

# CHAMBER BIDDEFORD+SACO VOICE

NEWSLETTER

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## The Wow Factor

The Fourth of July celebration is by far a summer favorite for Americans as we honor life, liberty and the pursuit of happiness through a daylong array of activities that by nightfall culminates into an exciting display of fireworks.

Family, friends, and strangers gather shoulder-to-shoulder to share this experience. We are mesmerized by the stunning explosion of light and color and we are flooded by the emotions of pride and country and what that means to each of us.

So, this got me thinking about what can be pull from the Independence Day Celebration that provides relevance to the business community?

Fireworks! That's it!

I found it in the 2017 article, *The Hidden Business Strategy Behind July 4th*, by Peter Kozodoy, chief strategy officer for GEM Advertising and contributing writer to Inc.com.

He said it wasn't until he grew up, started a business and became fascinated by consumer behavior that "I came to reflect (one Fourth of July) on why those fireworks were so enthralling to me."

"In truth, the fireworks only provide about an hour's worth of entertainment out of the year," he said. "Yet, the entire experience always felt like so much more."

He contends it is because the fireworks "stir the soul with a sensory experience" not forgotten.

And, he points out, there are businesses large and small throughout the country that are successfully creating that "fireworks" effect. They "start with high expectations and then crescendo to the point where no consumer can deny their appeal."

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No business will have the same answer and the truth is some businesses have it easier than others, he said. But, he stresses, this concept "must be at the forefront of every business model today as consumer reviews take precedence over anything you could say about your own brand."

We all know how quickly word of mouth spreads on social media for better or worse.

So, as you're gathered on the beach, at a ballpark or on your property oohing and ahing over the fireworks exploding in the sky this holiday, let that inspire you to think about how you can create that same emotion in your customers.

Be safe and enjoy the holiday.

*Kozodoy's 4 questions for businesses to answer:*

- *When was the last time you mapped your customer's experience?*
- *What do you promise at the beginning?*
- *How do you grow that experience from the first encounter through to the big finale?*
- *What is the anticipation you create and how do you deliver the fireworks at the right moment to ensure you stir the positive emotions of your customer?*