a sales appointment that doesn't sell, we usually...
- Let them make up their own mind. No need to be pushy.
 - Contact them again by phone and/or mail and try to close the sale.
 - Try to contact them, but don't push the issue.
8. My favorite incoming lead is the result of...
- Anything! Just let me get the phone call.
 - Our website or internet searches.
 - Someone who has been seeing our name for a while and wants to try us out. Then I know my marketing is working.
 - An existing customer, referral, customer's neighbor, or any "word-of-mouth."
9. If I attend Trade Association meetings, I usually...
- Speak mostly to people I already know and see what they've been doing lately.
 - Try to meet new people and exchange business cards and ideas with as many as I can.
 - Speak to a few people, but mostly try to learn from the topic of the meeting.
10. In my company, one of the following is *more true* than the others:
- We believe Customer Service is above all else.
 - We believe that we're entitled to a fair day's wages for a fair day's labor.
 - We believe every employee is a salesperson.

- **Now, with all your answers marked, go to the next page and score yourself...**

Scoring Your Company Marketing Profile

POINTS:

1. (a) 8, (b) 6, (c) 4
 2. (a) 7, (b) 5, (c) 4
 3. (a) 7, (b) 5, (c) 4
 4. (a) 4, (b) 5, (c) 6
 5. (a) 4, (b) 5, (c) 2
 6. (a) 4, (b) 7, (c) 6
 7. (a) 3, (b) 5, (c) 4
 8. (a) 7, (b) 5, (c) 4, (d) 3
 9. (a) 5, (b) 6, (c) 4
 10. (a) 5, (b) 4, (c) 6
- **Now add up the total number of points. _____.**
 - **Then turn to the next page to see the results...**

OVER 55 POINTS:

▪ The **Aggressive** Marketing/Sales Profile

You seek rapid growth through aggressive marketing. Aggressive marketers are after leads, and they'll most likely be looking for these leads in Direct Response advertising. While focusing their marketing dollars on cost-effective mediums for lead generation, they may also designate a greater percentage of sales for marketing purposes.

The key is quick results, and response time is important with this approach. When your DR ads run, make sure all your teams are ready – from the person who sets the appointment to the tech who installs the system.

Lead generation from aggressive marketing brings more sales appointments, and high-speed sales calls can be crucial during intense marketing campaigns. Get your presentation honed. Can you hit the most valuable points in the shortest amount of time? Be well versed in the DR offer—can the finance structure be easily explained? Good customer follow up is equally important. Keep post-sale regret or uneasiness to a minimum. This will help with both referrals and retention.

Because the Aggressive is focused on a pursuit of leads, image and retention advertising may see less activity, but they shouldn't be overlooked. Remember that financial security is dependent on building a large, loyal customer base, and make these areas of lower involvement a longer-term goal. If your marketing strategy doesn't include customer retention and image campaigns, customers may see your "DR" message as gimmicky or insincere. If that's the only message you convey, the image will be difficult to shed – and will cost you many more marketing dollars.

Whatever you do, stick to the marketing plan. If you sense a need for changes to bolster performance, alter rather than reinvent. You may be inclined to measure the success of the DR campaign by the leads it produces. That's not surprising, but don't let it cause you to overreact in cases of under-performance. The ad itself is only one element of a campaign. Other key elements include ad placement, list selection, follow up and/or a poor sales closing ratio. An ad campaign builds on strengths – it doesn't replace weaknesses.

The plan is in place to help you make more money in less time with less effort on your part. Following the plan should produce significant leads and sales, and it will give you an opportunity to build a good trusting image with the new customers that come your way.

Aggressive Profile (6-8%)

MEDIA	MONEY (% of Budget)	MESSAGE		
		Direct Response	All Purpose/Image	Retention
Direct Mail	24%	85%	10%	5%
Newspapers	18%	79%	16%	5%
Internet	16%	60%	30%	10%
Web Maintenance	42%	---	---	---
SEO	21%	---	---	---
PPC	12%	---	---	---
Social Media	10%	---	---	---
Email Marketing	15%	---	---	---
Yellow Pages	15%	90%	10%	0%
Retention	10%	5%	10%	85%
Home Shows	7%	45%	35%	20%
Radio	6%	85%	15%	0%
Television	4%	80%	10%	10%
Total \$ of Budget	100%	81%	12%	7%

46-54 POINTS:

▪ The **Moderate** Marketing/Sales Profile

Moderate marketers want ample growth, but are willing to give more development time. Messages are more balanced. While they use lead-generating ads in cost-effective mediums, they also seek to build or maintain their company image.

