

# Marketing On Wheels

## Your Vehicle As Marketing

### **TREAT YOUR VEHICLE LIKE A MARKETING PIECE.**

Don't underestimate the power of your vehicle as a marketing tool. As marketing, it needs to have a headline, an offer and other components that have been previously discussed. Your object with your vehicle is to make your message so compelling, so awesome and so dynamic that the driver next to you will pick up his cell phone and call the number on the vehicle. If you look at it like a marketing piece, it will automatically become a better marketing tool for you.

### **BE FLAMBOYANT.**

Use large logos and distinctive colors. Use reflective decaling. Have some fun with the lettering and design. Pick a color that you can repeat on the fleet of vehicles you expect to buy, as well as on other marketing materials and company letterhead and business cards. Over time the colors you choose will become associated with your company. The uniqueness of your vehicle will invite attention, which is exactly what you want.

### **SEND MULTIPLE MESSAGES.**

If you are using a full-size van you have three different "canvases" to paint: the two sides of the vehicle and the back doors. So use different messages on each of these surfaces- there are no rule that says that you need make the two sides of the truck the same. Use a different headline or a different configuration of the logo on each side. Maybe add different (but short) testimonial quotes. Note that you have a guarantee (if you have one) use all the surfaces to your advantage.

### **PARK TO BE VISIBLE.**

The beautiful and costly lettering and graphics that you put on your truck are useless unless people can see it. Don't hide the truck. Always park in the most visible location that you can. If you are at a customer's home and there is a choice, park conspicuously so neighbors can see the vehicle. If you stop at a fast food restaurant or strip mall for lunch, than park the vehicle on the outskirts of the parking lot near the main road, so as to be visible to cars driving by. Make a habit of parking in a visible location, each time, all the time.

### **CONSIDER IT A ONE-TIME COST.**

Lettering a vehicle is not necessary cheap. Especially if you are going to use the entire vehicle as the canvas and you use lots of color and words. But it is a one time cost, rather than an ongoing cost such as postcards, letters, Yellow Pages ads and val packs. Don't let the cost keep you from doing it right- it will pay for itself many time over.