

The 5 Most Dangerous Trends Facing Business Today!

A study of disturbing trends in the business, and how to survive – and even thrive in today's tough economic climate



Researched And Produced By:



Fantastic Imago
Creative Agency And Video
Production Company



Fantastic Imago

Specialized in creating engaging video content including commercials, designs, corporate films, animation, explainer videos, documentaries and everything in between.

Why A Creative Agency And Video Production Company Fantastic Imago Commissioned A Study...

- Our ultimate mission is to help boost your client base and your profits.
- Our survival also depends on your success.
- We engaged an independent research company to investigate some of the greatest challenges these owners face as well as provide solutions.
- **We are pleased to share this study with you!**



Areas Covered

- What trends are affecting businesses?
- The 5 most dangerous trends facing business and crumbling their financial climate.
- Steps that can be taken to help in surviving and open up opportunities for increase profits.
- How to find a partner who understands your business needs.



Trends Affecting Businesses...



What's Happening To Businesses

- The 23 million small businesses in America account for 54% of all U.S. sales.
- The 20 million European SMEs play an important role in the European economy. These are mostly micro - enterprises and in 2012 employed a proximately 86.8 million people. This represents 66.5% of all European jobs for that year.
- Small businesses provide 55% of all jobs and 66% of all net new jobs since the 1970s.
- The 600,000 plus franchised small businesses in the U.S. account for 40% of all retail sales and provide jobs for some 8 million people.
- The small business sector in America occupies 30-50% of all commercial space, an estimated 20-34 billion square feet.
- Since 1990, as big business eliminated 4 million jobs, small businesses added 8 million new jobs.



Source: <https://www.sba.gov/offices/headquarters/ocpl/resources/13493>

http://ec.europa.eu/enterprise/policies/sme/facts-figures-analysis/performance-review/files/supporting-documents/2013/annual-report-smes-2013_en.pdf

Competition Is Growing

- The number of small businesses in the United States has increased 49% since 1982.
- The percent of entrepreneurs who are Baby Boomer starting a business since 1996 has grown from 14.3 percent to 23.4 percent last year. In fact, in every one of the last 15 years, Boomers between the ages of 55 and 64 have had a higher rate of entrepreneurial activity than Gen-Y.



Source: <http://www.forbes.com/sites/martinzwilling/2013/12/25/a-new-era-for-entrepreneurs-and-startups-has-begun/>
<https://www.sba.gov/offices/headquarters/ocpl/resources/13493>

To Compound The Issue, Business Leaders Are Facing A New 'Tidal Wave' Trend...



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- Business are under pressure to be better corporate citizens and be sustainability-minded
- According to SiriusDecisions, B2B organizations with tightly aligned marketing and sales achieved 24% faster revenue growth and 27% faster profit growth over a three-year period.
- In the past, companies would have an expert show up and hope for results. That type of one-and-done training (sales or otherwise) does not provide a lasting result.
- Precise strategies will prevail compared to shotgun approaches. With improved alignment between sales and marketing, top performing companies will no longer waste time and resources trying to drive “views” or “clicks.” Instead, the top companies will develop plans to attract the best customers.



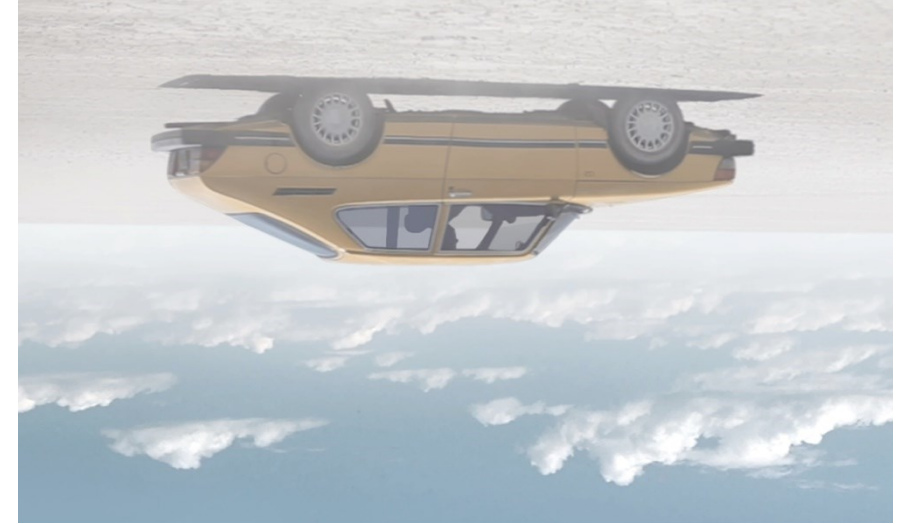
Source: <http://www.forbes.com/sites/ianaltman/2014/12/09/455/>

Unfortunately, The Best Of Intentions Often Go Awry



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- In fact, 70% of workers in the U.S. – and 87% of workers worldwide – are not fully engaged and personally invested in their work.



Source: <http://www.forbes.com/sites/ianaltman/2014/12/09/455/>

Business Survival Rates

- World wide, there are about 300 million persons trying to start about 150 million businesses. About one third will be launched, so you can assume 50 million new firm births per year. Or about 137,000 per day. As firm birth and death rates are about equal, the same number of active firms, say 120,000 probably terminate trading each day--world wide.
- "Approximately 2 million new businesses will be launched this year and by the fifth year more than 80 percent will belly up."



Source: <http://www.moyak.com/papers/small-business-statistics.html>

Closed Their Doors For Good

- A Small Business Administration study earlier this year found that 24 percent of new businesses never make it to their second anniversary. Another 23 percent fail in the next two years. In 2002, an estimated 550,100 new businesses were established in the U.S., according to the SBA, while an estimated 584,000 closed their doors for good.
- According to Dun & Bradstreet reports, "Businesses with fewer than 20 employees have only a 37% chance of surviving four years (of business) and only a 9% chance of surviving 10 years." Of these failed business, only 10% of them close involuntarily due to bankruptcy and the remaining 90% close because the business was not successful.



Source: <http://www.moyak.com/papers/small-business-statistics.html>

Stress Is Higher Than Ever

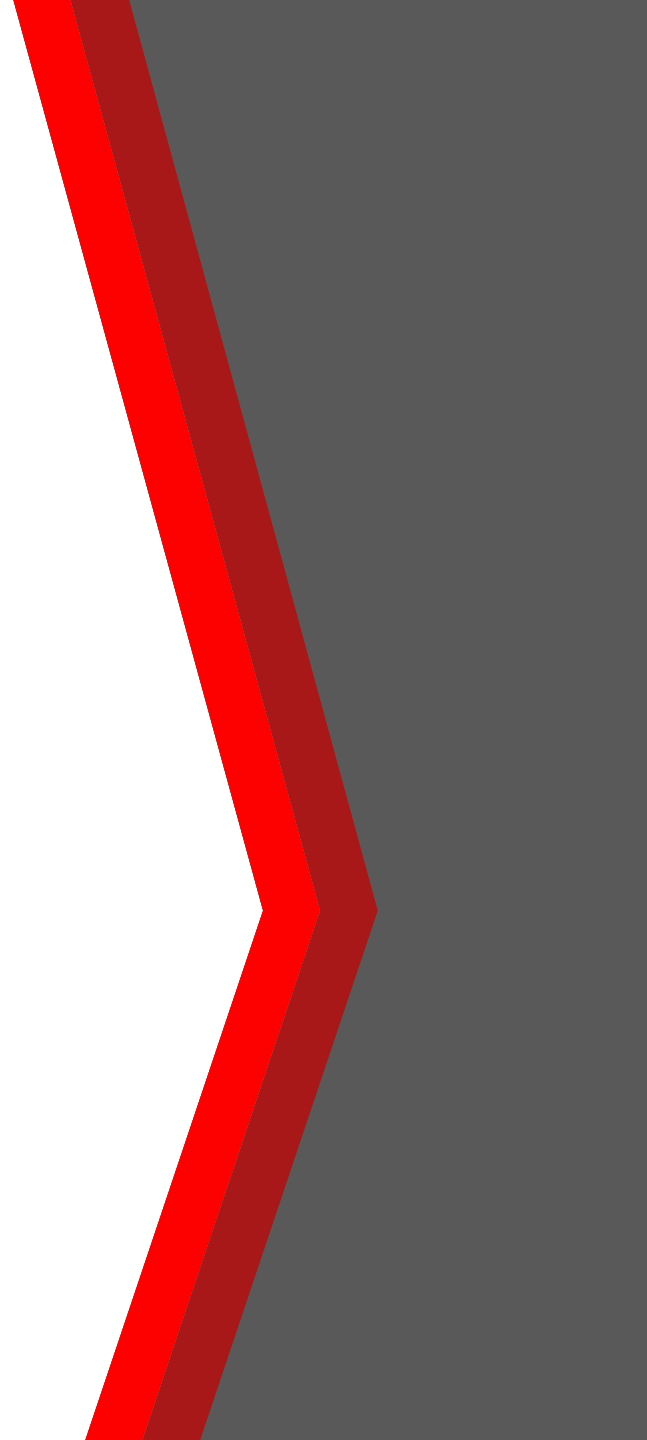
- Stress causes a half million workers to miss time on the job at the rate of 1,751,000 work days per year, costing \$55 million in lost wages.
- 60% of lost workdays each year can be attributed to stress.
- In addition, an estimated 75 to 90 percent of visits to health care providers are due to stress-related conditions, costing employers in increased health care costs.



