
Marketing, Business

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The sandwich model in the Marketing

Do you know? Every business we can structure like some sandwich. Look!

You have bases and other elements, as a sandwich has two pieces of bread. Yes. Each sandwich can consist of different types of bread. But in every sandwich we always use bread. It is an absolute fact.

In business, we have the same facts. These facts are bases elements for your sandwich model.

You definitely need:

- the high-quality product,
- the point of the first contact with the customer,
- the commercial offer,
- the method of payment or transfer of money,
- and the way of transferring the goods to buyers.

Without these components, you can't do any business.

But what we see every day?

Wow! The business is simple! I want to build something my own. I am a star, and I have to shine.

These things are things of the motivated person as a rule, who start the business without any information about entrepreneurship.

After that start information, some new entrepreneurs close their eyes and build a million strategies on paper, but each of them can't leave in real life.

Why? Because they didn't know this sandwich model. Of course!

It is not sufficient to have only bread for a good sandwich. You will need something else.

- Maybe it is a slice of cheese if your customers like the cheese.
- Who knows, this can be a piece of bacon for your clients, who prefer meat.
- When you prepare the sandwich for vegan, you will need more green leaves, salads, and other vegetables.

These components, cheese, bacon, or salads, are a rich filling for your base bread.

In marketing, you use different ways to find and contact your target audience. These ways are like slices of cheese. One person prefers Mozzarella others want to eat Cheddar or Roquefort. You, as a marketer, must use a suitable type of cheese like different social media, platforms, and forums.

As like a select the type and amount of salad, you choose the type of your advertising. Is it video or picture? Or maybe it should be GIF or carousel type.

The correct bacon thickness and suitable type of meat are the same ingredients in preparing a sandwich as necessary information on your landing page.

But in many business models, we didn't use social media as a platform for advertising. There are many situations in which we didn't use any pictures or videos for advertising. Of course, we have some types of business without any landing pages. These are the other ingredients in our marketing sandwich model.

Study your target audience and make personal sandwiches for each of them.

Imagine this. You are hangry, and I have a juice sandwich with your favorite foods. It smells good. You can taste them just by breathing in this mesmerizing aroma. But you can't eat this sandwich while it is in my hands.

What do you want to do in this situation? Right! You want to grab this fine delicious sandwich. Bingo! That is the big goal of my marketing! I sold my sandwich to you just used the right ingredients.

That is the sandwich model in the marketing.

Use the main elements, like slices of bread in the sandwich. And combine other ingredients which prefer your target audience.