

Exclusivity – A marketing tool that you can use to instil customer loyalty!



One of the first things you learn in Marketing 101 is that psychology plays an important role in any successful marketing campaign; that most buying decisions are based on emotion.

The concept of receiving something that others aren't – of being a VIP – is a concept that hits us at an emotion level. We love to feel like we're an insider, one of the chosen few; especially when we know that others are not included.

Now many of you will stop and say – Not me! But Yes, I'm talking to you! How many of you have a rewards card, are a member at a gym or club. How many of you walked past the general admission line with your advanced ticket to a concert – especially when the concert is sold out!

These are samples of the exclusivity concept and are referred to as "the velvet rope" approach. Exclusivity is a powerful marketing tool that you can use to create customer loyalty.

By providing your repeat customers/clients with something special that doesn't cost you much, and has a huge perceived value by your customer, you can increase loyalty and usage of your products and services big time.

Even something as simple as a personalized email gives your client the notion that *"Hey, you're special, you are on the inside now and you are one of us"* can help build a relationship and encourage people to continue to use your products or services.

We, at Fuzednotions, are tapping into the exclusivity concept by giving our VIP customers advance viewing of our E-newsletter; something we've created to help give our customers tools and information that can help with growing their business.

So the question I have for you, - How do you or will you create that sense of exclusivity for you clients/customers?

White Space – Important technique to get your message to pop out!



When handed a blank piece of paper and asked to create a marketing message, most people tend to fill the page with text, pictures and graphics; leaving all available white space filled. The thought behind filling all white space is “I want to get my money’s worth!” – more is better – and **that** my friends is not necessarily true. When a page is stuffed and cluttered, the result is your message becoming lost in the confusion.

White space or “the art of nothing” is a term used for space that is absence of text or graphics, and is often misunderstood. Well thought out white space allows your message to pop out and creates a centre of interest. The reader understands content quickly and can take action if needed.

We’re not saying that all white space is good. Poorly designed white space is referred to as passive white space and does not add value to the message. Too little white space leaves the reader overwhelmed; too much white space leaves the reader thinking the information is not important.

Good design will include active white space which adds structure and emphasis to a design. Active white space is more attractive, professional, and legible; key components of any successful marketing message!

Next time you are presented with marketing material, ask yourself – Is there white space present and if there is, is it active white space?

Banner-ups – We’re selling the hardware!



Over the past year, a common request that we’ve been fulfilling is designing **banner-ups** as part of customers marketing material.

So many banner-ups, that we decided to sell the actual physical hardware. We’ve connected with a company that provides us with quality merchandise at a variety of price points to suit our customers’ budget while maintaining the integrity of the designs.

If you have any questions, on this or any other matter, don’t hesitate to talk to either Jessica or Sue for more information - 949-3198