Source: <http://www.fdu.edu/newspubs/magazine/99su/stress.html>

CHALLENGE #1:

The Management Inefficiency Of
Owner-managers



Management Really Matters...

- Business consultants claimed that 90% of business failures were due to management inadequacy (48% incompetence and 42% inexperience).
- Statistics show that bad management accounts for 56% of business failures and costs the UK economy around £19 billion a year in lost working hours alone.



Source: <http://www.moyak.com/papers/small-business-failure.html>
<http://www.iii.co.uk/articles/212685/bad-management-accounts-56-business-failures>

What's Not Considered Carefully Enough Is The Cost Of Management



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- A badly assigned post in top-management costs the company at least 1.5 to two gross annual revenues.
- A Harvard Business School/Hay Group research project that examined more than 100 senior teams around the globe revealed that effective teams can significantly contribute to their enterprises, yet only one in five are extremely good, while one-third are mediocre, and 42 percent are poor.



Source: <http://www.hill-international.com/The-toughest-Management-Test-What-defines-good-a.10886.0.html>
<https://hbr.org/product/senior-leadership-teams-what-it-takes-to-make-them-great/3366-HBK-ENG>

Poor Strategic Management

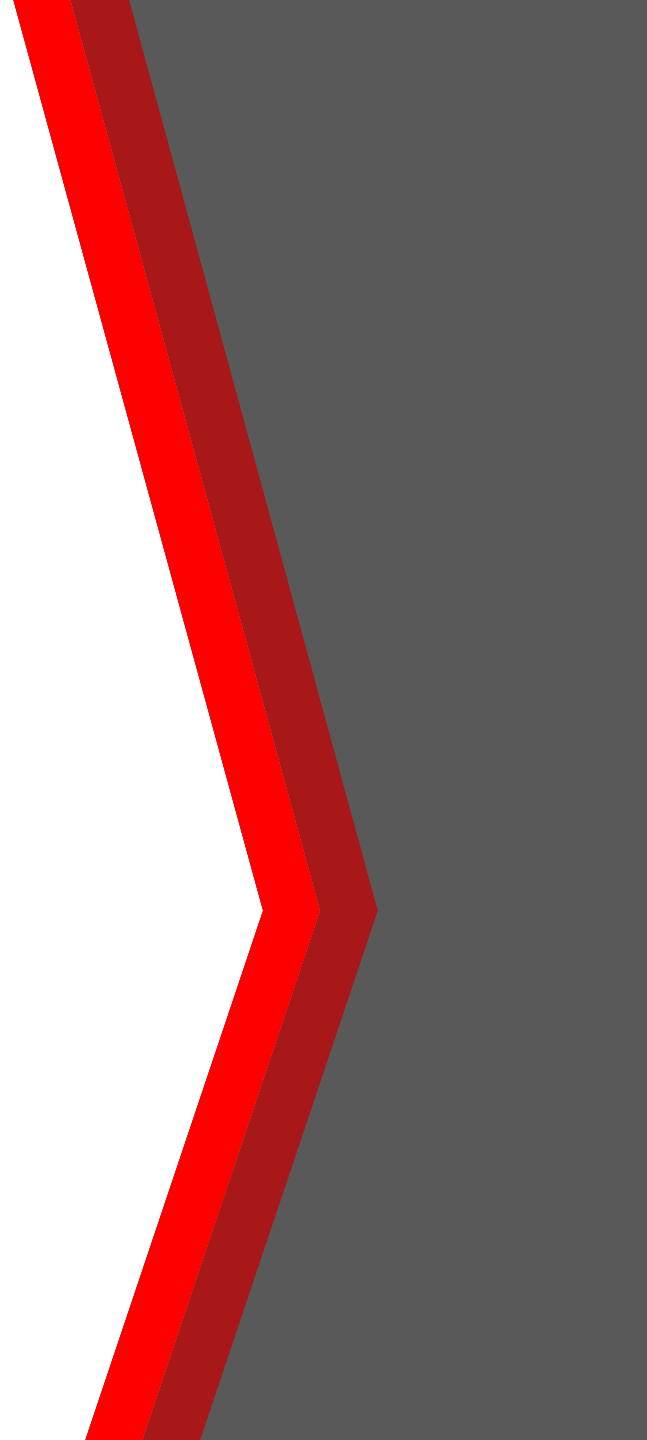
- The primary cause of failure is poor strategic management, with 42% of owners reporting this.
- 41% also say inadequate cash flow or high cash use is a driving factor; 32% of businesses are trading at a loss; and 33% are experiencing poor financial control, admitting that they are not keeping good records.



Source: <http://www.cashflow-manager.com.au/Blog/TabId/108/ArticleId/67/why-are-small-businesses-in-australia-failing.aspx>

CHALLENGE #2:

The Huge Cost Of Poor Customer Service



Unresolved Negative Experience...

- It takes **12** positive experiences to make up for one unresolved negative experience.



- News of bad customer service reaches more than **twice as many** ears as praise for a good service experience.



Source: "Understanding Customers" by Ruby Newell-Legner, White House Office of Consumer Affairs

In Seeking For Better Service Experience

- 3 in 5 Americans (59%) would try a new brand or company for a better service experience.



- In 2011, **7 in 10** Americans said they were willing to spend more with companies they believe provide excellent customer service.



Source: American Express Survey, 2011

Unhappy Customers Will Not Willingly Do Business With...

- **75%** of customers believe it takes too long to reach a live agent.
- **80% of companies** say they deliver "superior" customer service. But **8% of people** think these same companies deliver "superior" customer service
- **91%** of unhappy customers will not willingly do business with you again.



