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A close-up, high-angle photograph of a person's eye, looking downwards. The eye is light-colored and has a focused, intense expression. The background is blurred, showing skin tones and possibly a hand near the eye.

Sniper Marketing

HOW TO DOUBLE YOUR BUSINESS ON 2% OF YOUR ADVERTISING BUDGET

This eBook is a condensed version of the original Sniper Marketing Book that is hitting book stores in May 2011.

Please feel free to post this eBook on your blog or email it to whomever you believe would benefit from reading it. Thank you.

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A Crash Course in Marketing History

Initially we had **interruption marketing** where ads gate-crashed into our world at every possible media touch point. When that became ineffective they brought on the **guerillas** that seduced us with camouflaged advertising.

Seth Godwin's **Permission marketing** was another approach to selling goods and services in which a prospect explicitly agrees in advance to receive marketing information.

We also saw maxi-marketing, disruption and a host of other marketing theories.

The thing is, all these systems are **autocratic** in nature. They are devised by marketing heads and carried out by agencies in the assumption that consumers are going to respond to their message.

Do you think a few people sitting around a conference table can fathom the minds of millions of consumer out there?

Sniper Ideas Come from Consumers

Isn't it strange that all marketing systems that we have seen till date are dictatorial in nature?

They are devised by marketing heads, agency people and media buyers, who assume they can understand the needs and problems of their target audience just from a **demographic profile** that covers age, gender, income level, race and ethnicity.

Sometimes subjective attitudes and opinions of consumers are also gathered through surveys and polls.

But, can assumptions and random variables be 100% accurate?

We don't think so.

Sniper marketing on the other hand, works with data and not assumptions, which is why we shudder at the **primitive methodology** that is being employed today.



All Sniper Marketing strategies are devised by Consumers and not by Marketers. But at the same time Sniper Marketing is not Crowd Thinking, and we like to think of Sniper Marketing as the

World's First Democratic Marketing System.



What is Sniper Marketing?

Imagine you're the head of marketing at a large bank, and you're charged with announcing the launch of a new credit card. What would you do?

Well, the old rules suggest that you spend millions of dollars on TV spots, billboards, newspaper ads, radio spots and other Madison Avenue advertising techniques. If you are a little more dynamic, you would experiment with Guerrilla Marketing or try to win over people using Permission Marketing.

We did none of that. In fact, when asked to help this bank with their marketing we just fired up a few online tools on our laptop and instantly we could see that there were 11 million local searches for 'credit card' related keywords.



Next, we drilled down into that mass of keywords and our tools quickly indicated that there were 8 groups of people with similar interests within those searches.

Interest Group 1: Capital One.

Interest Group 2: Credit cards for fair credit.

Interest Group 3: Bad credit credit cards.

Interest Group 4: hsbc credit cards.

Interest Group 5: student credit cards.

Interest Group 6: visa credit cards.

Interest Group 7: chase credit cards.

Interest Group 8: Citibank credit card

All this data was trying to tell us a story, so we dug even further into the 8 interest groups and discovered that people were actively looking for *best credit cards, reward credit cards, low interest credit cards, business credit cards, secured & unsecured credit cards, travel credit cards, cash back credit cards, instant approval credit cards* and *gas credit cards*.

Sniping is all about getting to the heart of the matter and so we fired up our analytical tools and quickly realised that only 1% of the people who were doing all these searches had any intention of immediate purchase.

As 1% of 11 million is a healthy number, we quickly set up 9 online sales funnels for the bank and ran a quick online advertising campaign to see what would happen.



What happened next was quite unbelievable. In less than 24 hours, 15,000 Purchase-Ready-Prospectors showed their interest in the offers put up by the bank, but more importantly we saw them responding to one of the sales funnel with tremendous energy.

This made us switch off the funnels that were not working, and reallocate the client's budget on that **single sales funnel** which was working.

The result of the whole exercise was that, while other large banks would have spent millions of dollars to interrupt everyone in the country with TV ads, blimps, direct mail, and magazine ads, our client was busy issuing a record number of credit-cards for that quarter.



