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## MARKETING TRICKS AS A POSSIBILITY TO INTRODUCE NEW CLIENTS AND INCREASE REVENUE

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**Abstract:** Marketing tricks are a crucial part of a company's marketing strategy. There are several strategies that each company can use to gain more customers and maximize revenue. Depending on the sector in which every company has the ability to adapt marketing approach in terms of its existing or future (desired) strategy. Marketing tricks enable us to "infect" customers with our offers and thus the company to construct more predictable original paradigms merciless behavior and easier to adapt its strategy. One of the most famous tricks used by companies to attract more customers is the marketing trick of an instant reduction.

With this, companies have two advantages:

-Take more attention from customers and potential customers

-It is free from parts of old inventories that they think are unnecessary in the sales portfolio

Companies often use this marketing trick in order to gain more customers. In the modern world of business operations the most important thing is to gain attention. The desire is what brings buyers to the sales centers and creates an incline to buy. Therefore, the proper use of marketing tricks is necessary in order to increase the number of customers, and thus the income of a company. What many strategists in the economy overlook is the possibility of rapid expansion within the capacities available. When the marketing tricks are well used and more customers are attracted, the frequent fluctuations of funds in the form of money-goods-money would enable organic growth without investing funds in new sales facilities. By properly managing the inventory this concept of well-used advantages of marketing tricks, can give an opportunity for a company to grow organically, without risking to invest additional large amounts in new sales centers and additional costs for their maintenance. The marketing tricks that we will mention in this work is important for companies in the sales sector primarily because of its power to help them realize greater revenue.

**Keywords:** tricks, revenue, strategy

### 1. INTRODUCTION

Marketing tricks are essential for companies in order to promote themselves better. By attracting more customers, they will have the opportunity to grow organically, expand their range of products and more ambitiously move forward in conquering the markets. The companies are always good to take advantage of the marketing tricks that enable them to achieve their goals.

### 2. MARKETING THE TRICKS AND THEIR ROLE IN THE CREATION OF THE LARGEST BRANDS IN THE WORLD

One of the most significant moments in a business is the moment when products or services are ready for sale. It is crucial to realize that large companies use numerous marketing tricks to stand out above the competition.

One of these tricks is the personification used by brands such as Heineken and Amazon. These brands use special fonts in their logos for the letters of their logos to act as a smile, creating a friendly atmosphere between buyers and the company.

Through this marketing trick Amazon and Heineken are companies that have 117.86 billion and 23.80 billion total revenue in 2017. Over 90% of these revenues are sales revenue.

One of the marketing tricks used by restaurants from the Dardenne Group is the menu layout that has one specialty that is deliberately overvalued and set at a high price for all other specialties to look at a decent price and be considered as excellent offers. With this strategy this chain of restaurants has a revenue of 7.17 billion dollars in 2017.

Retail chains often use special delightful fragrances in their stores and special relaxing music to attract customers to shop at their stores, presenting them as places to be pleased to buy and where they are treated in the way they deserve the best.

With this marketing trick, the pioneer in these practices Bloomington has revenues of over \$ 1 billion in 2017.

Often the retail giants use a marketing trick to first increase it, thus reducing the price for the same amount, thus creating a psychological illusion that buyers get lower prices and attractive offers with huge discounts. By using this strategy, Jay Penny is one of the leaders in retail sales generate revenues of \$ 12.50 billion in 2017.

Another marketing trick that is positively rated as a trick that has an enormous impact on earnings is the trick of direct presentation of products with the ability of customers to try them out. By using this trick from the very beginning of the company, Best Bai achieves revenue of 42.15 billion dollars for 2017.

As we can see, large companies are successful because of the use of marketing tricks that create a sense of value for customers. With a smart marketing strategy that contains a number of marketing tricks with a psychological background, these companies manage to generate billions of dollars in revenue each year. In the next section we will try to explain how these strategies can be used by small companies and start-up companies.

But before that, we will try to capture the momentous moment of branding through the use of marketing tricks. A significant part of the companies do not opt for branding and decide on the markets to send products that are largely "anemic" and unsuitable for the markets.

These companies decide to play only on the price and at the same time do not use the rest of the offer as much as possible.

On the other hand, the world's largest brands are opting for an offer that in certain cases also includes price advantages, but also many other aspects of the offer. We can get a good example from reviewing two retail giants in the United States, Walmart and Publix.