Source: Harris Interactive, Lee Resources

Some Reasons For Customer Loss Due To A Bad Customer Experience

- In 2011, **86%** of consumers quit doing business with a company because of a bad customer experience

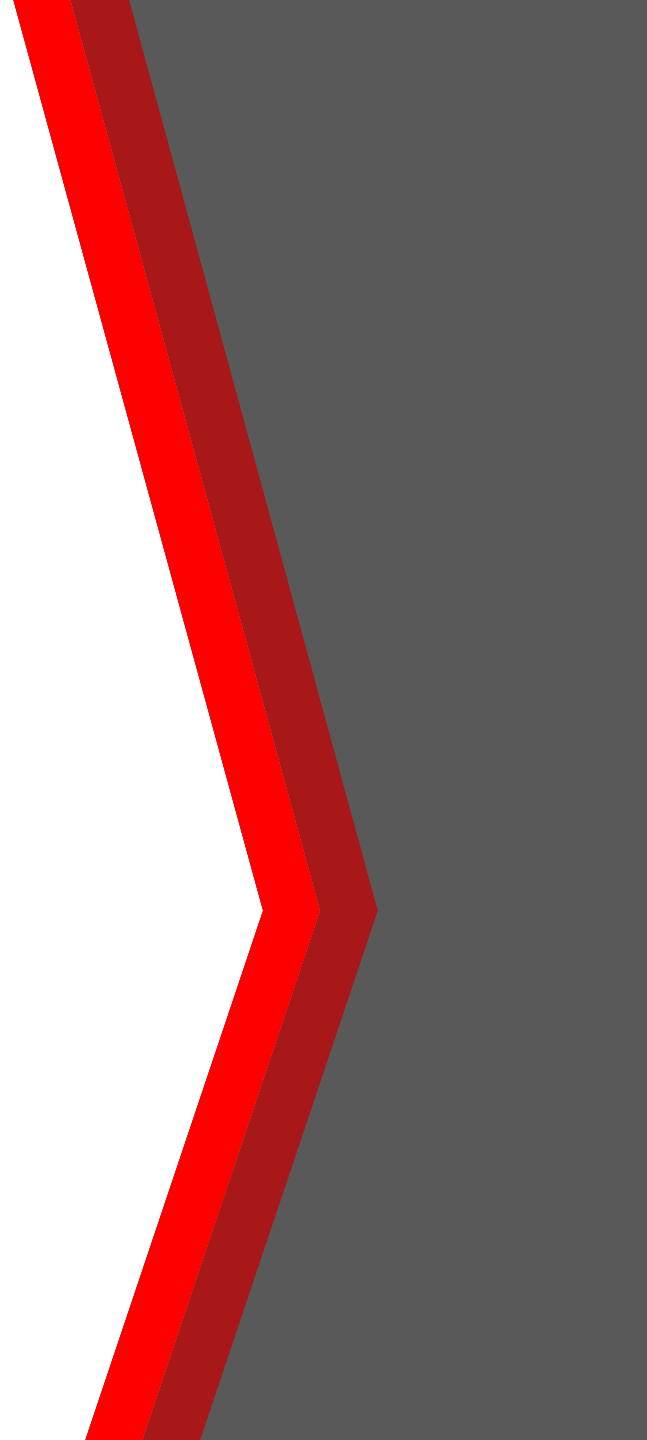


- **Top two reasons for customer loss:**
 - Customers feel poorly treated
 - Failure to solve a problem in a timely manner

Source: Customer Experience Impact Report by Harris Interactive/RightNow, 2010

CHALLENGE #3:

Bad Hires Negatively Affected
Business : Stats and Costs



“If You Hire Clowns, You Will End Up With A Circus”



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- Of new hires, 46% fail within 18 months. Of new hires another 45% are only fair to marginal performers. That means that 81% of new hires are a disappointment. That is a really big number and comes at even bigger costs.
- The cost of a minimum wage bad hire has been cited to be \$4,500 and change.
- Research suggested the costs could be anywhere from 20% to 200%.
- In a survey conducted by Harris Interactive, commissioned by CareerBuilder, identified that 41% said a bad hire cost more than \$25,000 and 25% identified the cost was over \$50,000.



Source: <http://www.recruitingblogs.com/profiles/blogs/bad-hires-stats-costs-avoidance-poor-excuses-and-other-thoughts>

The Impact And Cost Of A Bad Hire Runs Deeper...

- The participants in the Harris Interactive research identified some of the costs:
 - Less productivity – identified by 41 percent of participants
 - Lost time to recruit and train another worker – 40 percent
 - Cost to recruit and train another worker – 37 percent
 - Employee morale negatively affected – 36 percent
 - Negative impact on client solutions – 22 percent
- Moreover a bad hire can impact below the surface.



Source: <http://www.recruitingblogs.com/profiles/blogs/bad-hires-stats-costs-avoidance-poor-excuses-and-other-thoughts>

Bad Hires Negative Impact On Businesses All Over The World



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- CareerBuilder reveals that 66 percent of U.S. employers experienced losses in business last year due to bad hires.
- When it comes to quantifying those losses, here's what employers had to say...
 - 27 percent of U.S. employers say a bad hire costs the company more than \$50,000
 - 29 percent of German employers say a bad hire costs 50,000 euros (\$65,231)
 - 27 percent of U.K. employers say a bad hire costs more than 50,000 British pounds
 - 29 percent of Indian employers say a bad hire costs 2 million Indian rupees (\$37,150)
 - 48 percent of employers in China reported costs exceeding 300,000 CNY (\$48,734).



Source: <http://thehiringsite.careerbuilder.com/2013/05/13/two-thirds-of-u-s-employers-say-bad-hires-negatively-affected-business-last-year/>

Why A Bad Hire Happens?

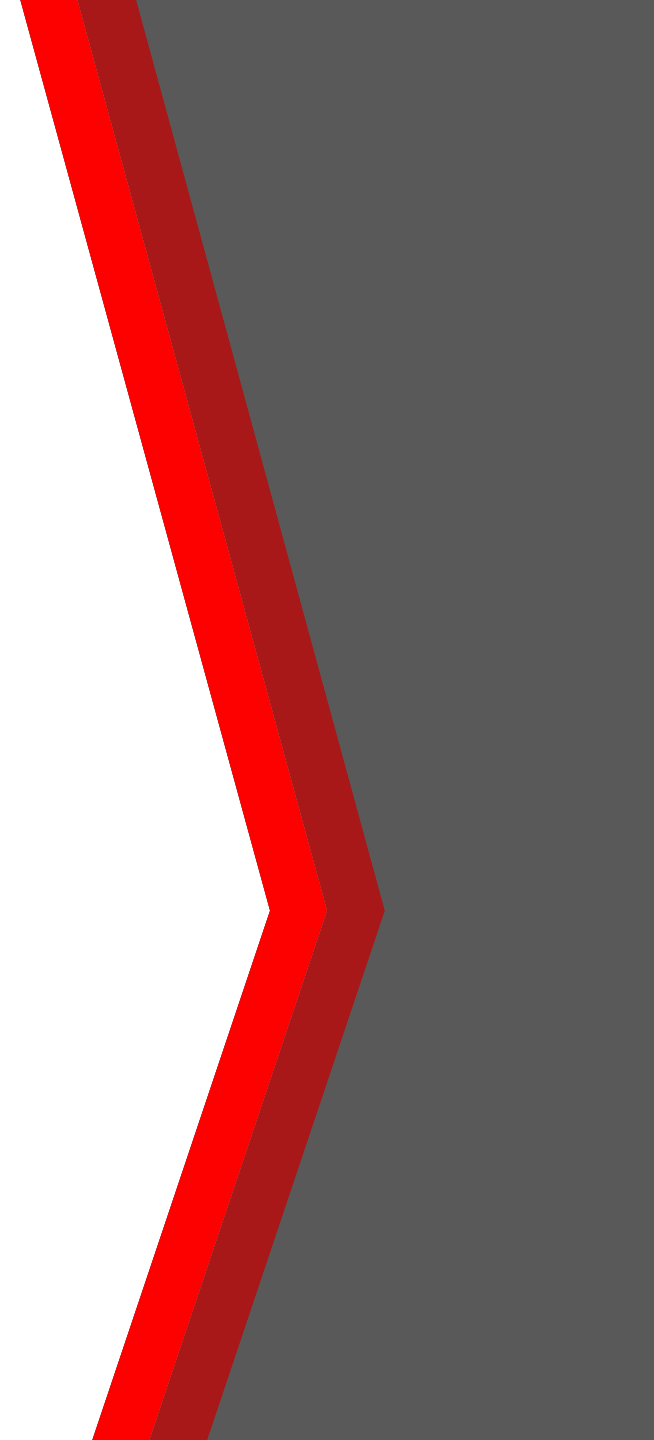
- Leading to these common reasons for failure:
 - Need to fill the job quickly – identified by 38 percent of participants
 - Not sure, sometimes you make a mistake – 34 percent
 - Insufficient talent intelligence – 21 percent
 - Didn't check references – 11 percent
- Hiring failures are ultimately a leader's failure and in all cases an opportunity to improve.



