

MarketDifferent

Changing the way you will think about marketing forever...



MarketDifferent, what business schools don't teach you...

We combine our Reaction Marketing & the Proven 3 Step Process to RetailDifferent

Bobby Richardson is a marketing & branding expert with BroadMoar. Bobby started his career with Apple Computer as a Channel Marketing Executive and was recruited to IBM Global Services where he managed an e-commerce consulting group for over 10 years..

Over the past 30 years, Bobby has worked with many iconic Fortune 500 companies, including Disney, Nordstrom, FedEx and The Ritz Carlton. Building on his unique experiences, he learned working with these companies. Bobby learned what works best and what mistakes to avoid.

Because of those experiences, numerous trade show and industry event coordinators invited him to present. He met many entrepreneurs, business owners and franchise groups. Bobby worked with them to increase revenue and grow margins while increasing customer experience.

Through his experiences, Bobby saw a need to create MarketDifferent. MarketDifferent is all about the customer's journey and experience with your business. We combine with Reaction Marketing to teach your staff techniques to create better reactions from your customers. Finally, we add the third component, our Proven 3 Step Process.

Did you know that it costs between \$40-\$70 to get a customer in your door if you are using traditional advertising, like radio, TV, or print media? Did you also know if a customer has a good experience in your business there's only a 30% chance they will return for a second visit? Did you know that if you can bring them back for a 2nd visit there is about a 40% chance they will come again; but if you can get them for a 3rd visit you increase, your odds are over, a 70% chance they will be back again and again? We have a marketing system that gets them in for all three visits and it requires \$0 for advertising.

BROADMOAR
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www.broadmoarconsulting.com

Contact a BroadMoar Advisor today to see if RetailDifferent is right for your company.

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