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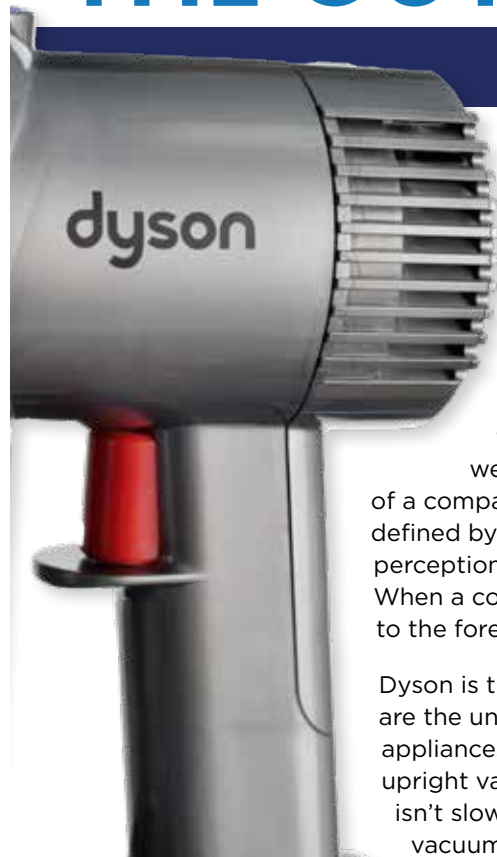
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# THE CUTTING-EDGE CLEAN

## UNRAVELING DYSON'S BRANDING SUCCESS



Every successful business has a brand: a unique identity separating it from the competition. The power of a brand can't be overstated; in many cases, a company's success depends entirely on its persona. But branding is much more than a logo change or a website redesign. Every aspect of a company influences a brand image, defined by customer experiences, public perception, and impactful marketing. When a company wants to push its brand to the forefront, it must go all in.

Dyson is the perfect example of this. They are the undisputed leader of household appliances and best-selling brand of upright vacuums, and their success isn't slowing down. Since their humble vacuum origins, they've expanded.

Their \$400 Supersonic hair dryer is a best-seller and highly reviewed, as are their bladeless fans and hair straighteners.

It's the Dyson brand that makes them such a retail powerhouse. When people buy their high-priced products, they believe they're buying something high-tech and durable. Dyson doesn't just sell vacuums — they sell the future. Every part of Dyson's business is built to refine the brand image: looks, customer service, marketing, and more.

Look at any Dyson product. Its high-tech form is unmistakable, a futuristic visage worn by all their products. Color contrasts and eccentric shapes separate them from their competitors. No Dyson vacuum looks like a vacuum, nor do its other products. Sharp names like Supersonic and Airblade support their state-of-the-art image. Browsing their store displays feels like traversing another dimension.

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## PARENTAL PIONEERS

### *How My Mother's Example Resonates Today*

Childhood memories, I've noticed, often evolve and take on new meanings as we get older.

My dad taught me business acumen, and his example of successful entrepreneurship has shaped my life. But this month, in honor of Mother's Day, I want to recognize my mother's influential role in showing me the importance of serving others. Working in my dad's business, my mom demonstrated empathy for customers and employees and always tried to provide excellent service. The behaviors and attitudes I learned by watching my mom back then have evolved into my guiding principles.

My mom helped my dad run his accounting and tax advisory business the entire time my brother and I were growing up. Although my dad started his company from home, he soon moved into an office and eventually grew the business into a 30-person organization on Philadelphia's Main Line.

Mom was all-in on the ground floor. I was a toddler in the business's early years, and Mom had her hands full with me and my little brother. But some of my earliest memories are of her assisting Dad when she could, picking up various tasks, or responding when someone said, "Hey, I need help with this."

Mom related to all kinds of people and worked as an elementary school teacher for years before my brother and I were

born. A group of her former third-graders connected with her on Facebook a while ago and invited her to a school reunion. Decades had passed since they sat in her classroom, but they still remembered her! She thought that was awesome.

Remembering how she related to others in my dad's business, her helping role stood out to me. She was always attuned to new ways to help people and add value for customers. When tax season was upon us in March and April, we would go straight to my dad's office from school. Mom would continue to get things done while my brother and I found ways to play. We would find discarded adding-machine tapes scattered all over the floor and spin and extend them into light saber shapes. Other times, we would settle into a corner in the conference room and do our homework.

Seeing my parents hustling to serve clients taught me that running a business isn't easy, but if you persist, you can figure out how to make things work. Launching a company seemed more manageable because I had seen them do it. I also learned that work was never a 9-to-5 thing, so it wasn't a surprise to me that entrepreneurship requires some long hours.

Those childhood lessons have rippled forward in other ways. My wife Jen worked with me in my business for about eight years when our two daughters were small. After they started



school, she returned to her career as a mechanical engineer. But Jen's stint in the business sparked memories of when my parents teamed up in the same way.

I have told my daughters stories from my dad's business and hope to pass them some of the insights I gained. They sometimes came to our office years ago and did their homework or played on their phones. Sam is now 22, and Emily is 17, so they have seen us helping clients their entire lives. While they didn't understand much of what they saw when they were younger, they are more inquisitive now. If my wife and I are discussing some issue, they might ask, "Why did that happen?" or, "Why did you have to make that decision?"

This Mother's Day, I'll be reflecting on how my mom's example continues to resonate across the generations. When you seek our services, we hope you will see that strong customer service ethic in our company today.







# 7 MARKETING SECRETS EVERY BUSINESS SHOULD KNOW

Marketing is both an art and a science. Successful campaigns require an understanding of the human condition and effective strategies. Only experience can teach you the nuances, but these seven marketing secrets will aid you on your journey to build brand awareness and make impactful conversions.

