Why marketing fails?... and what you can do about it!

Chapter 3
Singular Focus

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Why Marketing Fails…and what you can do about it!

This is a field guide for marketing professionals and CEOs that want to build marketing programs to achieve measurable business results. Over the last 10 years, the ground has shifted significantly for B2B companies trying to grow and compete. As marketing tactics have become more complex, the average CEO has become more confused and frustrated. The trap is thinking this is because of the complexity of online marketing and new online tools. Don’t fall into this trap! While complexity is due in part to clutter, confusion and an overabundance of choice (which the internet has produced) the real reason marketing fails is because CEOs and marketing professionals don’t take the time to understand the foundation of marketing success. We hope to change that. This guide addresses the 11 key attributes of marketing success.
The 11 Key Attributes of Marketing Programs that Succeed

1. Clear Value
2. Intimate Customer Understanding
3. Singular Focus
4. Remarkable Brand
5. Successful Buying Tools
6. Dedicated Marketing Investment
7. Marketing Leadership
8. Winning Content
9. Strong Web Presence
10. Consistent Execution
11. Delivering on Value
Take a moment and think about the people you knew in school. I’ll bet there were kids that you remember as being:

• The smartest
• The funniest
• The most athletic
• The tallest
• The meanest

You get the idea. There were kids that stood for something unique to them. Likely one thing and it stuck. Depending on the attribute, they likely got the call first from the teacher whether it was the tallest for basketball or asking the funniest to be quiet.

Now think of companies that stand out in your mind. They likely stand out because of attributes you associate with them:

• the cheapest
• the best service
• the best quality product
• the only one that sells something in blue

Now let’s take it one step further….
You have just arrived in the exhibit hall and you are greeted by a sea of vendors all selling similar products in a particular industry. You have five minutes to pick a company that you want to buy from. **How do you decide?**

Take a moment and list the things you look for when deciding to speak with a company about a product or service:

1. 

2. 

3. 

4. 

5.
You can’t be all things to all people.

People who build companies are wired to seize opportunity. They want their fingers in lots of pies to see where, why and how fast they can scale. But being all over the map can diminish your focus on execution, which in turn places the ideal customer further out of reach.

- Drift.
- Scattered.
- Defocused.
- Multiple strategies.

These qualities are contrary to a marketing plan that delivers measurable business results.
Why businesses need **singular focus**…

1. Ready to buy customers are searching to **solve a singular problem** at the time, the rest remains a bonus.

2. Being the best at something means you can rally your marketing efforts around a singular theme, **maximize your resources and build customer advocates** who are passionate about the ONE thing you do well.

3. Helps you gain a position on the Web that you can test with an audience you wouldn’t otherwise have.

4. Allows you to anchor your message to a single theme that you can test to see if it scales.
Singular focus is what helps companies win…

Take this test:
• Go to a website with multiple products, themes and messages.
• Look at how the message are scattered, confusing and frustrating. *Would you buy from them?*

What happens when you land there?
• *You leave!* It’s too much work to figure out.
• Ask yourself if this is how your customer feels when they buy from you.
All Things vs Singular Focus
All Things vs Singular Focus

Yahoo Market Share = 2%

Google Market Share = 95%
(Note: Google has lots of products but has never strayed from its singular focus as a search engine first and foremost. Being dedicated to a singular focus allows you to do one thing really well and then understand what other doors are open to you.)
Why marketing programs without singular focus fail...

1. Just trying lots of things to see what sticks, is like throwing spaghetti at a wall.

2. You can’t measure it because you are never sure what you are measuring and what the outcome is.

3. It looks messy and unappealing to your ideal customer.

4. The most productive marketing programs are rigorous, highly analytical, strategic and pragmatic.
95% of people looking for a solution to a problem start their search today on the Web.

There is infinite choice to solve a problem. Singular focus on the home page of your website will allow customers to understand immediately why they should choose you.

Even if you sell multiple products and services to multiple audiences, you need to distill your message down to a single strategic implication.
Most people are selling a tactical solution.

People want to buy a strategic resolution to a problem.
Go Back To Chapter 2 and Get Your Customer Buying Process

“I will evaluate my choice based on....”
Think of how your customer would finish this sentence.

Do Provide.....
- The single, most important strategic problem they need to solve.
- Their vision for what will change once they have bought something and implemented/experienced it.

Don’t List...
- Features and functions of a product or service.
- How a product or service works.
Let’s use our cleaning service example

“**I must do something because...**”

My waiting room is a mess and clients don’t like coming to my office.

“**I will evaluate my choices based on...**”

Knowing this is the last time I will ever have to hire a cleaner because they are so good, do such a good job and are so easy to work with, I never have to hire anyone else.
Now to Get your Singular Focus

Keep asking **WHY** until you get to your singular focus.

My ideal customer needs office cleaning because…»»

- **WHY does it matter?**
  - Employees want to work there and customers want to visit

- **WHY does it matter?**
  - Won’t attract employees or customers

- **WHY does it matter?**
  - Can’t run my business without employees or customers

- **WHY does it matter?**
  - Company won’t generate revenue

- **WHY does it matter?**
  - Business fails to exist

*keep asking …*
Now to Get your Singular Focus

List **One** Thing

- Figure out the one thing you do really well.
- Now decide who buys that one thing and why.
- Understand what you should put on the home page of your website to help people understand the one thing.
- Once you start this conversation, where else can you test it online to see who cares about it.
Now see the difference...

Company A

Multi-Focus Approach
- Commercial Cleaning for offices of all shapes and sizes
- Residential Cleaning
- Price Match Guarantee
- Run your own business
- Meet our Franchisees
- We do windows
- We do construction
- Cleaning for more than 30 years

Who buys from this company?

Company B

Singular Focus
- If a dirty office is affecting your corporate image, we can help.

Who buys from this company?

Who buys from this company?

Who buys from this company?
Business owners struggle with singular focus because they don’t want to close a door, eliminate a market or miss an opportunity but your ideal customer is seeking a solution to a specific problem. **Don’t lose sight of this.** Your market opportunity is the specific problem you are solving for your customer.

Singular focus helps us,

- Drive specific types of traffic to our business via keywords on the Web.
- Create clarity on a website.
- Create a single call to action and better lead generation.
- Move prospects through the sales cycle faster (*they are either the right customer or they are not*).
Your To-Do-List
Before the Next Chapter

1. Decide on your one thing.

2. Determine how to put that one thing on the home page of your website.

3. List all of the things you could be doing right now to promote that one thing.

4. Figure out where you will find the largest group of people interested in that one thing online and be the king pin of that conversation.
Chapter Four: Brand  

Arriving in Your Inbox  
August 31, 2011

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Marketing CoPilot fills the *marketing void* for companies committed to building marketing programs that deliver measurable business results.

The *Marketing Void* is the missing link between what companies think their value is and what their customers perceive it to be. The *Marketing Void* occurs because companies do not document their value from the perspective of their customer or build a marketing strategy mapped to the buying process of the customer. This eWorkBook will help marketing professionals and CEOs address this issue and fill their *Marketing Void*.