



Marketing and Leveraging *Digital Transition* To Generate Business



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With Digital Transition upon us, you have a unique opportunity to reach out to your customers. Don't assume that because your clientele already have digital TVs, they are not interested in the subject of Digital Transition. Consider this... *Cable subscribers don't need to make a change to their equipment. Cable companies know this, but they are still spending millions to announce Digital Transition. WHY? Cable companies know the value of being seen as a leader in technology.*

Many people still have questions about Digital Transition, which might or might not be information they want for themselves. For example, many of your customers might have parents who have not updated their system in recent years. Or your customers simply might have questions that are related to Digital Transition, such as, "What are the consequences of distributing digital signals to analog TVs in our basement?" Or your customers may have questions on related topics, such as "What does this mean for Digital Radio?"

You need to position yourself as a leader in technology. Leverage the marketing efforts that the cable companies are doing. Don't squander this rare and valuable opportunity.

By reaching out to your customers on the subject of Digital Transition, you're giving them a great reason to speak with you. Once you have their ear, you'll be in prime position to discuss your other electronic solutions, such as audio/video services, lighting, home control and whole-house networking. You can easily bridge from one topic to the next. Do this by developing a list of products and services that you want to discuss with them, once you've addressed the key issues of Digital Transition.

Unfortunately, you don't have much time left to profit from Digital Transition. Fortunately... on the other hand, many cable companies are doing this job for you. To take advantage of this opportunity, you simply need to hitch your wagon to their campaign. By taking a few simple steps, you can leverage the cable companies efforts. In the end, you will be in position to make the most out of this rare occasion.

10 Step Plan To Leverage Digital Transition To Generate Sales:

1. Train everyone in your company on Digital Transition so that they can explain it effectively to your customers.
2. Develop a script to promote your other services to customers, once you discuss Digital Transition to their satisfaction. Train your whole staff on this protocol.
3. Contact your entire database to remind them of the transition date. Give them some basic information on Digital Transition and invite them to ask you questions.

Depending on the size of your database and your type of customers, contact them by using any of the following means:

4. Direct mail, e.g. postcards, tri-folds and newsletters
5. Electronically through e- newsletter campaigns
6. Call them on the phone.
7. Host a technology night in your showroom. If you don't have a showroom, partner with a company who has a public location and a mutual interest in your objective, such as a cabinet maker.
8. If you have a retail outlet, hang posters on the wall and place Point of Purchase displays by the TV displays.
9. Launch a press campaign to position yourself as the local Digital Transition expert. Contact local magazines, newspapers, radio stations and cable companies to let them know you'll write an article on the subject, on be interviewed on radio and/or TV.
10. Update your website to address Digital Transition.

Marketing is an on-going activity. As long as you want to stay in business, you need to make this an important part of your business model. This is especially true with the down economy. But don't despair due to the slowdown, there are still plenty of people with money to spend. Your job is to find them, contact them and convince them to buy from you.

In summary, decide on your marketing strategy. Act in a timely manner. Be repetitive in your campaign. Never before has marketing been so critical.

Below are 10 general marketing strategies to promote your company

1. GIVE YOUR CUSTOMERS A FEW BROCHURES TO PASS ON TO OTHER PEOPLE
2. SEND INFORMATIVE E-NEWSLETTERS THAT INCLUDE A "FORWARD" BUTTON OR "SIGN UP FOR NEWSLETTER" BUTTON
3. PLACE GRAPHICS ON YOUR VEHICLE TO INCREASE AWARENESS. KEEP IT CLEAN & EASY TO FIND YOUR PHONE NUMBER
4. ATTACH A PLASTIC BOX TO YOUR VEHICLE AND STOCK IT WITH COMPANY TRI-FOLDS
5. WHEN THE JOB IS COMPLETE, PERSONALLY ASK YOUR CUSTOMERS FOR REFERRALS
6. OFFER YOUR CUSTOMERS INCENTIVES FOR REFERRALS
7. KEEP YOUR WEBSITE UP TO DATE AND EASY TO NAVIGATE
8. SEND PERSONALIZED GREETING CARDS TO YOUR CUSTOMERS. INCLUDE A FEW BUSINESS CARDS IN THE ENVELOP
9. SEND HARD COPY NEWSLETTERS WITH TECHNOLOGY TRENDS. ASK CUSTOMERS IF THEY KNOW ANYONE WHO MIGHT WANT TO BE INCLUDED ON YOUR MAILING LIST
10. ADVERTISE IN BUSINESS TRADE JOURNALS THAT YOUR CUSTOMERS READ. FIRST ASK WHAT THEY READ

Cable subscribers don't need to make a change to their equipment. Cable companies know this, but they are still spending millions to announce Digital Transition.

