

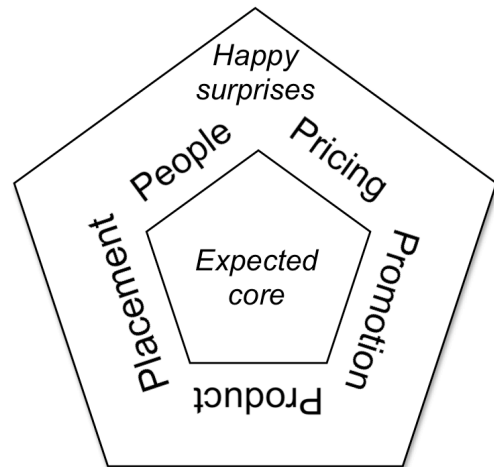
Image Your Way to Marketing Success

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Imagination is a powerful asset and it does not have a corresponding liability on the other side of the balance sheet. It bubbles up, quite free, from within you. I suggest you use it! But how? Generally in business there are five broad areas in which imagination can create added value and thereby enrich both the buyer and seller. These areas are the Five Ps of marketing:

- Product* Innovate to offer a better product through design, technology, packaging or other product-related innovations
- Pricing* Find ways to drive your costs down and offer a lower price, or find creative ways to take some of the sting out of buying (such as loyalty programs, layaways, innovative warranties, or other price-based incentives)
- Placement* Distribute your product in helpful new ways (via the Internet for example) and make it easier for people to get what they want when they want it
- Promotion* Find clever, attention-making ways to communicate with potential buyers and build the luster of your brand
- People* Engage free help with social networking (can you get people talking about your brand?), or create a fresh sales and service model to make your company stand out.



The big idea here is that you need to use your imagination to make sure you **surprise your market**. Give them something to talk about. You can visualize this creative challenge using the marketing pentagon, as shown above. Make sure you punch your way out of that expected core on at least one of the Five Ps or your marketing efforts will not yield any pleasant surprises for your customers — or for you!