

[Santa: Your Marketing Guru](#)

He sees you when you're sleeping... He knows when you're awake. But did you also know that St. Nick also knows great promotions?

Think about it for a moment. The jolly ol' elf is one of the greatest marketers of all time -- and none of us have even really seen him in the flesh!

So take some advise from the man who doesn't fit the celebrity ideal (after all red suits and a belly like jelly aren't exactly something the fashion police rave about), but each year consistently makes a great impression:

1. Santa uses a time-tested message that works. Each year, every year his message is consistent. Santa never changes his brand because he found one that works for him. All too often, business owners feel the need to jump on the 'next big idea' - even though what's being done marketing-wise is working.

2. He uses his message to get free press. Yes, he's selling the same thing year after year. But Kris Kringle also knows how to create great new angles to his service each an every year. Business owners need to always be thinking of new ways to create story ideas that appeal to the media, even if the message is the same.

3. He listens to his customers. Instead of bragging about how long he's been in business or what his credentials are for supervising elves and reindeer, he focuses on what his customers want and need, and tries to deliver it. Entrepreneurs need to stop worrying about how they look on paper because frankly, no one cares. People want to know what you can do for them, not that you have years of experience or multiple degrees.

4. He's imaginative. Santa knows what looks great in a photo op, and isn't afraid to look silly. I mean, a sleigh and flying reindeer -- now that's a visual that everyone likes to see. We are a visual society. Start looking for great images that will appeal to your potential customers and use them, even if at first people think it's crazy. Be different, but not just for the sake of being different. Be different with a specific benefit for your audience.

5. He is the epitome of give-to-get marketing. Why is Santa a household name? Because he has built his reputation on trust by giving, not getting. How can you not love someone who gives so many presents away each year and whose only expectation is a couple of cookies and a glass of milk? Stop thinking about how to get customers, and start thinking of what your customers' needs are and give it to them. You become the recognized expert and people always want to do business with an expert.

So stop saying you don't believe! Just because he's old, overweight, long haired, unshaven and dresses funny, don't overlook his marketing success.

Santa is a marketing expert and you can become one, too, if you follow his marketing methods. After all, this icon has lasted hundreds of years and we're still talking about him. And isn't that what we all want for our businesses?

About the Author

Shannon Cherry, APR, MA helps businesses, entrepreneurs and nonprofit organizations to be heard. Subscribe today for Be Heard! a FREE biweekly ezine and get a FREE special report. Go to: www.beheardsolutions.com/pop.html

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