Moderates understand that customers form an image whenever they use a company (or *consider* using a company), so they invest in image-building. But they don't replace lead-generating campaigns. Image-building complements lead generation by actually *increasing the pull* of Direct Response ads no matter how infrequently used.

Image-building also goes to the heart of a company's lifeblood – customer retention. Seventy one per cent of Customers leave service providers due to a perceived “indifference.” You can keep your company strong with a Retention program to avoid this.

Retention starts with appreciation to your customers at each contact – on the phone, in the home or in the mail.

Build on your base with tried-and-true techniques. Customer newsletters are by far the most effective medium for customer retention. You can use contacts with current customers to ask for referrals, offering customer rewards, “upsales”, discounts or rebates. All this can be done in a well-designed newsletter.

Moderate marketers “massage” relationships with customers without creating the disloyalty that plagues the often-insincere “sales only” marketers.

In this industry, marketing “moderation” means matching lead-generating direct response ads with the same amount of ads from “balance” campaigns. For the Moderate, lead generation will draw on a greater media mix than the Aggressive – most likely starting with print ads, working in more newsletters, using radio spots for support and television.

Having a plan gives you the “balance” and helps keep the ad budget under control. If the plan needs adjustments later, that's okay as long as the changes are made with all the right elements in mind—customer retention, a good image, and lead generation.

Moderate Profile (4-6%)

MEDIA	MONEY (% of Budget)	MESSAGE		
		Direct Response	All Purpose/Image	Retention
Direct Mail	22%	75%	10%	15%
Newspapers	16%	70%	25%	5%
Internet	16%	50%	40%	10%
Web Maintenance	42%	---	---	---
SEO	21%	---	---	---
PPC	12%	---	---	---
Social Media	10%	---	---	---
Email Marketing	15%	---	---	---
Yellow Pages	14%	85%	15%	0%
Retention	11%	5%	10%	85%
Home Shows	8%	45%	35%	20%
Radio	7%	75%	15%	10%
Television	6%	70%	20%	10%
Total \$ of Budget	100%	70%	17%	13%

<46 POINTS:

- The Conservative Marketing/Sales Profile

“Dependability, Quality, Reliability, Honesty, and Integrity.” These attributes are the mainstays of the Conservative’s message. This marketer seeks even, steady growth while enhancing and maintaining image with a long-term view. This message can’t be conveyed overnight, but requires consistent customer-retention and acquisition campaigns.

The Conservative wants the “Image” for his company to be like that of a trusted friend. Customers are reassured for their investment of trust and are willing to stick with a long-term relationship. By promoting loyalty, the Conservative can count on referrals.

This “comfort” point must be conveyed in “Balance” and “Retention” advertising and further reinforced in your customer-retention newsletter. (Note: Hudson, Ink designs ads for this purpose. Our newsletter program is 100% consistent with all Retention triggers.)

The Conservative doesn’t like gimmicks. He never wants to appear manipulative or give even a hint of deception or self-serving. If he felt a “quick hit” sale would put his image in jeopardy, the Conservative would “ax” the idea. The Conservative approach to marketing and to a business identity also ties naturally to an appropriate market. A community heavily populated with retirees might scoff at an Aggressive marketer’s approach.

As with any marketing profile, don’t be so focused on your strengths that you don’t notice your weaknesses. Even for the Conservative, direct response ads can be a very important method to generate new leads. DR can reach customers who no longer use a competitor (whose indifference may lead your prospect to seek a better opportunity.)

In addition, off-season offers are needed to entice prospects through compelling – but not forceful – ads. Ironically, because a Conservative has spent so much of his marketing efforts on image, an occasional use of DR can be more successful for him than for the consistent DR user.

