

Marketing With Many Tools

By Rudy Hiebert

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Do you remember when the Internet first made its inroads into our lives? It was presented by excited gurus who had nothing better to do or talk about. It was the answer to spreading their marketing like a web over the globe.

In the early days when I became excited as well, I discovered that, my son Kevin, who has the real knack for using the computer, soon understood that people were more interested in what the computer and the web were all about than my oil. That's when I realized it would take a strategy to make it work like one of many a tool technicians use. Have you ever seen a dentist be content with his favorite. He needs them all. Incidentally, networking and making it work can be like pulling teeth sometimes.

I will list all the tools here but wish to present how I have come to see success using only a few at my disposal. Relationship building is basic. Making a reason for the connection sounds devious but if the purpose is to build and make profit from a business, it's necessary. I'm not saying using people is the strategy, just don't lose the focus for the connection. If the person isn't a prospect, that doesn't mean you should stop having coffee or being acquaintances.

Using email and my web sites has complicated it. I make sure people have my web site and email before I get too far in the conversation or interaction. It's on my business card, trailer, letterhead, and maybe even a T-shirt. I have golf balls with my company's logo. I'm not suggesting to whack them into the neighbour's field though. Giving a ball to a golfing buddy works. I just thought of another, it should be in my voice mail. <mailto:rxmhiebert@shaw.ca> or see <http://www.lubedealer.com/hiebert>

In the trades like carpentry, which I'm familiar, certain tools are designed to be used during stages of the project. Similarly in promoting and sales using the Internet especially. All this email, web site, business card and mobile billboard advertising is useless unless the web site or my office desk are unable to close a sale or subscribe a new client or dealer. A grain or cattle producer has to be just as good a harvester as a planter or cattle breeder for example. He needs different equipment and tools to do either one and at the right time.

One of those times could be in the right place at the right time. Helping out a neighbour as he's under the hood of his car. You'll know best. Moving a relative or elderly senior can also make opportunities.

As you can see, there is really no end to the tools that work. Some tools have to be made for the

job just like in the real world. My father was good at making jigs and tools to get a job done effectively and accurately. May that was the why the Internet was discovered to be so effective as a business promotion tool?

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