

Strange And Unusual Marketing Techniques

Gerald F. Kein

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Some of the marketing techniques I'll discuss in this and other articles may be classified by some as radical, strange, unusual, crazy, weird and totally unorthodox. But, I have used them all with great success. Granted, some of these techniques may not fit your personality and, if that's the case, don't use them. I think you'll find them all exciting, humorous and definitely unique. All right, let's get started.

The Picket Line Technique. One of the offices I had in Fort Lauderdale was on the second floor. Although it was located on a heavily traveled highway, there was no place for me to place a sign. There were thousands of people driving by everyday and I had no way of letting them know where I was or how to contact me. I knew there was a way to reach these motorists, I just needed to figure out how. One day, I was giving a lecture at a condominium complex on Fort Lauderdale Beach. The residents of this condo were elderly but they were young at heart. They wanted to have more fun than just playing cards around the pool. I don't know how it happened, but I started talking to this group after my lecture in regard to the marketing of my services. Of course during my presentation, I discuss the fears and misconceptions many people have concerning hypnotism. One retired grandmother in the group gave me a great idea. She said, "why don't you hire some of us." I said, "to do what?" She said, "make some picket signs and hire us to picket your building. I thought this was a great idea and said, "let's try it."

The great "picket line" day came about a week later. I had made up about a dozen signs saying things; such as, "Hypnosis is the work of the devil. Hypnosis is mind control. Hypnotists are evil." And, the favorite cry of the religious right, " Save the children." I had hired about a dozen of my condo friends. They all showed up in my office at 7:30 in the morning ready to go. They took the signs and began walking up and down the sidewalk in front of the building. I immediately went to my office and called the local newspapers and television stations. Within forty-five minutes, the newspapers and, two out of three, television channels had cameras and reporters in front of the building.

While the reporters were interviewing the pickets, I brought out a large pitcher of iced tea and a plate of cookies for my new, part-time hard-working employees. Of course, when I went out I was soundly booed by these irate picketers, as they waved their signs in my face. The reporters immediately began to interview me. The interviews were wonderful. Needless to say, I frequently mentioned my name, address and phone number. That night I was on the five, six and eleven o'clock TV news. The next day, there was an article written about me in the Fort Lauderdale newspaper. There was an immediate increase in my business.

The City Council Meeting. At another of my business locations in Fort Lauderdale, there was a little unnamed alley behind the building. I decided this alley could be used as a rather creative marketing technique. I called a member of the Fort Lauderdale city council and requested this alley be renamed Hypnosis Alley. I was told that this was possible but I would have to make a presentation before the entire city council. At the council's next regular meeting, I was on the agenda. Being aware of the date, time and location, I immediately contacted all local conservative religious organizations and informed them a hypnotist (one who does the work of the devil and is a sworn necromancer in their eyes!) was going to attend the city council meeting with the intent to make the practice of hypnotism more acceptable by having the city rename this alley. While giving this information to these organizations, I pretended to be shocked, appalled and totally disgusted by this turn of events, that the city might possibly add legitimacy to this evil profession.

I arrived early to get a good seat the night of the meeting. Also arriving early were approximately 75 members of the organizations I had contacted. They were carrying signs and pickets declaring the dangers and evils of hypnotism. Of course, that morning I also informed the television stations and newspapers that this city council meeting might turn out to be very interesting. So, as you have probably guessed, the media was well represented at this event.

When I came up on the agenda to present my request, I slowly walked up to the microphone while being booed and jeered loudly by these extremely conservative people. While pleading my case to the council between the jeers and shouts, I frequently mentioned my business name, address and telephone number.

The city turned down my request for the change in the alley name, just as I had expected they would. Due to this incident, once more I was on the

evening news and even had another article written about me in the newspaper the following day. Over the next few weeks I had a tremendous increase in phone calls and bookings. The increase was dramatic and long lasting. One reason for the longevity was the members of the city council were talking about me and that meeting in a fond way to friends and colleagues for many weeks to come.

So remember, the key to advertising..... **CREATIVITY WINS!**