



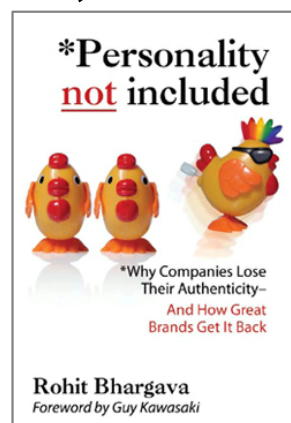
# Personality Techniques

Bonus Content Inspired By The Book: Personality Not Included

## \* Flee Marketing

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# Flee Marketing

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## What is it?

There are usually two situations that you may find yourself in when you are trying to market a product. The first is when you have something that your customers don't have. In that case, the challenge is to demonstrate to them that they need it. The second situation is when they already have something and you need to convert them to what you have. In this case, you are competing against something they already know. Flee marketing is about using this second situation as a moment when you can not just get someone to switch to your product, but also make it easy and necessary for them to do it. If you think about it, what you really want is for them to not just switch, but *flee* the other solution they were using because that makes it more likely they will stay with your product or service.

## Why does it work?

- **Unique.** Most businesses don't deal with the moment of transition very well. Making it easy for someone to switch from one product or service to another is often a forgotten necessity, making your organization stand out if you focus on doing it.
- **Authentic.** Helping a new customer to switch from their old service forces you to do something that many organizations don't do ... admit you have a competitor. Doing that and working with your customers to make life easier for them is a far more authentic way to go.
- **Talkable.** If a customer has a positive and painless experience switching to your product, they are likely to tell someone else about it.

## When should you use it?

### Green Light: When it works ...

The best situation to use this is when you are in an industry where there are many customers of a product who are either dissatisfied with the service they are getting, or indifferent. This means coming along and convincing someone to switch will be far easier.

### Red Light: When to avoid it ...

In a category or with a particular customer who has an extremely high level of satisfaction and brand loyalty, simply making it easy to switch is unlikely to be compelling enough to get someone to start using your product or service ... you will need to do more.



### ***Who's doing it?***

1. **Apple.** With their Genius Bars and recent series of television ads proclaiming how easy it is to switch from a Mac to a PC, Apple offers one of the most powerful examples of Flee Marketing. They are targeting PC users who have had some moment of frustration and aiming to persuade them that there are really no barriers for them to switch to a Mac.
2. **Credit Cards.** Just about every credit card company has a similar effort, where they lure new customers in with the promise of transferring credit card debt from one card to another at a much lower rate. These marketing tactics often work for short term minded consumers as the prospect of “saving” money is enough to get them to flee one card for another.
3. **Web based services.** Another entire category that tends to use this technique well are many web based services. Firefox, for example, allows you to import your bookmarks and history from Internet Explorer. Many social networking tools are allowing you to bring your contacts in from other services. Technology is a key method that each is using to make this moment of transfer as easy as a single click.

### ***Flee Marketing: Step by Step***

1. **Spot the pain point.** As discussed earlier in this technique, you need to be sure that your effort is focused on a particular weak point of your competitors if you are going to get people to switch to your service. The best way to do this is to focus on a weakness (perceived or real) with your competitor.
2. **Offer the “savior solution.”** Once you have the pain point, you must be able to offer customers a solution that solves it. If you have it, you can position it as the “savior” for them that allows them to leave their current relationship or purchase and go with your company’s product or service then you are half way there.



3. **Target the moment of highest frustration.** Once you have the right solution, you need to think about the situation where you are most likely to reach the customers you want. The best way to think about this is that you are seeking the moment of highest frustration where a customer will be most receptive to your message of switching. For example, this could be during the time when they receive a monthly bill for a substandard service on a certain day of the month.
4. **Cater to the impulse purchase.** Often, a decision to flee an existing product or service and try your solution can be an instantaneous decision. Don't underestimate the power of emotional vengeance ... in other words, the idea that a customer may believe they would be "punishing" their current provider by switching to your solution. This will obviously vary by category in terms of how rapid an impulse purchase is ready to be – but the easier you make it for a customer to sign up with you or at least start the process in that moment of frustration will dictate how effectively you are able to use this technique.

