

25 Ultimate Marketing Strategies

Easy ways to unleash the hidden
goldmine in your business

Legals

25 Ultimate Marketing Strategies

COPYRIGHT © 2019 Itag Media Pty Ltd. All Rights Reserved:

No part of this material may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated, and signed permission from the author(s).

Disclaimer and/or Legal Notices:

While every attempt has been made to verify the information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular business.

The Reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, federal, state, and local, governing professional licensing, business practices, advertising, and all other aspects of doing business in the state of Queensland – Australia or any other jurisdiction is the sole responsibility of the Reader.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.

Any perceived slights of specific people or organisations are unintentional.

What's inside

4	An Introduction
5	Marketing Strategies
5	Marketing Strategy #1: Focus on Niche Groups
7	Marketing Strategy #2: Use your Unique Selling Proposition (USP)
8	Marketing Strategy #3: Use the '7 Growth Multipliers'
9	Marketing Strategy #4: Sales & marketing preparation
11	Marketing Strategy #5: Use marketing tools effectively
12	Marketing Strategy #6: Have a sales & marketing system
14	Marketing Strategy #7: Direct response advertising
16	Marketing Strategy #8: Testimonials
17	Marketing Strategy #9: Risk reversal or guarantee
20	Marketing Strategy #10: Nurture your contacts
21	Marketing Strategy #11: Communicate your benefits
22	Marketing Strategy #12: Increase your pricing
25	Marketing Strategy #13: Test your marketing tools
27	Marketing Strategy #14: Give reasons why
29	Marketing Strategy #15: Writing in a personal way
30	Marketing Strategy #16: Check for errors
31	Marketing Strategy #17: Use headlines effectively
34	Marketing Strategy #18: Accurate contact details
35	Marketing Strategy #19: Referral process
37	Marketing Strategy #20: Qualify leads up front
38	Marketing Strategy #21: Asking for the order
39	Marketing Strategy #22: Marketing Action Plan
40	Marketing Strategy #23: Calculate Customer Lifetime Value
42	Marketing Strategy #24: Use your 'hidden gold mine'
43	Marketing Strategy #25: Calculate the cost of losing a client
46	Final Words



David Ligtenberg

BMm, CPM, AMAMI

CEO | Inbound Marketing & Digital
Growth Strategist

“It’s still the simple strategies that often get the best results. Strategies like getting on the phone to talk to a new lead. If you want to succeed, you need to do what others won’t. Marketing is all about building relationships”

An introduction...

Thanks for taking the time to check out our e-book ‘25 Ultimate Marketing Strategies: How to unleash the hidden gold mine in your business’.

It’s easy as business owners to get wrapped up working in our respective business instead of working on our business, and this is where we can too easily get stuck in a rut. After working with businesses both large and small over the years, we’ve noticed some common marketing mistakes that businesses make, and which could be easily avoided. This gave us the motivation to put together this e-book.

You’ll find inside, 25 easy ways to start seeing a big improvement in your business growth. No fluff or jargon, just simple, actionable ideas. Most won’t cost you anything to implement except for your time and commitment to following through on these powerful, often simple, action points.

We wouldn’t expect you to try to fix all 25 at once, start with one or two that immediately stand out as a big problem in your business, and make a goal to get through maybe two a month after that. Take steps to make sure it’s a long-term, permanent change, because that’s where you’re going to see real results.

For more info

We would love to hear about any strategies or ideas that you gain from this e-book. If you have questions or feedback, or you’re after a free business consultation with one of our Certified Practicing Marketers, please feel free to call us on 1300 79 55 41 or email hello@itagmedia.com

Here’s to your business success!

David.

Marketing Strategy #1 Focus on niche groups

‘You can’t be all things to all men.’

This is so true when it comes to marketing.

You cannot hope to effectively market your products or services to everyone, even if you think everyone needs them. I’m not saying you won’t have a degree of success doing this, but you limit your potential by not focusing your marketing on select groups of people or businesses. These specific groups are called ‘niche groups’.

