

DROUGHTMASTER MARKETING

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Volume 3

3. Top of Mind Awareness

Let's assume your teenage daughter has an important social function next week for which she needs a new outfit and tomorrow is the day she has set aside to buy those clothes.

What will she do first thing in the morning? Grab the newspaper or flip on the television to look for clothing store ads? Not likely. She will jump into the car and drive directly to the Unique Boutique or some similar place that she is convinced will have the fashions she wants.

Tomorrow morning there is little if anything another clothing store can do to attract your daughter's business when, credit card in hand, she is ready to shop. This first opportunity to get a customer's business usually goes to the merchant who has established **Top-Of-Mind Awareness** in individual buyers. **Top-Of-Mind Awareness** should be the goal of your marketing programme.

Consider the products you buy, large or small, and you will discover that most of your purchases are the result of **Top-Of-Mind Awareness**. Suppose you are repairing the barn and the handle breaks on your only hammer, what do you do? Rush into the house to look at hardware store ads? No, you will get into your vehicle and drive directly to a store and buy a hammer.

That's **Top-Of-Mind Awareness**. Where you go to buy has been determined long before the need to buy occurs. From farm equipment to restaurants, you have a favourite dealer or establishment. These are the places you think of first and favourably when you need their products or services.

The more people you achieve **Top-Of-Mind Awareness** with, the more people who will give you first chance at their business. Within your defined market area you want to be recognised as "The Bull Source". Whenever someone thinks of buying a bull you want them to think of you first and favourably.

When the urge to buy bulls strikes a cattle producer in your trade territory they won't reach for a magazine to find the names of nearby breeders. Their minds will already be made up. Will they call you, or your competitor? At that point it's out of your control. That's why understanding the buying cycle and the concept of **Top-Of-Mind Awareness** is essential to your success.