Promoting integrity isn’t done quickly; it’s done *consistently*. A carefully planned marketing campaign keeps the Conservative visible while gaining image and sales.

Conservative Profile (2.5-4%)

MEDIA	MONEY (% of Budget)	MESSAGE		
		Direct Response	Image/TOMA	Retention
Direct Mail	20%	65%	15%	20%
Internet	16%	50%	40%	10%
Web Maintenance	42%	— —	— —	— —
SEO	21%	— —	— —	— —
PPC	12%	— —	— —	— —
Social Media	10%	— —	— —	— —
Email Marketing	15%	— —	— —	— —
Newspapers	14%	60%	30%	10%
Yellow Pages	13%	80%	15%	5%
Retention	12%	5%	10%	85%
Home Shows	9%	45%	35%	20%
Radio	8%	65%	20%	15%
Television	8%	60%	30%	10%
Total \$ of Budget	100%	60%	20%	20%

Fast Action Marketing Plan

Now that you've scored your company, make immediate notes on the action you'd like to take. This is not for lengthy pondering. Go with your motivated instincts for action now...

Date:_____ Company Name:_____.

1. My previous % of marketing to sales was:
2. My revised % of marketing to sales is now:
3. According to my company marketing goals, I plan to *decrease spending* in the following areas:

3a. I expect the overall gain in the above revision to be:

-
4. According to my company marketing goals, I plan to *increase spending* in the following areas:

4a. I expect the overall gain in the above revision to be:

5. **3 Things** I am willing to do now that I would *not have done before now are:*
(Examples - Seek advice from staff member <name>; Revise my budget as shown; Get more/less aggressive; Measure results; etc.)

1)_____Date I plan to enact:_____.

2)_____Date I plan to enact:_____.

3)_____Date I plan to enact:_____.

6. Other members or companies in my Marketing Team are:

7. I plan to share this information with them to benefit my company and myself.

—▶Signed _____.

“Quick Glimpse” Comparison of the 3 Profiles

Aggressive (a.k.a. – hard-hitting, insistent & uncompromising) Characteristics

- Invests generously on marketing and advertising efforts (as much as 12%, averages 8%-11%)
- Fond of Direct Response – Doesn’t mind using advertising to ‘Ask for the Sale’
- Runs different DR Campaigns running simultaneously, although usually in different areas
- Must keep image ads running – even while running DR campaigns
- Can overdo DR ads – could appear ‘gimmicky’ to public or too pushy to customers
- Tendency to run ads too long before switching to image/balance
- Tendency to dangerously under-spend in Customer Retention
- Mines and targets database for replacement and service work:
 - Aging Equipment
 - Out of Warranty
 - Solicits inactive customers
 - Solicits Service Agreements
 - Solicits recent repair customers for replacement
 - Solicits higher traffic for qualified leads from customers

Moderate (a.k.a. – Balanced, Buffered & the Equalizer) Characteristics

- Invests consistently in marketing and advertising programs – approximately 5%-8%.
- Plans focused and targeted Direct Response Campaigns throughout the year to continue productivity during slow times
- Allows DR campaigns to run their course and follows with All-Purpose/Image before jumping into next DR promo
- Varies the type DR Campaigns (*Rebate vs. Payment vs. Deferred*) to keep the phone ringing
- Mines database for replacement and service work:
 - Aging Equipment
 - Out of Warranty
 - Solicits Service Agreements
 - Solicits recent repair customers for replacement

Conservative (a.k.a. – Path of least resistance) Characteristics

- Either very mature and well-known in market *OR* under spends for growth; about 3.5%-5%
- Plans marketing for the year, planning for only a few DR campaigns
- Concerned about image associated w/ DR – resulting in less frequency of DR
- May pull a DR campaign too soon, cutting its potential short
- May not spend money necessary to make DR Campaign truly successful:
 - Tempted to use Money Mailer vs. solo mailer with targeted list
 - Will use fewer mediums reducing the impact and punch
- Keeps balance / image ads running; however, may be tempted to pull during the peak season, resulting in a drop in TOMA