As we can see from the examples of these two giants of retail, a crucial part of their offer is aimed at lower prices. Certainly, Walmart is the leader here because of his unique ways of cooperating with suppliers and the opportunities for economy on a scale, making use of smaller ones profit margins, but a bigger turnover manages to provide profitability for themselves, and for buyers the opportunity to buy at the best prices.

On the other hand, Publix, which is also competitive with the prices of smaller stores, but lags behind Walmart, is trying to attract customers through "package prices" where a discount is given for a particular offer of several products. This marketing trick allows this chain to survive in some countries in the United States to have better sales than Walmart, which is more price-competitive.

It is important to realize that by using good marketing tricks, especially in terms of holiday offers, these two chains succeed in becoming companies that in 2017 have revenues of \$ 500.34 billion (Walmart) and \$ 34.56 billion (Publix).

With smart marketing strategies these two retail chains manage to attract a large number of customers, enabling them to grow and expand their offer.

The retail sector is just one example of the use of marketing tricks in order to increase the number of customers, and therefore the income. The largest brands in the world are built thanks to marketing tricks.

The most elegant example of good use of marketing tricks is the company Coca Cola. From the very beginning, Coca Cola puts a good deal of its strategy on marketing. By emphasizing on the significance of marketing, the company initially focuses on creating an aura of the product.

The trick in this is creating a good relationship with customers and retail centers create an aura of constant discussion of the brand and its presence. This presence allows Coca Cola to develop in the brand that is today.

But this is just the beginning of Coca Cola's creative marketing strategies. One of the best marketing strategies of Coca Cola and a brilliant marketing trick is to create a song that is acceptable to a whole world and which with the phenomenon manages to make a "boom" in the world of drinks.

With this marketing trick, Coca Cola emphasizes familiarity with the consumer, which has an incremental effect on consumers, as every consumer wants to be part of the big Coca-Cola family.

It is this personification of the big brands that enables them to be so successful in the markets. The marketing side of these companies enables the clients to provide for themselves a sense of belonging.

Another company that is especially important for taking advantage of the power of marketing and marketing tricks is Apple. This company with the simple approach and strategy for personification of the company and its products manages to attract an enormous number of clients worldwide.

One of the lessons that can be learned from this company is the simple approach to marketing strategies. Apple's marketing approach is not aimed at giving too much information to customers that can only have a negative effect and confuse it.

Apple uses a marketing trick that focuses on belonging to a particular group of people. The use of Apple's products gives it a sense of elegance, belonging to a higher class, and elitist emotions.

Apple's marketing trick is that it creates experiences, not products. Experiences from using Apple products are the biggest marketing trick of today.

Apple's brilliant marketing strategies helped the company outperform its marginal position at the start of the fight with giants like Nokia at that time. But with the brilliant use of marketing tricks such as challenging logo design, the effect of personification of products and the company, the effect of creating customer experiences, the effect of creating a positive aura around the products and the company, the effect of belonging to a certain class, etc., succeeds in defeating the largest companies in the sector of fabrication dropping phones at that time Nokia and Motorola and cementing it as the world's most famous and best-seller phone maker.

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### 3. POSSIBILITIES FOR INCREASING INCOME TO SMALL COMPANIES WITH USING MARKETING TRICKS

Although many of the marketing strategies of large companies are not available to small companies, marketing tricks are available for everyone.

Small companies need to learn how to present and highlight the value they offer. By using marketing tricks they can bring the desired target group together and present their opportunities.

One of the tricks that they can use is an appeal to the attention of customers by using their logo design. According to some studies, most of the clients are attracted by the company logo.

His visual form attracts or rejects customers. The company's logo and the design of its products are crucial to attracting customer attention.

Also, in the case of retail, it is essential to edit the space so that it will be attractive to customers and tailored to their needs, and staff must be user-friendly and accessible to customers.

Also good marketing tricks for small companies with a proven effect of increased revenue are coupons and prize games.

Because they have a limited budget, good organization and well-targeted goals are significant in order for the company to see sales growth without wasting too much on marketing.

Also, the program of frequent buyers and purchasing cards is a good way to attract more customers and, most importantly, to maintain it. This is especially important for small companies, since it is not difficult at the beginning to attract potential customers to buy, due to the tendency are visiting the new places. But the problem is to keep the attention of customers.

This is especially true for both the retail and catering sectors.

