

# Marketing Basics 101

Marketing is the process by which goods, services and values are traded from one entity to another. In order for any marketing to be done there has to be an incentive or reason for action in both parties to the process. This process is known as selling and buying.

The key ingredient in any marketing process is motivation. Without having a purpose or motivating reason for interacting in the process by both parties nothing is done. That motivation has to be of value to the person experiencing the motivation.

Maslow's Hierarchy of Needs is the most famous and concise analysis of motivation. There are five levels. Each level is generally only considered when the levels below it are being fulfilled. Sustained motivation at any level requires sustained fulfillment at lower levels. The levels are:

1. Self Actualization - Highest need. This is the enhancement of the individuals ability to provide outside themselves. It goes beyond improvement of self to betterment of nature, society and ones relationship with outside forces. Think of the Hindu Mystic in contemplation.
2. Ego - Second highest need. This involves the inner persons fulfillment of non-necessary goals that enhance or improve the individuals self image and inner peace. This is accomplishment in it's simplest form. Think of the accomplished athlete or artist or business person.
3. Social - This need is fulfilled by interaction on an enriching basis with others outside the individual. It can be with people, animals or whatever so long as it involves interaction between parties. Think of the care giver.
4. Security - Security from any and all realistic threatening problems. Security can be different for different subjects and persons. Think of the employee in a secure position paying their bills.
5. Body - This is basic survival - to eat, have protection from external forces, rest, etc. This is the avoidance of destructive forces.

How does this work? If a person is running for their life in fear of mortal danger they are not going to be concerned with how well they interact with others or worry about communing with nature. Once they have enough to eat, drink and a secure place to sleep they become concerned with maintaining that secure feeling. Once that security is assured they can begin to be concerned with social interaction for it's own benefit and not just to get food or avoid danger. And so on.

One very important concept that is illustrated here but seldom considered is that each level has to be done in order. A person can't go from basic survival, lack the personal security they need and go on to seeking interaction with others for the social activity involved. *Each step must be taken in order.*

**The number 1 Primary motivator** for all living things starts at the bottom level - Body. It is the desire to **avoid destructive forces generally associated with pain**. When there is pain, a normal individual will do whatever is necessary to stop or prevent it from continuing. Even plants avoid darkness and grow toward light because darkness is destructive.

**The number 2 motivator for humans is value**. Most people operate at the Social and Ego levels. As such they feel secure and look to improving their situation in life. The way this is done is by placing values of options. This occurs at all levels but in humans it can be altered by understanding the longer view instead of the immediate. A person will accept the pain of surgery for the latter benefit it brings. An animal doesn't look to the future.

Values come in different guises. Usually they are seen as tradeoffs. Most can be brought down to basics - Time, Money Costs, Required Personal Action, Convenience, Expected Results and Fear. If we

consider potential New Patients and why they don't come to our offices almost all reasons boil down to these reasons:

1. They don't have the time or it's inconvenient
2. It costs more than they are willing to pay
3. Their view of the expected results differ from those proposed
4. The fear the unknown
5. They don't have enough motivation to do anything at all

With this basic background it becomes clearer what has to be done to get a sale (have a patient come in and pay for care). Just as in Maslow's Hierarchy of Needs specific steps must be performed in sequence or it doesn't hold marketing must follow a sequence, also.

1. Find the motivating force
2. Connect the motivator to the buyer
3. Establish value for the buyer
4. Gain declaration (acceptance) of the value
5. Clear negatives to the sale
6. Call to action
7. Get commitment or begin action

Lastly, when any marketing is considered, you must research, plan, test, research, re-plan and test again. DO NOT go whole hog into some activity without understanding, testing and verifying that it will produce the results you want. That implies that you know what results you want and understand the process you are doing.

1. Determine your target
2. Determine their wants and needs (these may be different but needs are stronger)
3. Research and verify their wants and needs and prioritize them
4. Look for the most likely motivators for the target
5. Find competing ideas, negatives, etc. that may reduce or negatively affect your desired outcome
6. Develop ways to overcome #5s
7. Test what you've developed on a small sampling of the target group.
8. Modify and simplify based on the test results.
9. Retest, modify and simplify and then retest again
10. Only when you get the results you are willing to accept do you go to the full target group.