

Winning Customers:
Marketing Strategy

The 22 Immutable Laws of Marketing

Understanding Market Laws and Building Powerful Strategies



Executive summary. Source: "The 22 Immutable Laws of Marketing in Asia", Al Ries, Jack Trout & Paul Temporal, 2003.

"People will buy anything that's one to a customer." - Lewis' Law

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No	The Law of:	The Key Message	Executive Summary
1	The Leadership	It's better to be the first than it is to be better.	<p>Being first in any category is going to give you the edge - being the leader comes from being first. It's much easier to get into the mind of consumers first that try to convince people you have a better product or service than the one that did get there first. Improvements are always made to product/service inventions and innovations but the first in has a head start. Once you are the leader, a position mostly gained by being first, it is pretty hard for competitors to dislodge you, as long as you keep your products up to date and of comparable quality.</p> <p>Further, the first in to the market has the opportunity to have its brand name adopted as the generic category name. Once you are first and get the consumers to buy your brand, often they won't bother to switch. People tend to stick with what they've got.</p>
2	The Category	If you can't be first in a category, change the nature of the category or set up a new category you can be first in.	<p>Would you like to discover much more?</p> <div style="display: flex; justify-content: center; align-items: center; gap: 10px;"> <div style="background-color: #800000; color: white; padding: 5px 15px; font-weight: bold;">CLICK HERE</div> </div> <p>- subscribe to the FULL VERSION of your first-ever Business e-Coach</p>
3	The Ladder	The strategy to use depends on which rung you occupy on the ladder.	
4	Duality	In the long run, every market becomes a two-horse race.	
5	The Mind and Perception	Marketing is not a battle of products, it's a battle of perceptions; and sometimes it's better to be first in the mind than to be first in the marketplace.	
6	Focus	The most powerful concept in marketing is owning a word in the prospect's mind.	
7	Extension	There's an irresistible pressure to extend the equity of the brand .	
8	Exclusivity and Superiority	Owning a superior position in the customer's mind is vital; marketing is a continuous search for exclusivity.	
9	Division	Over time, a category will divide and become two or more categories.	

10	The Heart (Emotion)	Marketing strategies without emotion will not work.
11	Attributes	When you have to focus on attributes, for every one of them, there is an opposite and effective attribute.
12	Candor	When you admit a negative, the prospect will give you a positive.
13	Sacrifice	You have to give something up in order to get something.
14	Success	Success often leads to arrogance, and arrogance to failure.
15	Failure	Failure is to be expected and accepted.
16	Unpredictability	Unless you write your competitors' plans, you can't predict the future.
17	Hype	The situation is often the opposite of the way it appears in the press.
18	Acceleration	Successful programs are not built on fads, they're built on trends.
19	Perspective	Marketing effects take place over an extended period of time.
20	The Opposite	If you are shooting for second place, your strategy is determined by the leader.
21	Origin	Where brands come from is often more important than how good they are.
22	Resources	Without adequate funding and expertise an idea won't get off the ground, and a brand cannot be built.

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