Source: <http://www.recruitingblogs.com/profiles/blogs/bad-hires-stats-costs-avoidance-poor-excuses-and-other-thoughts>

CHALLENGE #4:

The High Cost Of Failure



The Poor Project Management

- A study published in the Harvard Business Review, which analyzed 1,471 IT projects, found that the average overrun was 27%, but one in six projects had a cost overrun of 200% on average and a schedule overrun of almost 70%.
- A study by PricewaterhouseCoopers, which reviewed 10,640 projects from 200 companies in 30 countries and across various industries, found that only 2.5% of the companies successfully completed 100% of their projects.



Source: <http://www.gallup.com/businessjournal/152429/cost-bad-project-management.aspx>

What Is The True Cost Of Failure In Business?

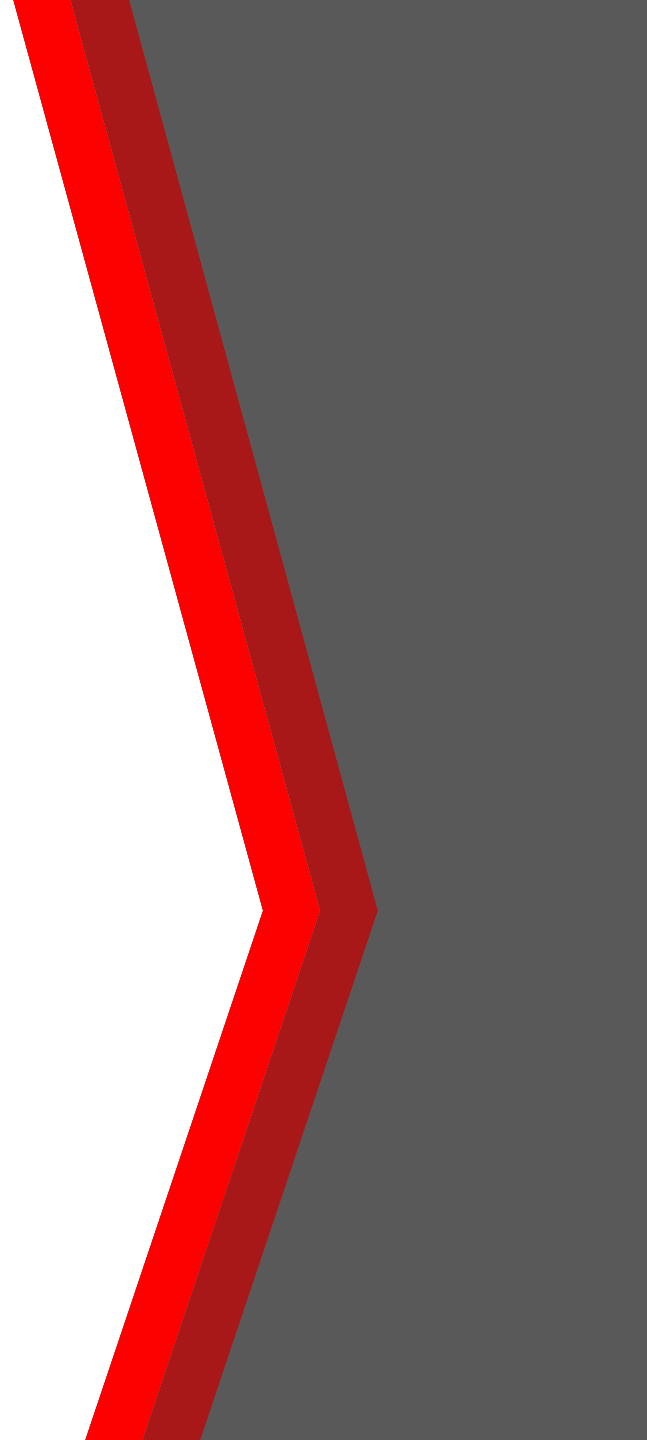
- One estimate of IT failure rates is between 5% and 15%, which represents a loss of \$50 billion to \$150 billion per year in the United States.
- Another study estimated that IT project failures cost the European Union €142 billion in 2004.



Source: <http://www.gallup.com/businessjournal/152429/cost-bad-project-management.aspx>

CHALLENGE #5:

Fighting The Clutter Factor (Rising Competition)



A Snapshot Of The Current Business Climate

- 26,000 new products and brands are introduced every year
- 16 – 30% of consumers change brand loyalty in one evening of watching commercials
- 74% of consumers buy outside their “favorite” brands



Source: <http://www.gallup.com/businessjournal/152429/cost-bad-project-management.aspx>

Fighting The Clutter Factor

- In 1992, the average consumer was presented with 3,000 commercial messages per day.
- In 2006 – that number has reached 30,000!
- * The number is even HIGHER for business owners.



Source: Pacific Bell study

We're Already Overwhelmed And Buried In Information



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- According to Ferris Research, in 2008 we'll waste 21 hours per year deleting spam e-mail, compared to 2.2 hours in the year 2000.
- 91.5 billion pieces of direct mail are sent yearly
- 19 billion outbound telemarketing calls are placed monthly
- 1.5 billion spam emails are blocked daily



Source: Group 1 Software article 2008

...But Every Company Must Market...

- 60 MILLION are on the “Do Not Call” registry
- 69% of consumers purchased ad blocking technologies
- Attention has become the scarce resource of the information economy.
 - Wired Magazine



Source: The “Attention Age Doctrine”

How Do I Survive In Already Crowded Market...



Increasing Marketing Costs With Decreasing Effectiveness



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- It now costs 3 X more in 2008 than it did in 1992 to reach your prospective buyers.
- In 1992 – it took an average of 4 attempts to reach your buyer. In 2008, it now takes 8.4 attempts.
- Therefore, 1/2 the results from the previous same efforts are now commonplace.



Source: Pacific Bell study

Increasing Marketing Costs With Decreasing Effectiveness

- As the popularity of Search Engine Marketing has increased, so have the costs of playing the game.
- Pay-per-click advertisements are being driven up in costs as the demand for online advertising space increases. Organic search engine marketing is a long-term, uncertain and often costly endeavor.
- The recent postal rate increase is inflicting HIGHER COSTS on small publishers, and no business that uses the mail to reach its customers is escaping unscathed.



Source: - Implied By Design, LLC.
LA Bsn Journal 2007

Increasing Marketing Costs With Decreasing Effectiveness



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- Newspaper advertising rates GREW an average of 18% between 2003 and 2007, while subscriptions declined nationwide by 12%.
- Nonprofits were hit with increases in expenses last year that were 2 and 3 TIMES the rate of inflation, driven by a hike in the federal minimum wage and the ever increasing cost to raise a dollar



Source: NewspaperMedia.com
Jan 1, 2008 Entrepreneur.com

Increasing Marketing Costs With Decreasing Effectiveness



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- Regional newspapers are too broad based and untargeted, and Sunday newspaper readership by percentage of population has gone down steadily since 1964.
- Client conversions when direct mail was a major part of the campaign:
 - 1997: 18%
 - 1999: 16%
 - 2002: 11%
 - 2005: 7%
 - 2007: 4%
 - 1,439 companies surveyed - from 1997 to 2007



Source: Simmons Market Research Bureau, Inc. Fall 1996, Spring 2007

Brand Loyalty Is Continually DECREASING...

- Surveys in 2002: 56% of consumers demonstrated brand loyalty.
- By 2003: 53%
- May of 2005: 46%
- As of 2007: approximately 39% of the same surveyed consumers felt loyal to their current product or service provider.



Source: Adapted from Strike Fish Market Study

Some Warning Signs Of A Dying Business...

- Many Reasons Include:
 - Lack of sufficient capital funding
 - Poor management skills
 - Lack of sales
- Over the lifetime of a business:
 - only 39% are profitable
 - 30% break even
 - 30% lose money
 - with 1% falling in the "unable to determine" category.