## Market to someone, not everyone.

In the age of digital marketing, you can market to your target audience directly, the ones most likely to buy your products and return. But who is your target audience? If your answer is "everyone," reconsider. When you try to market to the "everyone" mass, you dilute your message to the point of being ineffective. Narrowing it down allows you to focus your outreach.

## Create your ideal customer avatar (ICA).

An ICA is the person you're going to sell to, a representation of those most likely to buy your product. You can even draw a picture if you want, but generally, they should have the following qualities.

- **Demographics:** What's their age, gender, and job title?
- **Location:** Is your customer base in town, in-state, or international?
- **Psychographic:** What are their values, political beliefs, and lifestyle?

These are all essential in determining how best to market to your ICA. Then, put ads on their favorite blogs, social media sites, and media outlets.

## Be the solution to their problems.

Everyone has challenges, both in their businesses and personal lives. Research those challenges and

develop a message emphasizing how buying your product will solve their problems. Provide evidence and explanations whenever possible to bolster their trust. It shows you understand and relate to their issues. Remember, customers buy when they *feel understood*, not when they understand.

## Incorporate the 'mere exposure effect' into your marketing strategy.

People tend to trust things that are familiar to them, including businesses. It's not just an off-the-cuff theory: Humans are biologically programmed to like what they know. If they keep coming back to their internet haunts and notice your brand repeatedly, they're more likely to trust you and convert. Keep pushing those ads; you'll build a loyal clientele over time.

## Always do more.

Businesses often get discouraged when they first look into social media marketing. They'll make a daily post, a weekly video, or even a podcast to attract new leads without success. As a result, they might cut their budget or quit social media marketing altogether.

However, they can always do more. They could post multiple times every day, make a daily video, or start using SEO more effectively. If an ad doesn't work, they can pivot the message. When you implement your own campaigns, developing a following takes time and perseverance, but it pays off tremendously once it happens.

## Follow the 'Rule of Seven.'

As we know, customers generally have an issue to solve or a pain point to alleviate by coming to your business. Once they have discovered you, they typically require seven touchpoints until making a purchase; they'll click links, read ads, and do even more before they check out. So, optimize every point of the customer journey to be as successful as possible. Never give up or be discouraged if leads don't bite right away, as it's all part of the process.

## Sell benefits, not features.

The most successful marketing typically targets customers' emotions because they compel action. They explain why they need something, not what it is. For example, say you're marketing for a music streaming service. "Listen to all your favorite songs" is more persuasive than "We have a billion songs" because customers better identify with that benefit.

Marketing is never easy. Creating a website isn't enough — you must make a focused, data-driven effort to create success. However, you can always accomplish your marketing goals through a carefully structured approach leveraging these secrets and pure, simple perseverance.



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Compare their displays to those of their competitors, whose vacuums generally look the same regardless of brand. Dirt Devil, Shark, and other vacuums are difficult to distinguish in shape and color. Even if they were more effective than a Dyson (and some of them are), they seem stuck in the Stone Age relative to the technological might of Dyson's design.

Furthering Dyson's reputation for quality is their unique features. Wireless charging and retractable cords and the bladeless wind used in their fans and hair dryers feel futuristic. Their newer products embrace laser technology to detect dirt. Dyson invented the bagless vacuum, and they have fully embraced the concept. None of their vacuums use bags; if you trust their ad copy, bags are for Luddites. The copy emphasizes their fancy features, pointing out their "v7 motors" and "thermistor guards." Most importantly, the copy doesn't explain those terms, giving them an esoteric mystique.

Besides design and retail, Dyson does even more to bolster their futuristic image. They invest in flashy tech research and manufacturing, attracting the keystrokes of



bloggers and journalists alike. The most noteworthy example is their foray into energy storage: James Dyson himself is deeply involved in the mass-scale production of solid-state batteries. That's not to say this isn't an innovative or profitable pursuit, but it certainly elevates the brand's high-technological mythology.

Speaking of James Dyson, his story lends credibility to the brand. His passion for invention didn't end after inventing the bagless vacuum. He created myriad new machines, including the BallBarrow, a wheelbarrow with balls instead of wheels. Dyson pushes this story often on their website.

Most companies can't spend as much on marketing as Dyson does. Few businesses can design products as they do. Despite this, every company can learn from Dyson. No matter how you feel about them or their products, Dyson knows its brand. They are known as the high-tech home appliance company, and they push that brand image through marketing and design.

The takeaway: If you have a brand, stick to it. The business and the brand are indistinguishable to many of your clients and customers. Focus and build your company branding on its strengths and what it can offer.



# HAVE A Laugh!



# 4 FASCINATING HISTORICAL FOOD FACTS



Food is central to every culture and there are so many interesting food facts.

## No. 1: Double-Dip Faux Pas!

The nobility of the Ottoman Empire ate primarily with their hands. Double dipping and lip-smacking were frowned upon, and eating more than one bite of a dish was rude.

## No. 2: Lost Condiment

The Romans left behind a vibrant legacy. But, one thing that hasn't stood the test of time is garum. They poured this condiment made from fermented fish on almost everything they ate.

## No. 3: Hot Beverage Fail

In the 1960s, an unsuccessful marketing campaign tried to push hot Dr. Pepper. It was meant to be served warm with lemon.

## No. 4: Roaming Ramen

Ramen is one of Japan's most iconic dishes, but it actually originated in China. It became popular in Japan after World War II. Once instant ramen was invented, the noodle soup became associated with Japan worldwide.