BECOMING A MARKET MAKER

How to Build Your Own Demand
Here at Verkeer, delivering on a challenge (your challenge) is what we live to do. It’s what gets us out of bed in the morning, what fires up our team, and what’s kept us succeeding for our clients since 2013.

We love what we do. And our clients love the way we do it – pragmatically, collaboratively, honestly and always with one eye on the end result. After all, our ambition is very simply that you succeed.
discovering your market
there are 3 key characteristics of a competitive market...
existing demand
similar products
price sensitivity
winning in a competitive market means being the best.
which means...

- Quality
- Value
- Availability
- Choice

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sounds difficult right?

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and it’s only getting harder…

Globalization improving production rapidly

Economic downturn increases sensitivity

Faster delivery & fulfilment

No barriers to entry online
### Red Ocean
- Competing in a known market
- Beat the competition
- Capture existing demand
- Make the cost-value trade off

### Blue Ocean
- Building an unknown market
- Make the competition irrelevant
- Create new demand
- Break the cost-value trade off
“Taking a Blue Ocean approach means your goal isn’t to outperform the competition. Instead, your aim is to redraw industry boundaries and operate within that new space, making the competition immaterial.”
brands have been doing this for years.
how?
innovate more than ever
there’s huge risk to it being a flop if you invest then it doesn’t work
if it was easy, everyone would do it
rather than trying to reinvent the market
marketing can create the illusion of a blue ocean
finding your niche
discovering non-customers

You need to find out

• Where they are
• What they’re doing

GWI, YouGov, Similar Audiences, Focus Groups, Competitor Research, Market Analysis…
uncovering hidden pain points

- **Forums**: patterns in concerns
- **PAA**: long-standing problems
- **Competitor**: USPs and review
- **Social Media**: real-time, reactive issues
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FINDING YOUR NICHE

site:reddit.com/r/DogCare/ walk

About 690 results (0.83 seconds)

https://www.reddit.com/r/DogCare/comments/neighbor... Neighbours don’t walk their dog : r/DogCare - Reddit
I’m pretty sure one of my neighbours doesn’t walk their dog at all. It’s a bordercollie. I’m not an expert but I think that kind needs a lot of...

https://www.reddit.com/r/DogCare/comments/what... What are your thoughts on walking an unvaccinated dog?
But in the meantime I would love to be able to walk him around the neighborhood. I would of course not allow him too close to other dogs and children, ...

https://www.reddit.com/r/DogCare/comments/iwan... I want to be able to walk my dog even on hot days. How can I make it ...
Might not be for all dogs / coat types, but my dog sometimes wears a cooling vest! This might make short walks more comfortable (we never go on large walks when...

Data Miner

Data Miner can scrape this site.
You can make your own recipe for this page.

Public Recipes

- Generic Recipe - Get Emails
- Google XRay - Linkedin 2020
- Google Search Results - Get All Links 2021
- Google - Movers List 2020
- ECO_ARG
- Auto-generated Recipe (2PfZy)

Logged in as hannah@verkeer.co
minimising market blockers

Once you’ve found them, you need to limit things that would impact success, like:

• Adoption hurdles
• High costs
• Low demand

Why do they need it?

How do you scale it?

Why should they care?
build your content
Awareness

Attract new audiences

Preference

Show them why you’re the best choice

Consideration

Show them what you have to offer

Enquiry / Conversion

Make it easy for them to convert
but if people don’t know your solution exists...

This doesn’t work.
Non-customers in markets distant from yours

Non-customers who consciously choose against your market

Non-customers who are on the edge of your market

Customers of your industry
Current Market

Trust signals
Brand awareness
Brand marketing

Traditional marketing funnel

Tier 1: Soon to Be

How you can help
What you offer
Why they should try it

Product-focused marketing

Tier 2: Refusing

Address concerns
Trust signals
Testimonials
Brand ambassadors

Product + Brand marketing

Tier 3: Unexplored

Look for opportunities to connect
Thought leadership

Product expansion + brand establishment

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Content to appear where unexplored audiences would be searching
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- Brand marketing

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- What you offer
- Why they should try it

Tier 2: Refusing
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Product-focused marketing
- Product + Brand marketing

Product expansion + brand establishment
Messaging gets much more direct, focus on that they’re an alternative to another service with established demand.

Finding an alternative to dog kennels is a walk in the park

Dog boarding kennels are no longer the only option when it comes to doggy day care. It can seem a daunting prospect, thinking of leaving your lovely ball of fur in a kennel, but BorrowMyDoggy takes away that stress by allowing you to choose a person to spend time with your pooch instead.

As you get to pick the borrower who will be looking after your pup, you can make sure they are a pawsome match before leaving your dog with them. By choosing a borrower instead of a kennel, your pup will be able to enjoy all of the home comforts of a real home as well as plenty of wagulous walks and belly rubs.
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Over 160 FAQs answered on-site

Clear, step by step explanations
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Trusted publications

Real people stories

A community of social proof
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Product expansion + brand establishment

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the problem with blue ocean is that people aren’t actively searching you’re generating your own demand.
established brands / big budget holders can do this through billboards, TV, or huge campaigns
but most of us have to think smarter about how to get attention.
we're building demand, not links.
making a good story

- Record breaking
- Human interest
- Timely
- Proximate
- Expert
- Hyper relevant

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Educating about a need – rather than selling a product
bringing it all together
BRINGING IT ALL TOGETHER

1. Find your niche
2. Build content
3. Amplify it

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shifting to blue ocean is about changing mindsets
whether that’s internal or external, it’s about creating the illusion of a new market
THANK YOU!