

# IDENTIFYING ALL-STAR CUSTOMERS

*Target Marketing Strategies That Score*

BY WALTER E. JOHNSON

**H**ome improvement retailers have long been searching for ways to get more out of their advertising and marketing budgets. For most retailers, this meant pumping additional money into a circular program, increasing the frequency of radio spots or adding color to a newspaper ad. And while these advertising tools can be a valuable part of a larger campaign, their broad-based distribution often dilutes their messages. In other words, if 20 percent of a store's customers provide the store with 80 percent of its business,

why waste so much money advertising to the entire customer base?

While many store owners ignore this question and continue to pour money into ineffective advertising, others, such as Jim Waters, are finding solutions. Rather than waiting on others to show him the way, Waters is experimenting with concepts that are on the leading edge of marketing. The owner of the five-unit Waters True Value in central Kansas says today's advertising challenge is to cut through the clutter. "Consumers are bombarded with an overwhelming number of media mes-

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