

## Definition of “Omnipresence”

Omnipresence or ubiquity is the property of being present anywhere and everywhere.

## How would you like your business be Omnipresent?

Here’s an example of a business being Omnipresent.

Broadly speaking... Coke isn’t actually “the best” cola in the world.

Pepsi consistently out-performs Coca-Cola in blind taste tests.

Yet according to CNN Business, Coca-Cola’s market share had climbed to 17.8% from 17.3% over 10 years, where Pepsi’s market share declined to 8.4% from 10.3%.

At the time of this writing, The Coca-Cola Company is worth about \$200 Billion, whereas PepsiCo only makes up around 80% of that. So how does Coke still manage to sell more, with arguably a worse product?

Well, that question could be answered with another question...

***“How far away do you think you are, right now, from the Coca-Cola brand?”  
(or McDonald’s, or Apple etc.)***

If you walked into the nearest store, there would probably be a cold Coke waiting for you. Perhaps it’s sitting in your fridge. Perhaps it’s on a baseball cap in your closet.

Perhaps it’s an ad playing on TV right now, or a billboard or poster down the street.

Technically speaking, it’s right here on this page.

We’re talking about it right now.

Coca-Cola is OMNIPRESENT.

It’s everywhere, like the air you breathe.

You can’t go far, without running into Coca-Cola.

When something is seen everywhere and occupies your attention (consciously or subconsciously) it tends to become a person’s natural choice, because it’s familiar.

## In Fact, Having “Omnipresence” Is So Powerful To Profits...

Our ‘Omnipresent Marketing Program’ is all about getting your business seen all across the internet at the same time utilizing the many available social platforms.

What would this type of program be worth to your business?

Let’s talk to see if your business qualifies for this type of program.

Call me, Robert Payne, at (403) 272-0413, or email [payner50@telus.net](mailto:payner50@telus.net) now!

