

The MLS 5 Step, "In" or "Out" Marketing Success Guide

Understanding the 5 steps involved with the customer purchasing process removes any doubt about which marketing channel will be the most effective at each particular step of the buying process.

"In" marketing refers to providing relevant marketing information to prospects already aware of a recognized need or want. This might be someone who wants to buy a fridge so, they go online and begin searching and comparing different brands and reading customer testimonials to gain confidence in making their purchase.

"Out" marketing refers to the buyer being targeted who may not be aware of your products, services or special offers until a marketing message is sent out to them.

Use the 5 Step In or Out Marketing Success Guide to ensure you are constantly visible to your prospects and customers throughout the 5 steps of the customer purchasing process.

Step 1	Engagement	Do I want or need this?	Out Marketing
prospects are most likely not aware of your product or service			
Step 2	Information search	Validate Claims	In Marketing
Online information provides the most reliable source through customer reviews and testimonials			
Step 3	Evaluation of alternatives	Features, Benefits and Pricing	In Marketing
the decision made to buy comes after the buyer compares you with the with competitors			
Step 4	Decision to purchase	Clear Call to Action!	In/Out Marketing
the buyer is influenced by a clear call to action, Free Trial,15% off, limited time offer!			
Step 5	After the purchase	Customer Experience	In/Out Marketing
the buyer wants to know they made a good decision choosing your product or service			

Why The One Dimensional Marketing Channel Approach No Longer Works!

If you use only **Out Marketing** strategies, you risk creating the need or want and awareness of your product or service however, you will be invisible during the Information Search & Evaluation of Alternatives steps in supplying the facts that today's buyer needs to see before making the decision to purchase.

Using only **In Marketing** strategies increases your risk of never getting noticed. They may find you through Key word searches only if they know what they are searching for, if not they have no way of know about your product, service or special offers.

In today's marketing arena the one channel approach is **Out**.

You'll need both to obtain the maximum returns possible!