

Key Takeaways: Lesson 7 – Marketing

1. Determine who are your Top 10% Customers and go after them. You're likely to find that there won't be enough of them inside your local marketplace, and you'll have to go outside your local "Time Zone" to find more.
2. Remember that it takes 10-16 times the money to bring in a new customer, versus bringing an existing customer back. Plan for capturing database information from customers to bring them back for an extra unplanned visit.
3. There are so many marketing tools that you can use, but it's important to make sure your foundational marketing tools are in place that spread word-of-mouth, utilize the internet and social media, and generate free publicity.

What's Your Most Important Takeaway from this Lesson?