Source: Wells Fargo/NFIB study

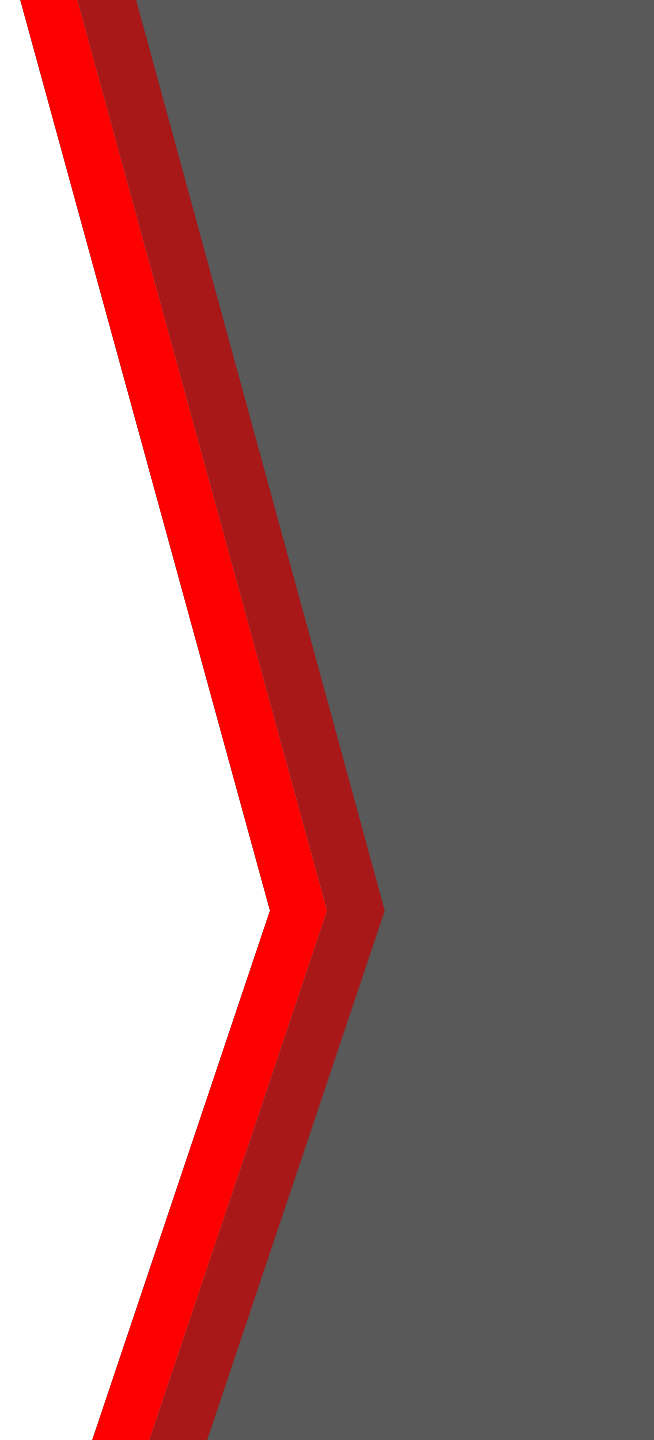
The Result Of These Challenges...

- Billions of dollars in business costs and productivity are being lost unnecessarily
- Problems impacting your business are impacting your bottom line
- Unhappy clients, empty pockets, and bankruptcies are the result
- Fortunately, there are better ways to boost your client base, loyalty, awareness and your profits.
- **So what are these strategies?**



STEP #1:

Frequent Training Increase
Productivity, Improve Customer
Service



Training Increase Productivity, Improve Customer Service



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- Findings indicated that training increased the manufacturing productivity of informal leaders and could help manufacturing facilities increase their productivity without capital expenditures.
- Research has shown that leadership training for executives and middle managers results in increased worker productivity (Barling, Weber, & Kelloway, 1996; Bass, 1990). Leadership development training could have the same benefits if given to the rest of the workforce (IIE Solutions, 1999).



http://www.businesstrainingexperts.com/white_papers/training_return_on_investment_roi/17%25%20to%2021%25%20Productivity%20Increase.pdf

Training Increase Productivity, Improve Customer Service



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- Leadership development, supervisory skills, and teamwork training often rank as the most important and most frequently offered training topics in corporations (“Measuring Training’s Contribution,” 1998).
- According to Kapp (1999), manufacturing firms implementing training programs can expect an average gain of 17% in manufacturing productivity.



http://www.businesstrainingexperts.com/white_papers/training_return_on_investment_roi/17%25%20to%2021%25%20Productivity%20Increase.pdf

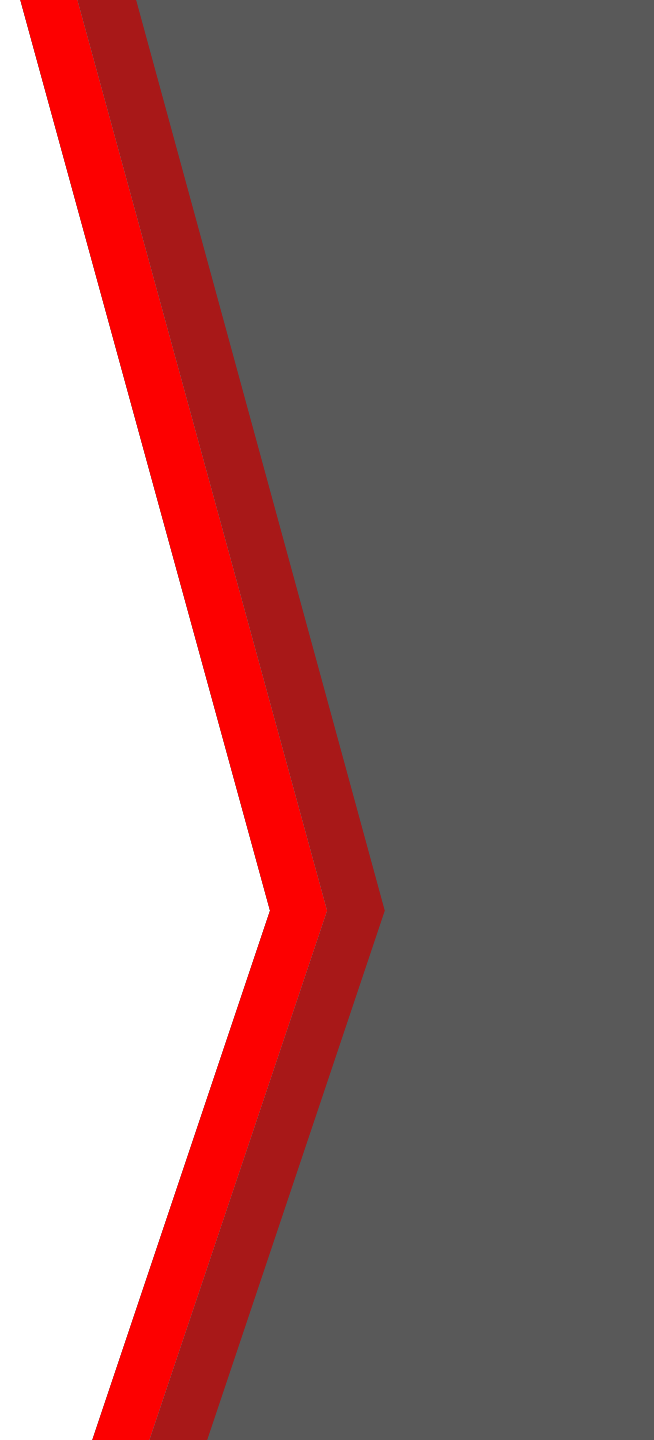
What To Do NOW...?

1. Spend an hour per day or per week with your team working ON your business (and not just in it).
2. Build a sound and tested process for the way you sell to your prospects, and add value to your clients.
3. Create a workable plan for strategically marketing your business.



STEP #2:

Increase Client Satisfaction And
Increase Referrals



Good Systems Are Essential

It's important that you have effective feedback systems in place to monitor customer satisfaction. If there are any problems with products or service levels, you need to be able to pick these up quickly before they damage your business.



Source: <https://bizhub.anz.co.nz/resources/how-to-gain-referral-business.aspx>

Good Staff Training



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- You can only rectify problems if your staff report the problem to you in the first place instead of hoping the problem will disappear.
- Staff should be encouraged to see that customers are more than just customers. They represent unseen customers (future business) as well.
- Try to create a business culture where staff are praised, not punished, for alerting you to such problems, giving staff some authority and flexibility to rectify problems on the spot is also important.



