



Goshen on Marketing

WHAT ARE YOU DOING THAT YOUR COMPETITION IS NOT DOING SO YOU WILL BE WHERE THEY WILL NEVER BE?

Several years ago, I had the opportunity to create a marketing strategy for Coca-Cola. It is hard enough to get an invitation inside the number one trademark of the world, being able to make a presentation to the marketing department is even rarer, but getting a hand signed check for \$50,000 on the day of the presentation is unheard of.

How did this take place? As with most great marketing ideas, it started at 2:00 a.m.—waking up and looking for a post-it note. My idea was simple; go to the top ten college football teams in the nation, and create a “how to” video focused on the specialty coach rather than the head coach. Go to Notre Dame for defensive ends, Nebraska for nose guards, Oklahoma for offensive lines, etc. Prepare one-hour videos stressing techniques and drills for ten positions. The primary market would be every high school, every feeder school, and every college. The secondary market would be every mom and dad that wanted to help their child have a better chance to play football at the college level.

For added value, I began to ask questions. To what non-profit organization could I give a percentage of sales in order to assist their cause? After several weeks of research, I contacted the National High School Athletic Association, which has a program called TARGET, a program that helps young athletes overcome drug and alcohol abuse. (I was later asked to serve as a board member.)

Another question: Who would receive the most benefit from this series? To whom could I offer my strategy, which in turn would help them move their product or brand? Coca-Cola was the logical answer. Through networking, I located an individual who was a Coca-Cola bottler. He loved my concept, and he arranged a thirty-minute time slot for me to present my marketing plan. Based on the above mentioned check, you know it was a good presentation. My plan for Coca-Cola was to increase value in the high school and college athletic markets by making the training tapes available to their athletic departments. This would increase the relationship between Coca-Cola and the schools and in turn would give Coca-Cola a better position to add vending machines.

Once inside Coca-Cola, I suggested we extend the concept to include videos supporting not only the athletic departments, but the administration, activities, and academics, or the 4 A's.

When I made my presentation to Coca-Cola, my mindset was not, “What can Coca-Cola do for me?” but “How can I add value to Coca-Cola?” How could I offer my knowledge and experience to create a strategy and implementation plan? How could I assist them in moving more products? And when I selected the non-profit, it was not from the position of how they could help me, but how I could assist TARGET. As we were shooting the videos, I was asking, “How I can add value to the universities that will participate?”

From inception through implementation it was always about asking, “How can I add more value to this strategy? Who else could receive benefits from this plan?” As elementary as this might sound, the majority of companies today operate from a position of *greed* rather than *need*. They often create a strategy that is centralized in their position for profit, looking at the immediate sale, rather than creating synergy that will create long term relationship and added clients.

Marketing is more than the creation of an idea; it is taking an idea and continually expanding the concept, constantly adding organizations or corporations that can receive value from your original plan. You then assist that organization or corporation in expanding their marketing abilities, not thinking “What can I get from this,” but “How can I add value to this?”

As a member of the National Speakers Association, Bob has been invited to corporations and organizations to speak on the subjects of Marketing and Leadership. For additional information on Bob Goshen go to www.bobgoshen.com or email bob@bobgoshen.com.