And what was even more remarkable was the fact that our client had only spent 2% of their allotted budget to achieve these spectacular results!

There are Prospects & then there is PRP

Every traditional marketer knows that their primary target is to get more prospects, but only the Sniper Marketer can tell you that there are Prospects and more importantly, there are Purchase-Ready-Prospects (PRP).

Differentiating the Prospects from the PRP is one of the core concepts around which Sniper Marketing operates. And in test after test, we have seen that it is fatal to go after Prospects, especially if you are a small business owner with a miniscule advertising budget.

Who are these PRP?

While traditional marketers think of prospects as someone looking for your brand, we know that a small percentage of prospects are more dynamic than the others.

This dynamic segment of prospects are active information hunters. They do a lot of research online. They carry out window-shopping. Some of them might talk with friends or even consult with their family.

In the midst of all this information gathering, this dynamic segment evolves from cold prospects to hot Purchase Ready Prospects.

We like to think of this segment of Prospects as people with credit cards in their hands.



How we identify the PRP?

Before the internet, marketing was a guess work. Now, thanks to players like Google, Quantcast, Facebook, Twitter, Yahoo, Bing and several other online intelligence pools, we know exactly what people are looking for.

The Sniper Marketer taps into these vast online intelligence pools to uncover interest groups and then to drill down further until it is possible to differentiate the PRP from normal Prospects.

The thing is, when a Prospect turns into a Purchase Ready Prospect they start emitting buying signals which are picked up by Sniper Marketers. The information that is picked up at this stage forms the foundation of the Sniper Marketing sales message.

Which means the Sniper Marketing Sales Message is not contrived by marketing heads but are simple answers to everything that the PRP is looking for.

While traditional marketers and advertising agencies struggle to come up with smart ideas to get the attention of consumers, Sniper Marketers are simply answering the needs of Purchase-Ready-Prospects.

And from the results we are seeing, Sniper Marketing seems to be far ahead in terms of cost-effectiveness.



Sniper Marketing for Small Business

A bike retailer that we work with used to sell 6 bikes a day. (These are high end bikes, so it was quite profitable for him). The challenge was to take his daily sales to 12 bikes a day.

We fired up our tools and discovered that there are 27 million local searches for 'bike' related keywords online.

We also discovered that there are 8 kinds of interest groups around bikes:

Interest Group 1: Bicycle Parts

Interest Group 2: Cruiser Bicycles

Interest Group 3: History of Bicycles

Interest Group 4: Hero Bicycles

Interest Group 5: Giant Bicycles

Interest Group 6: Scott Bicycles

Interest Group 7: Road Bicycles

Interest Group 8: Bicycle Store.

As usual we dug a little deeper and within the niches we could see a lot of interest for keywords like: **beach cruiser, mountain bikes, chopper bicycles, electric bikes** and **folding bicycles**, while the brand names that came up were **schwinn, cannondale** and **bmw**.

The third level of our online digging was to differentiate Prospects from the Purchase-Ready-Prospect (PRP) and once we had that data we ran an online test campaign for \$5. (All this happened within 30 minutes in front of the client).

Armed with all this data we constructed 9 sales funnels for the client and in a matter of days we could see which sales funnel was outperforming the rest.

What was the Result?

In less than 30 days, we broke the '12 bikes a day' barrier and now the retailer does 15-20 bikes a day.



Sniper Marketing for Large Companies

Many marketers assume that Sniper Marketing works only for small businesses but in reality large companies are the ones that are poised to gain the most from this system.

The best way for large companies to use Sniper Marketing is to take their brand and run a 3-level sniping to uncover what is going on in the prospect's mind.

Once they differentiate prospects from PRP, it is only a matter of putting up a sales funnel for each interest group to discover what is hot and what is not.

A typical big business marketer who follows the system can see before her own eyes how the PRP react to the brand's marketing, and—confidently—she can take these insights to run her next big budget campaign.



Digital Media Marries Offline Media

Ask an offline media experts (print, radio, tv, magazines, outdoor) about digital media and he will tell you with absolute certainty that whatever happens digital media can never provide the reach and frequency of offline media.