Source: <https://bizhub.anz.co.nz/resources/how-to-gain-referral-business.aspx>

Delight And Surprise Them

To gain referral business make sure you exceed the expectations of your customers or clients. Here are some suggestions:

- Under-promise and over-deliver.
- Send unexpected gifts.
- Send useful information.
- Be seen as an authority and a resource.
- Keep in contact at least every 90 days.
- Be different: do something better than the competition.
- Make your customers feel special or privileged.
- Community involvement also helps because people like businesses that put something back.
- Anything that builds goodwill is a good way of encouraging referral business.



Source: <https://bizhub.anz.co.nz/resources/how-to-gain-referral-business.aspx>

Asking For Referrals

- Be careful about how direct you are about asking for referrals. People don't like to feel used. Asking is easier if you've built a close relationship with a customer or client. If you're asking for referrals, it helps to be specific about your target market 'We're looking for people/businesses that...'
- Hand out business cards. An effective tactic is to write the customer's name on the back of the card, so that if it comes back to you, you know whom to thank.
- Try this tactic: 'If one of your friends comes in with this card, I'll personally make sure they get the best service and a great deal.' In this case make sure you train your staff to identify these referrals and notify you so you can keep your promise.
- Always thank people for a referral. Never take referrals for granted. Give them a quick phone call, a card, small gift or whatever seems appropriate.
- A newsletter (conventional or email) offers an excellent opportunity for you to provide useful information and ask your current customers to pass it on.
- Make it as easy as possible for customers to pass on information.



Source: <https://bizhub.anz.co.nz/resources/how-to-gain-referral-business.aspx>

STEP #3:

Advertising Has The Most TOMA (Top Of Mind Awareness Advertising) Power!

The Ultimate Goal Of Marketing



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Top Of Mind Survey

Name:

A Baby Shampoo

An American Car Company

A Cola Company

Source: Chet Holmes International, 2008

The Ultimate Goal Of Marketing

Top Of Mind Survey

Johnson & Johnson

CHRYSLER



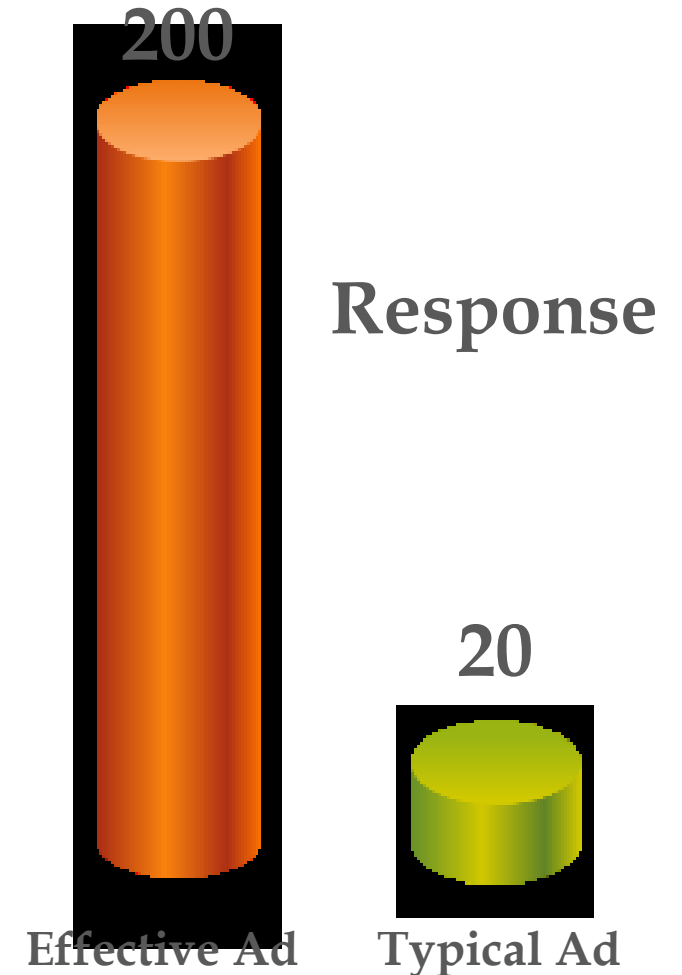
All these companies use advertising for successful promotion in a market and they dominate it.

Source: Chet Holmes International, 2008

Study Of Most Effective Advertisements

A study of hundreds of ads over a 4 year period revealed that the best response oriented ads did four things:

Source: Chet Holmes International, 2008



#1 “Distinctive”

- Best response-generated ads catch the eye.
- Before a prospective client will even think about reading your ad, it has to be distinctive enough to rise out of the clutter.

In The Corporate Jungle, Identity Is Everything!



Communicating By Design

Source: Chet Holmes International, 2008

The Best Response-generating Ads:

Have a headline that follow this important rule:


- “Tell me what you want to tell me in 3.2 seconds.”



Source: Chet Holmes International, 2008

Some Not Good Examples of Ads

- “We’re serving the world in a new way.
And proud of it.”
- “The view from our mountain is just
fine.”
- “Over The Years, We’ve Made Quite A
Mark In Our Industry”



No benefits and no name
of product!

This is not interesting to
read at all!

Source: Chet Holmes International, 2008

#2 “A Good Headline”



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If you're looking for the most cost efficient jet, look a little higher.

“If you're looking for the most cost efficient jet, look a little higher.”

Source: Chet Holmes International, 2008

#2 “A Good Headline”

- Tells what that ad is about in 3.2 seconds.
- Gives a benefit.
- Uses “you” or “your.” (optional)
- (Obviously) makes you want to “read on.”



Source: Chet Holmes International, 2008

#3 “Body Copy”

1. Should be:

Curiosity driven – Each sentence should unfold the “story” you want to tell and make the prospect want to read on.

2. Should be:

Benefit oriented – Don’t tell “What” it is, tell “Why” it is valuable.

Source: Chet Holmes International, 2008



Other Advertising Rules

- Targeting advertising to “**best buyers**”
- Advertising is the best form of long-range bonding. The Best way to build name recognition on a broad basis.
- Advertising stays in front of prospects when you can't be.
- 50% of all purchasing is motivated by advertising. Advertising is one of the best tactics for generating new leads that a company can deploy.
- For retail, this means...



Source: Chet Holmes International, 2008

Once They Are In Your Store, Restaurant, Office, Premises, Site, Or Showroom...



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- You have a tremendous opportunity to sell them things they never planned to buy.
- (Remember, up to 50% of all purchases are made on impulse.)
- In fact, it costs a business owner 6 times more to capture a new customer, than to sell to an existing one.
- In order to accomplish this, there are many things you can do and several you should be sure to avoid.



Source: Chet Holmes International, 2008

The Power of Color

- 80% of your brain is used to process images and colors.
- Color actually accounts for 60% of an initial impression to accept or reject a product.
- Our brain processes visuals 60 000x faster than text.
- Knowing which colors to use for your displays, video & signage is **crucial**.



Source: Chet Holmes International, 2008

<http://thenextweb.com/dd/2014/05/21/importance-visual-content-deliver-effectively/>

<http://visual.ly/importance-colour>

Colors Have A Powerful Influence

- The most popular color is blue. It's considered the color of trust and reliability.
- On a hot summer day, blue has been shown to give a cooling impression when used with soft drinks or bottled water displays. The customer is drawn to it as it makes the product appear **far more thirst quenching**.



Source: Chet Holmes International, 2008

Which Color Attracts The Eye The Most?

- The color **RED** has been shown to actually elevate the heart rate and blood pressure. It's the color of excitement, speed, danger and passion.
- **Red** is also a color that most draws the human eye.
- It's particularly effective when used in conjunction with orange as well as black and royal blue.
- Impulse shoppers respond to these colors more than any others.



Source: Chet Holmes International, 2008

What Color Says: “Affordability?”

- **ORANGE** says affordable.
- Not cheap, not expensive, just o “serviceable”.
- Kodak.



Source: Chet Holmes International, 2008

Do You Want To Say: “Warmth And Happiness?”

- **YELLOW** says sunshine, warmth, happiness.
- What do you sell that you might want to accent with this color?



