



indiana design consortium, inc.
Branding and Business Development Experts

Bottom-Up Marketing

Let Your Strategy Find You

When Christopher Columbus set sail, he had a clear strategy and tactic in mind: Find a shortcut to India (strategy) by traveling west (tactic). While he did prove that the earth was round, he died thinking he was a failure because he never made it to India.

If he had looked at it differently, Columbus would have seen that his tactic of sailing west led him to an unexpected and, yet, highly profitable strategy—discovering America.

Often, in business, executives and managers spend so much time devising an elaborate strategy that they never get to the tactics and, therefore, never get anything done. That's when it might help to follow Columbus and explore the world of bottom-up marketing, where the tactics lead you to the strategy.

Take Vicks, for example. When the company developed an effective cold medicine that just happened to put people to sleep (tactic), Vicks went to market in a whole new way, positioning itself as the first nighttime cold remedy (strategy).

Today, Vicks still owns the niche market it created with the introduction of NyQuil.

If you're struggling in the development of your marketing strategy, start at the bottom. Start with the tactics. Then let the strategy find you. Chances are, if you head down the road less traveled, you'll find something your competitors missed.

For more information, pick up a copy of *Bottom-Up Marketing* by Al Ries and Jack Trout. Then [contact idc](#) when you're ready to explore your marketing in a whole new way.



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