

# MARKETING LESSONS FROM DRIVEWAY SPAMMERS



## MARKETING SOLUTIONS

By Maria Novak, Marketing Solutions

Every spring they appear like leaves in the fall. Unwanted, they sit at the end of the driveway in the muddy-muck left from winter. Landscapers, contractors, handymen, and asphalt companies have all latched on to a marketing technique that bears some discussion.

Here's how it works: Print up a cheap flyer on yellow or green paper, grab some gravel or a single rock, stuff both into a plastic bag, and tie it closed. Then head for my neighborhood and litter every driveway in sight.

This unsolicited marketing usually ends up in the trash without even being opened. My informal survey on morning walks with my dog shows that this driveway spam is

nearly universally ignored. But these rebellious marketers continue to do it.

Now, as we approach the driveway spam season, here are a few lessons we can learn from these Ziploc strategists:

- Unsolicited messages get ignored. You might have a magical message. But if your marketing is unsolicited, it's a certainty that your message will be roundly ignored.

*(Continued on page 42)*

## Everyone's Talking...



### ...about The Victory Bank Secret!

- ◆ **UNMATCHED** "White Glove" Service
- ◆ **FREE** No-Fee Business Checking Accounts
- ◆ **EASY** Remote Check Deposit
- ◆ **SIMPLE** Fixed Rate Business Term Loans
- ◆ **CONVENIENT** Variable Rate Business Lines of Credit
- ◆ **QUICK** Commercial Mortgages
- ◆ **SBA** Lending Experts

Businesses throughout the region trust The Victory Bank because we do what we promise.



Member FDIC

The Business of Banking...Done Right



548 North Lewis Road, Limerick, PA 19468

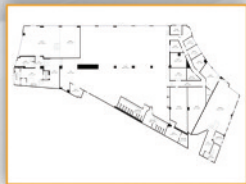
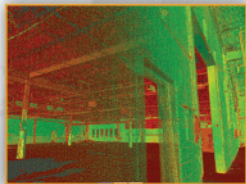
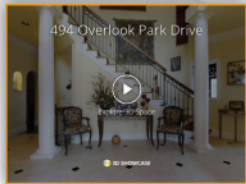
610.948.9000 - [www.victorybank.com](http://www.victorybank.com)

## ROBOTIC IMAGING GROUP

ACCELERATED CONSTRUCTION, SALES AND LEASING



SAVE TIME AND MONEY. REDUCE PROJECT RISK. EXPEDITE DESIGN PROCESS.



- Create virtual reality tours for websites and social media
- Google street view integration
- Build compelling and interactive online retail sales strategies
- Aerial videos and still photography
- Create dimensional point cloud renderings of as-built structures
- Create inexpensive drawings in a variety of CAD formats
- Topographical mapping
- Accelerate sales and leasing of residential and commercial real-estate

(215) 375-7522

[info@roboimg.com](mailto:info@roboimg.com)

[www.roboimg.com](http://www.roboimg.com)

# Stylish Images photography

Are you trusting Your Business' image to  
poor cellphone snapshots?

Business and Commercial Portraiture \* Weddings \* Families  
Sports Action \* Location, In Office or Studio Sessions

Photos for: Business Cards, LinkedIn, Websites and Annual Reports

Visit us: [www.stylishimages.com](http://www.stylishimages.com)

**Business Discounts available  
for multiple sessions**

An **\$80.00** Studio session includes:  
20-40 exposures taken (2-3 poses),  
1 clothing change

Upload to our website for your review  
within hours of your session.

1- Retouched High resolution digital file  
emailed to you within 24 hours.  
additional files available for a small fee

**Can you really afford to look bad  
with a price this good?**

Don't settle for this



When you can have these



Nationwide Insurance  
Dollfus Agency



Educator First Financial



Product Photography



610-792-9956

## CLARK INDUSTRIAL SUPPLY INC.

301 West High Street • Pottstown, PA 19464

610.705.3333

[www.clarkindustrialsupply.com](http://www.clarkindustrialsupply.com)

### AEROQUIP



- Performance Products
- Hydraulic Hose & Fittings
- A/C Hose & Fittings
- Weatherhead/Brass
- Metric & BSP Fittings
- Industrial Rubber Products

### ECCO

- Light Bars
- Flashing Lights
- Back-up Alarms



### INDUSTRIAL HARDWARE SUPPLIES

ON SITE EQUIPMENT REPAIR SERVICE

## MARKETING SOLUTIONS

(Continued from page 41)

The lesson: Make sure your marketing messages go to clean lists.

- Know your market's sensibilities. If you're a landscaper, messing up the landscape with your marketing is not a good way to get customers.

The lesson: Don't do something in your marketing that goes counter to your business or your values.

- Don't do the same things over and over again and expect a different result. They say that's the definition of insanity. If your marketing isn't working, doing more of the same won't fix it.

The lesson: You're doing something wrong. Stop, learn and move on.

Maybe some of these flyers are successful. Perhaps a few people desperate to get their lawn mowed or driveway paved open them up and give a call. But I doubt it. I think these marketing muddlers would be better off giving incentives to their existing customers to spread the word or learn more effective social media techniques. For example, a mechanic I know sends a \$10 bill (not in a baggie by the way) every time you refer a new customer. But he knows what he's doing - under the hood and as a marketer.

I've found many of my service providers (including my mechanic) through a referral. It's the best way. So, instead of throwing bags out of their car windows, I suggest these driveway spammers ask their existing customers to refer new ones. The world will have less litter and we'll all be happier. Now, if only spring would arrive.

*Maria L. Novak Dugan is president of Marketing Solutions & Business Development, a firm in West Chester, PA, offering creative marketing services and goal implementation for small businesses. For more information, contact Maria at 610.405.0633 or [Maria@Maria-L-Novak.com](mailto:Maria@Maria-L-Novak.com) or visit [www.Maria-L-Novak.com](http://www.Maria-L-Novak.com).*

ROUTE 422 **Business Advisor**

**Promote YOUR business in the NEXT issue! Call (610) 323-6253**