Source: Chet Holmes International, 2008

What Says: “Abundance, Nature, And Fresh?”

- **GREEN** is the color you want when you want to represent abundance, nature and fresh.



Source: Chet Holmes International, 2008

Want to sell those on a budget?

- **Pink, Teal, Light Blues** and **Navy** appeal to shoppers who want to stick to a budget when they shop.



Source: Chet Holmes International, 2008

Things That REALLY Attracts The Eye.



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- The eye is more attracted to the physical form than anything else.



Source: Chet Holmes International, 2008

Face And Fingers Even



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- We are just more naturally drawn to the shapes that are the most familiar to us.
- Physical form is the most familiar.
- From your first glance at mom, to the first stirrings of adulthood, we learn to love the human form over all other shapes.



Source: Chet Holmes International, 2008

The Eyes Really Do Have It

- Again, we are drawn by almost any part of the physical form.
- It fascinates us, engage us.



Source: Chet Holmes International, 2008

To The Physical From

- In every photo, the eyes are drawn to the humans over even breathtaking scenery.



Source: Chet Holmes International, 2008

Make No Mistakes, Visual Are Crucial To Marketing



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- Visual really do work great in your marketing.
- Where does your eye go? To the graphic or the text?



Source: Chet Holmes International, 2008

Graphics Work Great



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Anyone hungry?



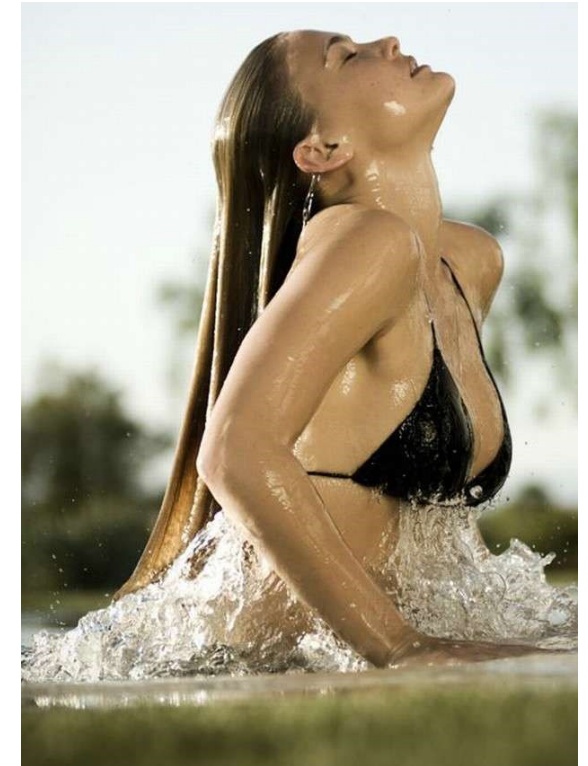
Source: Chet Holmes International, 2008

Little Exercise: Let's Write A Headline For This Graphic Based On Your Business



Fantastic Imago
Creative Agency And Video
Production Company

- Remember the rules of a great headline:
 - Tell me what you want to tell me
 - Give me a benefit
 - Use the word “you” or “YOUR”
 - Make me want to read further



Source: Chet Holmes International, 2008

More On Retail: Signs In Your Windows And On Your Premises



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- In one study, 76% of the respondents stated that they believe signs are very informative.
- In another study, people were taken through an area and then asked if they could recall signage. A full 94% recalled seeing a sign.
- 84% of the people who saw the sign, also remembered the product and even the specifics about the offer.

Source: Chet Holmes International, 2008



Illuminated Displays Attract Buyers

- Static advertising was shown to increase sales by 54%
- However, when backlighting and scrolling or motion are added, sales have been shown to rise an incredible 107%.



Source: Chet Holmes International, 2008

What Have Retailers Learned?

- In a retail survey, retailers were asked which type of advertising was most effective in increasing sales?
- 73% stated they preferred advertising that used motion.

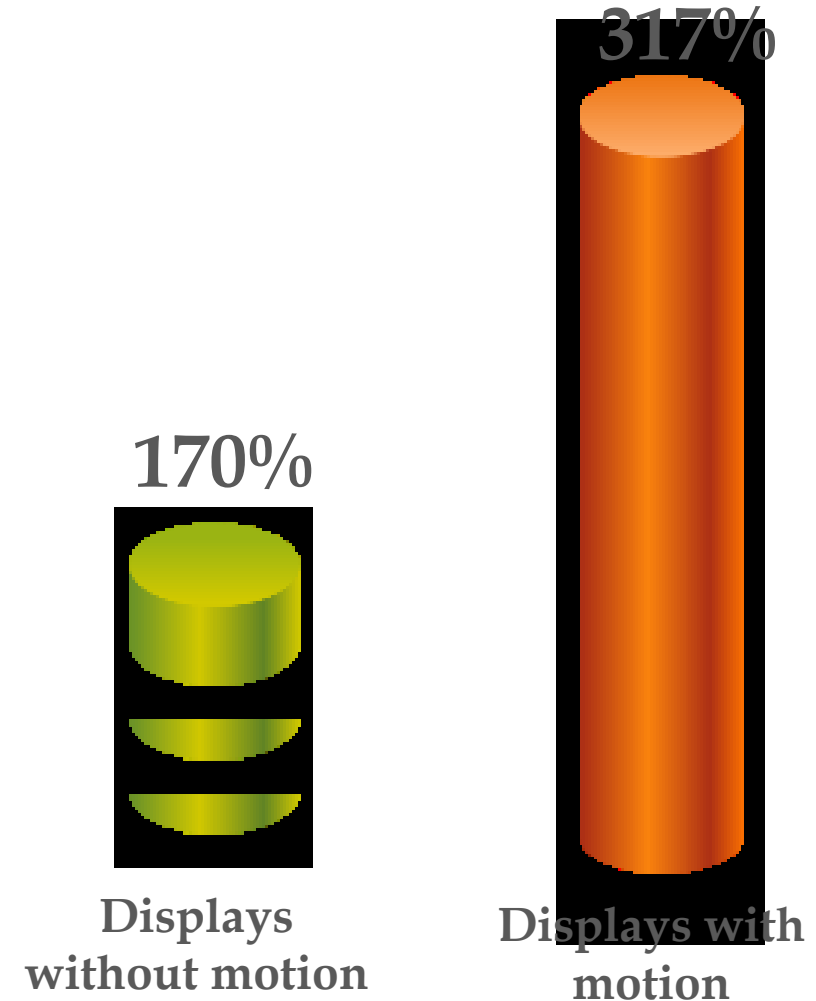


Source: Chet Holmes International, 2008

Motion Moves Product

- 83% of motion displays gain above normal sales when product is on the shelf.
- Actual POPAI case histories proved all special product displays are effective, with and without motion.
- Displays without motion averaged a sales gain of 39% above normal shelf sales. (Range 7% to 170%).
- However, displays with motion averaged a sales gain of 83% above normal shelf sales. (Range 20% to 317%)

Source: Chet Holmes International, 2008



Motion Is Key Of Success Advertising!

- As people watch your product on TV, displays in your shop or internet, you can drive them into your business with epic motion advertising. There are several advantages to this type of marketing:
 - You can choose where you can advertise on TV or Internet, everywhere you have capabilities to play your ads with motion.
 - Large amount of traffic.
 - Opportunity to recruit new costumers.
 - Strong marketing message to existing costumers.
 - Can you make interactive video for your business?



Source: Chet Holmes International, 2008

Summary / Final Observations

- It's just NOT that hard to out-market and out sell your competitors.
- Most companies are just terrible at selling and marketing.
- One of the marketing concept covered here are not that expansive.
- TOMA is a great thing to have as there ALWAYS people buying now. When they buy, you want to have TOMA.

Source: Chet Holmes International, 2008

STEP #4:

Secure A Partnership With Right
Company That Boost Your Client Base
And Your Profits!

What Questions Should You Ask When Seeking An Effective Partner?



