

How Business Builders Rose Above Its Competitors

Marc Aronson, the owner of Business Builders, considers himself lucky. He believes his competitive advantage is the result of happening to be in the right place at the right time.

Marc will tell you that having a college degree in marketing is essential. “Why anyone would hire a marketing consultant without at least a four year marketing or advertising degree from a reputable university bewilders me,” he remarks.

Requirement for a Superior Marketing Strategist

Marc considers having the foundation a college marketing degree provides is of utmost importance. That being said, Marc has concluded, “University marketing programs focus on corporate marketing but fail to teach how to effectively market small businesses.” After all, most marketing graduates traditionally begin their careers working for major corporations. “Marketing small businesses,” Marc contends, “requires constant reading in addition to a marketing degree.” He additionally believes that, today, this is not even enough.

Marc Aronson’s Background

After graduating from college at Arizona State University, Marc returned close to his roots and took a marketing position with a manufacturer/retailer in New York City. He reported to the vice president of marketing, whom he considered a genius and a mentor. This individual required Marc to study the *Laws of Communication* and how to apply them to advertising. He never studied this in college, yet believed this approach built on the foundation that he became ingrained with through his undergraduate studies. What

he learned at this company forever changed his viewpoint on marketing.

George Goodrich, the vice president of marketing taught Marc that marketing strategy needs to be built on integrity. Furthermore, he instilled in Marc that there are three ways to capture the attention of prospects through advertising. One is to use a headline and/or illustration that is unusual, like so many ads and commercials we see today. Another is to use a headline and illustration that contain something people are familiar with, like a celebrity. The third, however, was and is still rarely used. It requires additional effort but is more effective. This third choice is called *emotional hot buttons*.

Marc was routinely sent out onto the sidewalks of New York to conduct a form of marketing research called *emotional attitude surveys*. He became an expert in conducting and analyzing these studies. Often however, he would rather mention to you how he nearly surveyed John Lennon and once was slapped hard across the face for just asking a woman to answer a survey. His glasses were knocked off and were nearly trampled on by dozens of hurried pedestrians.

Through these surveys, Marc was trained to uncover emotional hot buttons and emotional attitudes toward purchasing a product or service. He frequently observed how George used survey findings to develop ad content. Under George’s tutelage, Marc learned how to write ads using emotional hot buttons.

Throughout the 1980s, Marc was employed in marketing management positions in the healthcare industry. He spent seven of those years running hospital marketing departments, first as a director of marketing, then as a vice

president. When Marc launched Business Builders in 1990, he initially worked solely with medical practices. Within three years, he had expanded his services to other professional service businesses including law and accounting practices, and real estate.

Marc employed what he learned from George throughout his early career with his clients. However, in the late 1990s, he came to terms that he had to raise his skill level, as he was no longer consistently achieving the results he once enjoyed. Marc was frustrated and emotionally upset. Then he realized that his difficulty was primarily due to four phenomena; the movement of the US from a manufacturing to a service economy, the growth of the Internet, the increasing desire of those within service professional sectors to leave the corporate environment to form their own businesses, and the attractiveness of the Southern California climate, which caused a disproportionate number of professional service providers desiring to become entrepreneurs to relocate to the greater Los Angeles area. All of these factors created a glut of competition among service professionals throughout Southern California. These circumstances lead Marc to conclude that he did not wish to abandon his marketing principles built on marketing with integrity. Yet, he knew he had to raise his level of skill, as it was not effective enough in a highly competitive environment.

Marc looked into completing his MBA studies but found that every program he considered leaned too much toward corporate marketing. Rather, he decided it would be better to read every contemporary book on marketing that focused on small businesses, especially those targeting the service sector. He especially searched for books that were similar to his philosophy, but this initially was to no avail. Then, in 2001, he discovered a few authors with similar convictions that provided Marc what he needed to know to develop the *Formula for Market Dominance*. Marc intensely studied and applied what he derived from these authors for five years. Today, he continues to explore the application their material and search for authors who share similar principles to ever expand

his knowledge. Marketing, Marc says, is truly a practice. A marketing strategist must continually study and apply to further perfect his or her skills.

The Perfect Formula During Tough Economic Periods

Because the economy has far from completely recovered from the debacle of 2008, professional service businesses must capture additional market share to thrive like they once had. This is because during periods when the economy is sluggish, consumers tend to use professional service providers less frequently.

Marc believes, as a marketing strategist, he must continuously study the economy and maintain a pulse on where it is headed to best serve his clients. He has found that he cannot rely on the mainstream media nor the Fed chairperson to formulate an accurate picture. Rather, he has turned to economists, trends forecasters and financial analysts online he has found to be consistently honest and accurate. As a result, for numerous reasons, he sees we are moving closer to another financial calamity every day. Thus, Marc has tweaked the *Formula for Market Dominance* so it provides the greatest opportunity for professional service businesses to thrive during and despite severe recessionary times.

Our understanding of where the economy is headed, the *Formula for Market Dominance* and the depth of knowledge he has on how to apply it is our competitive advantage. We invite you to study our website (marketingstrategy.com) and then contact us so we may provide you with guidance.



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