

FEATURE | THINKING

Borrowing Volvo's Marketing Plan

Who is it that you and your products service best?

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One of the fastest ways to think outside of the box and get innovative with your network marketing business is to look around at other industries for things to “borrow”.

It's just smart, not to mention time-saving, to imitate what works well and adapt it to your own marketplace.

When I work with my clients, one of the first things I encourage them to do is choose a target market that they want to focus on. I get them to answer questions like: How old are they? Are they men or women? Single or married? Kids or No Kids? Get the idea?

Now, I know that ANYONE can buy your product - of course they can, but the problem your product solves will be different for a stay-at-home-mom than for, say, a grandmother.

If you try to use the same marketing message to reach both of them, you will reach neither of them.

Let me borrow my example from the car industry. Now, anyone over 16 with the right amount of money can buy any car on the market, right? So, automobile companies could try to market their cars to “everyone”, but they don’t. Why? Because a single guy with lots of disposable income is looking for a totally different car than a married mom with 2 kids.

Which market does Volvo go after? You guessed it! The married mom with 2 kids - oh and they also add that she is 35 years old. The messages they craft are designed to speak to her specific priorities.

Does this make their marketing easier? You betcha! Does their target market feel like Volvo understands their problems and priorities? Absolutely!

Now, if the single guy with lots of disposable income wants a Volvo, they will absolutely sell it to him. But they know if they tried to market to him and to the 35 year old mom with two kids, they would miss connecting with both of them.

So, my challenge to you is - think about who your target market might be. Who do you attract? Who do you do your best work with? Whose problems and challenges can you most easily solve with your products or services?

Here’s a hint: your best target market probably looks a lot like you!

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Sarah Robinson is the founder and Innovation Expert for [Direct Selling Leaders](http://DirectSellingLeaders.com), a resource site specifically designed to meet the needs of leaders in the network marketing, direct selling and mlm industries. If you are ready to lead your team to the next level while making more money and having more fun, visit www.DirectsellingLeaders.com