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- Does the provider take a scientific approach to improving communication message to the prospects?
- Does the provider have proactive, high quality customer service?
- Do they perform analytical laboratory testing of their results?
- Can they prove their work with hard data? – If they don't they can't be sure of their results – They can tell you anything and you have to take it on faith...
- Do they have a written plan for quality control?
- Does the provider have creative team with huge experience in creating strong communication messages and have the correct equipment to do the best job



Benefits Of Strategic Partnering

- Projects are delivered:
 - Quickly
 - Efficiently
 - Cost effectively
 - Resulting in reduced production times and delivering the right message through the all media.



Source: International Journal of Project Management Volume 21, Issue 5, July 2003

Things To Look For In A Partner



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- Ask for referrals, then call them – Would the owner use the contractor again?
- Note responsiveness - If they are not responsive before they begin, you won't be able to depend on them once the project is underway
- Request a project schedule at the time the estimate is completed
- Visit the contractor's previous projects to see the quality for yourself
- Are they team players?



Other Items To Consider In Strategic Partnering



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- Reliable and trust-worthy
- Business savvy
- Exceed industry standards
- Provide high levels of experience
- Years in business
- **Provide up-front information, avoiding costly change orders**



Who Here Feels They've Learned A Great Deal Today...



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- Our hope is that you learned the seriousness of threats businesses are facing
- Also that it takes proactive care and the right strategic partner to overcome “*The Clutter Factor*” and provide the most value to your clients
- This presentation was sponsored by creative agency and video production company **Fantastic Imago** – would anyone here like to know about what we do?
- We have a short, three-minute overview



Peace Of Mind



Fantastic Imago
Creative Agency And Video
Production Company



Partner with the best to
provide PEACE OF MIND for
you, and for your clients . . .

Introducing...



Fantastic Imago

Creative Agency And
Video Production
Company

Fantastic Imago

Creative Agency and Video Production Company, Fantastic Imago, has the Solutions to the Challenges in This Study



Fantastic Imago
Creative Agency And Video
Production Company

- Fantastic Imago was founded in 2008 to meet the growing need for qualified providers of communication between businesses and clients. We create strong communication messages to build bridges between your business and costumers.
- We use video communication for creating strong relationships and loyalty to your brand. We are able to show results more quickly than other advertising and marketing instruments.
- Fantastic Imago successfully creates dozens of videos that will boost your client base and profits.



Fantastic Imago offers a wide range of creative, entertaining and engaging videos for businesses



Fantastic Imago
Creative Agency And Video
Production Company

- **Brand Identity** – with a creative team of, designers, writers, artists, architects and strategists working together, we can bring a heightened awareness to your brand and give it a higher position in marketplace.
- **Customer Analytics** – What motivates costumers and why do they do what they do? Our team of analysts help you to understand your clients' thought patterns and behavior .
- **Client Base Acceleration** - how do you increase your client base and close the hole with marketing? There is no single answer. We will find the best strategy that will work for you and your business.
- **Viral Marketing** – People like and share messages on the internet without batting an eyelash. The best messages go viral. We can create messages that people will want to share via Facebook, Twitter and email.



Fantastic Imago Offers A Wide Range Of Creative, Entertaining And Engaging Videos For Business



Fantastic Imago
Creative Agency And Video
Production Company

- **Loyalty Marketing** - your existing clients are the key to revenue. Make them happy; give them what they need and more. Offer them strong incentives to keep spending more money.
- **Relationship Marketing** - attracting and keeping new clients is a different type of tactical approach. We can help you build a strong relationship with your costumers and delineate their buying criteria to allow you not only to meet their needs, but motivate them to seek and wait for new products and services from you, too.
- **Social Media & Marketing** - using social marketing can help you to get new fans rowing that will buy more products in the long term as well as spread your company's vision through the world and share your best news with their friends.
- **Direct Marketing** - is the key to communicating with your client base directly through the emails, video and telemarketing, all of which lead to profits.



Other Benefits We Bring to You...

- Other Benefits We Bring to You...
- 8 years of dedicated experience
- Rigorous in-house Quality Control
- Our team includes top commercial experts
- Continuous software and hardware upgrading
- Precise execution of the production plan
- Excellent project management and customer service
- Top analytical capabilities



Just A Few Of Satisfied Customers:



What Are Our Clients Saying About Us?



«We originally considered a different video company whose primary focus was business style and high-quality designing. We previewed some of Fantastic Imago Video's design examples from their portfolio, but it was after speaking with the owners, Aleksandr Seleznev and Ivan Seleznev, that we knew they were the right choice for us. **Fantastic Imago studio was very enthusiastic, had great ideas for our project, and was especially easy to work with.**

In our initial pre-production meeting, team Fantastic Imago guided us through the process and helped us focus on what we needed before shooting video. We decided to do the business designs for our presentation for clients and then to do video presentation.

Fantastic Imago Productions has produced an amazing design and consultation for us that uniquely tells our story and its quality exceeded our expectations. We enjoyed each step of working with Fantastic Imago and would highly recommend Fantastic Imago studio for anyone who are seeking high-quality business designs and video production.

We expect to work with them on our next project!»

- - CEO Harald Riis Thomse, CC-Interactive

What Are Our Clients Saying About Us?



«**Out of many providers, we chose those who had good creative skills, excellent professional skills and who had a price that generally corresponded to the product quality.**»

We chose the Fantastic Imago and we are happy about it.

The Fantastic Imago team was listening to our needs.

They made the video that we were all waiting for, and maybe even better.

I thank them for it. I wish them prosperity, well-being, satisfied customers and excellent creative solutions. Moreover, I strongly recommend you contact Fantastic Imago today.»

- Manager of Partners Denis Galitsyn, Address.UA

Our Works (Commercials)



Our Works (Commercials)



Меморин

здоров'я
МОЗКУ
та судин!

Реклама лікарського засобу.
Виробник ТОВ «ДКП «Фармацевтична фабрика».
Ліцензійна виробника АВ 598036.
Р.П. МОЗ України № UA/6601/01/01 від 12.02.2013.
Перед застосуванням обов'язково проконсультуйтеся
з лікарем та ознайомтеся з інструкцією.
Зберігати в недоступному для дітей місці.

Vishpha
Експерт рослинних ліків

Our Works (Animated Video & Cartoons)



Our Offer

- Today, we would like to offer you a **comprehensive assessment** of your future project to boost your client base and your profits
 - Our first step is to get know you and discuss any **ideas or challenges** you have.
 - In the next step, top experts will meet with you personally to **discuss your upcoming project** and explain the Fantastic Imago process for creating original designs, TV commercials, animated videos, explanation & overview videos, corporate videos and video training productions that **fit your business needs, budget and schedule**.
 - Remember, the average consumer is presented with 30,000 commercial messages per day – *how you can stand out from the market if everyone has the same message?*



Let Us Help You...



Fantastic Imago
Creative Agency And Video
Production Company



Fantastic Imago
Creative agency and
video production

CALL NOW BY SKYPE:
FANTASTICIMAGO

Or visit
world.fantasticimago.com



A Case Study...

- We recently worked with Machulko Anotoliy, the CEO of Gefest. Anotoliy's problem was a long, drawn-out sales description of his product alongside an ineffective pitch regarding how his service could help consumers.
- By using our commercial video and animated explanation video, his sales team was able to show how this service helped potential customers save a lot of money in the long-term in less 3 minutes.
- Before using our videos, the sales managers spent about an hour and a half talking to the client.
- The sales team found that 4 out of 5 potential customers who watched our videos were able to more quickly understand what the service was about and how this service could help them.
- The sales team saved at least 5 hours per week on their work time.
- Moreover, he has more new clients that like the videos and he has boosted his profit!



Fast Results...



- CC-Interactive, our client in Denmark, was seeking a provider to give them fast results in short period of time creating designs for their services and brochures. They tried to work with companies in Denmark, but unfortunately, they were unable to find one that could handle it.
- In our meeting, we showed all of our previous works, our designs and videos, and the CEO of CC-Interactive liked it.
- We created new designs for them that improved the visual quality of their brand and shot several product overview videos for their customers.
- Our goal was to create simplicity and a clear understanding with each design.
- Partners of CC-Interactive on international conference mentioned several times that they liked our new brochure designs and clearly understood all information.