WHY?

Cable companies know the value of being seen as a leader in technology.

You need to position yourself as a leader in technology too. Leverage the marketing efforts the cable companies are doing. Don't squander this opportunity.

ARE YOU READY?

Digital TV broadcasts will replace analog TV broadcasts on February 17, 2009.

We are here to make your transition simple.

WHAT IS DIGITAL TELEVISION?

Starting February 17, 2009, all digital TV broadcasts will replace analog TV broadcasts. This is known as the Digital Transition. It's a big change, but it's also a big opportunity for you. Through digital TV, you can enjoy enhanced picture quality, more channels, and the ability to record shows. And the best part? No new equipment is needed for the transition.

There's more to digital TV than just better picture quality. It's also about convenience. With digital TV, you can enjoy more channels, including HD channels, and the ability to record shows. And the best part? No new equipment is needed for the transition.

We offer enhanced entertainment solutions for your entire home. Our custom services include:

- Home Automation & Control
- Whole House Music & Video
- Lighting Control
- Telephone Systems
- Computer Networking
- Energy Management
- Surveillance & Security

Digital Television

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We are on Final Countdown to February 17, 2009

Benefits of Digital TV

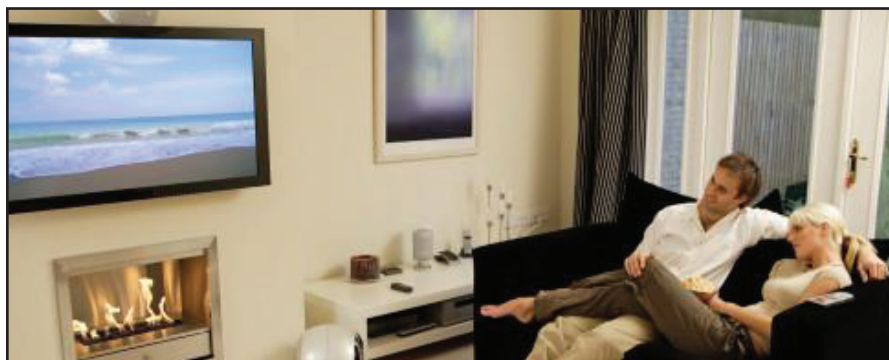
- Enhanced Picture Quality: Digital TV provides a sharper, clearer picture with more detail and less noise.
- More Channels: Digital TV offers a wider range of channels, including HD channels.
- Recording Shows: Digital TV allows you to record shows directly to your hard drive.
- No New Equipment: No new equipment is needed for the transition.

Advanced Entertainment

- Home Automation & Control: Control your lights, music, and video with a single remote.
- Whole House Music & Video: Enjoy music and video throughout your entire home.
- Lighting Control: Control your lights with a single remote.
- Telephone Systems: Upgrade your telephone system for better service.
- Computer Networking: Enjoy faster internet speeds and better security.
- Energy Management: Reduce your energy costs with smart power strips.
- Surveillance & Security: Protect your home with advanced security systems.

There's more to digital TV than just better picture quality. It's also about convenience. With digital TV, you can enjoy more channels, including HD channels, and the ability to record shows. And the best part? No new equipment is needed for the transition.

This purchase makes sense. Great for your home or business.



Leslie Stevens, President of Eclipse Marketing, a full-service marketing and PR firm, has over 15 years experience providing marketing strategies and marketing tools to system integrators, manufacturers and distributors.

Eclipse Marketing provides Member Marketing Tools to CEDIA, PARA & TechHome members. These cost-effective marketing tools are designed to enable system contractors to effectively market their business on a professional level.

Eclipse Marketing is offering free webinars in 2009 focusing on marketing and business strategies. Contact Eclipse Marketing for more details.

Visit Eclipse Marketing
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