Ask the same question to a digital media expert and she will tell quite frankly that offline media cannot match the accountability of online media (banners, email, search campaigns, seo, social media, apps, QR Codes, and maps).

The truth is, Sniper Marketing is celebrating the marriage of offline media with digital media.

Let me illustrate this with an example. Imagine you are driving down the street and you see a large billboard with a message 'Been recently ripped-off by hidden credit card charges?'. You smile at it because your present bank DID have some hidden charges on your bill and you were mad at it.





You pick up a newspaper in the dentist's waiting room and you see the same ad again. This time, they have given you a website address to find out more.

Intrigued, you enter the url in your iPad and you are greeted by a clean website that tells you how normal consumers like you are being ripped-off by banks using small-print tactics. The story seems genuine, because it has a contact number and a physical location.

You call up the bank and the patient call-taker explains why their bank has no hidden charges on their credit cards. You feel so safe and comfortable through the process, that you decide to start a relationship with this new bank.

Did you notice how the offline media provided all the exposure, while the online media took the story further and did all the convincing? This is the amazing symbiosis provided by Sniper Marketing.

Need More Help?

Theory is one thing, but putting it into practice is another. Especially when aspects like identifying buying-keywords, gathering key-conversations, understanding PRP's buying language, formulating sales-story and convincing the PRP, are concerned.

If you like the process outlined here, you should have a look at the original Sniper Marketing book when it comes out on 1st May 2011. Or better still, you can talk to me to give a live workshop on how the whole process works.

To give you an indication of what to expect during my workshop, I setup my laptop; take a brief from your team and then go online to gather buying-keywords, identify the key-conversations and then map the PRP.

Unlike experts who talk theory, I love to demonstrate how Sniper Marketing works, including the keyword research, data segregation, setting up of sales funnels - all live and in front of your eyes.

This means that by the time the meeting has ended, we would have figured out how to market your product or service to the PRP on 2% of your Advertising Budget.

Don't you think that is pretty neat!





About the Sniper Marketing Founder

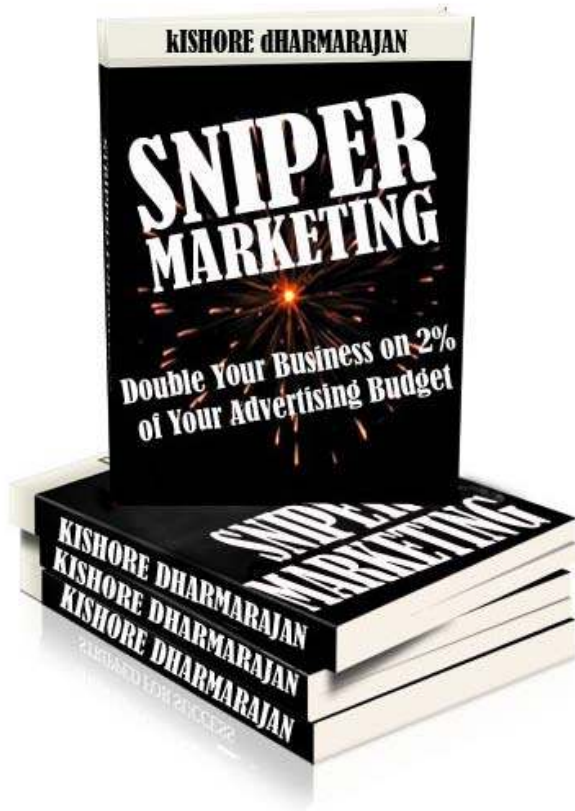
Kishore Dharmarajan is an SEO specialist, marketing strategist, keynote speaker, seminar leader, and the author of three books: Eightstorm, Twitter Can Pay Your Mortgage and Sniper Marketing.

He is the co-founder of Eureka Advertising and has worked for multinational agencies like M&C Saatchi. Kishore has lived and worked in Dubai for the last 14 years and has presented at industry conferences and events in several countries.

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Sniper Marketing Hits Bookstores on 1st May 2010. You can also buy it from Amazon.com.

Please optin at www.SniperMarketing.org and we will update you with the latest news on the book.