Small companies have to understand the need to learn and apply these marketing tricks because without them their offer would be anemic and sterile. Most of the businesses in the world suffer precisely from these problems because they are not aimed at the real needs of the clients and do not send their changes.

Small businesses to survive and experience organic growth must find new innovative ways of revenue growth. In a world where we are confronted with the aftermath of the global economic crisis of 2008, such as a reduction in purchasing power, a reduction in income from bins, reducing the assets of banking and non-banking institutions and reducing the available loan, every small business is at risk. Buyers are more likely to go with large companies because of their ability to offer competitive prices and good offer.

It is therefore crucial that small businesses find new ways to attract customers. The best way is by using marketing tricks to attract customers attention and create their own base of loyal customers.

If they achieve this, their survival will not be threatened and they will be able to hope for future organic growth. Each small company must therefore learn how to implement marketing tricks, and in particular, which marketing tricks to use and in what way.

Of course this depends on a case-by-case basis because each company is unique and the ways of its financing are unique. But every company must be focused on the needs of the client and make the conditions for persuading the client that his needs are understood and that they are working on their satisfaction.

Small companies have to find ways to increase their sales because there are a number of challenges ahead of the economy in the future, which means that they must have a certain level of capital reserves in order to be able to perform the transition from one period to the next.

Therefore, using the marketing tricks they should try to gain their share of the market. This is especially important for their survival, because if they do not have at least a defined market share and loyal customers, they hardly could survive in the long run.

Every company must have a vision of how to attract customers and keep them because the survival of the market is based on the commitment of the company's customers.

By using smart marketing tricks, every company, regardless of its size, can create a base of loyal customers, which in this time of massive changes, especially in the field of automation and the growing funding challenges, to survive, and in cases of good leadership and to grow organically and to develop into a company that is a brand on the market and which can provide customer satisfaction and long term relationship with them.

Small companies can use the marketing tricks we have pointed out, but many others as long as they can adapt to the assets they have and as long as they do not pose a risk to their operations.

Small companies have to learn from examples of companies like Apple in order to create conditions for their survival as well as growth and development. An important strategy and a good marketing trick is to attract emotions and create an emotional relationship.

Apple is a company that should be an example for every company in a marketing sense, because it knows how to influence the emotions of the clients. Small companies must learn how to use this marketing trick because it is the most important thing for them.

One of the ways to use this marketing trick is to influence customer's emotions through customer service. It has long been known that small companies (especially in retail) can not be price-competitive for large companies.

For them, the best for them is to focus on creating a unique client experience.

By using a few simple marketing tricks this can be achieved. We have had a good example in the previous chapter on marketing tricks that use big retail chains like Bloomington.

By using special relaxing scents and relaxing music, they create an aura of relaxation and friendly atmosphere. Creating a friendly atmosphere is important for small companies, just as important as the price.

A number of well-known economists have long mentioned this at the seminars they attend, and also when consulting small companies. Small companies must learn the effects we mentioned on the Apple brand in the previous chapter:

1. Creating personification of products and the company. Clients must feel that the company is for them a family and that it is thinking good about them. They must be sure that the company will always respond in their best interests. If the clients are in this reliable then they will accept to buy from the company because it represents their interests.

They must feel the company as a living organism that communicates with them, not just as a sterile form of incorporation.

2. Clients must feel the aura of particularity by using the products or services of the company. They must feel that they belong to a group of people who is respected and sophisticated in their taste. This will give them the opportunity to feel good and to encourage them to shop.

3. The company must provide a unique experience for customers with its products or services. It must make the client feel special when purchasing the product or receiving the service. The company must ensure that this unique feeling will be caused by everyone customer. One way for companies to do this is through greater personalization of customer relationships, but also giving certain offers to loyal customers.

Every company that is in the development stage must know several things:

1. To appreciate loyal customers

2. To reward the loyal customers

3. To create links with your customers

4. Personalize your products and services

5. To rationalize the relationship between the financial cost and the acquired customers

The last thing we pointed out is very important. Companies must know that under certain conditions they have to "spend" their customers in order to win them. One way is to award rewards to loyal customers when buying, as well as organizing on winning games in order to make customers feel that the company thinks about them.

## CONCLUSION

Companies must learn how to use marketing tricks to highlight competition. They must learn how to create unique user experiences and user loyalty. At the time of change, this will be the main feature of those companies that will survive on market.

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