

IDENTIFY YOUR MARKETING STRATEGY

11 of the most powerful words in Advertising

NEW: Humans are always seeking novelty.

SAVE: We all want to save money.

SAFETY: Staying out of a harmful situation is critical.

PROVEN: This can take the fear out of trying something new.

LOVE: Aah, inner fulfillment – very important.

DISCOVER: Excitement and adventure are always nice.

GUARANTEE: Customer satisfaction is very important.

HEALTH: People are concerned about how new products and services impact the environment.

RESULTS: Consumer expectations are important. Keeping your promises are even more important.

YOU: This means the customer. Must be directly involved in the ad. Personal messaging is best.

FREE: Still the most powerful word in advertising. Nothing in life is, but hope springs eternal.

MARKETING TIP

Lazy Days Carwash

Giveaways Get Results

Lazy Days understands that "Free" remains the most powerful word in advertising. That's why they routinely give something away to their customers to show appreciation, build customer loyalty, and create more business. One of their most popular promotions is on Mother's Day when they give a rose to each Mom who comes in for a carwash over the holiday weekend.