As a consequence of focusing on your niche groups, you’ll automatically gain more business from them. I’m sure you’ve heard people say something like this; “This person really understands my business.” This is what happens when you connect to your niche groups. Also, certain groups of people or businesses are more likely to want and need your products and services more than others. More importantly, focus your marketing on the groups who can AFFORD your products or services. There’s no point in targeting groups who want and need your products or services if they can’t afford them!

In brief, your niche market groups are those that represent the best chance of getting a good return for your marketing efforts. A question I’m often asked is this, ‘If I limit who I market to, won’t I be reducing the chances of doing business with more people?’

Of course you will, but to succeed in today’s competitive marketplace you need to concentrate your marketing dollars on a small number of well chosen niche groups. If you do, the same amount of money you have previously been spending on marketing to all of your contacts can now be poured into marketing just to your niche groups; you’ll have more to spend on each prospect. This alone will increase your marketing success. Of course, if you focus on your niche groups you may not get the business of

Marketing Strategy #1 (cont.) Focus on niche groups

“Not focusing on niche groups is perhaps the biggest mistake businesses can make!”

others outside these groups. However, what will happen is you'll increase the amount of business you receive from your niche groups. This is because you are meeting the specific needs and requirements of your niche groups. You're saying to them that, 'you are THE company that knows about their situation'. As a result, you'll be seen as the best choice because your product or service is 'designed' to solve their specific problems.

Here's an example of how it works...

Let's say you're a start-up business and you need an accountant.

You search the web for an 'accountant for start ups'. One of the ads that's listed reads...

'XXX Chartered Accountants. Tax preparation, auditing, bookkeeping, payroll services, help for start-ups, account management'

Another ad reads...

'Your Start Up Accountant. Specialising in helping Start-Ups to get their business running quickly, effectively and profitably'

Who are you likely to choose?

If you create a bond between yourself and your niche groups, I guarantee you'll grow your business. That's the power of marketing to your niche groups.

Marketing Strategy #2 Use your Unique Selling Proposition (USP)

This is by far the most commonly overlooked strategy businesses don't take of advantage. Let me explain...

“Outstanding businesses have been founded on a USP alone.”

Your USP is the one thing that differentiates you from your competitors in the minds of your customers and prospects. Often your USP is already in your business – you just need to articulate it in a way that makes you stand out from the crowd. I can't stress enough how important this is. You can't expect your customers to choose you over your competitors if they can't easily identify what it is you do that is so unique and beneficial to them. Outstanding businesses have been founded on a USP alone.

For example, here's a very well known USP...

“Red hot pizza delivered to your door in 30 minutes or less - guaranteed.”

Tom Monahan of Dominos Pizza has created one of the most successful fast food businesses in the world from the strength of this USP.

It's unlikely your competitors have a USP. If you start using your USP, this gives you a competitive advantage, and will make a massive difference to the growth and profitability of your business.

Here's another factor to consider...

If your customers and prospects cannot distinguish between you and your competitors, what do you think becomes the most important buying criteria? That's right – price. But as soon as you use your USP, you automatically remove your business from the 'price war' and into the nirvana of higher prices – and less competition! That's the power of a USP.

Marketing Strategy #3 Use the '7 Growth Multipliers'

How many ways do you think there are to grow a business?

You may be surprised to learn there are just seven. Using [Itag Media's](#) proven marketing techniques and tools, businesses can experience massive growth. The trick is to use all seven. If you do, I guarantee your business will reach or at least get very close to its potential very quickly.

Here they are...

The Seven Proven Business Growth Multipliers

1. Increasing qualified leads (lead generation)
2. Improving lead conversion rate
3. Increasing average sales value
4. Increasing profit margin
5. Increasing number of purchases per customer
6. Increasing customer lifetime value
7. Increasing customer referrals

We can help you with hundreds of proven marketing and digital communications strategies you can apply to improve the power of these growth multipliers. And by combining these multipliers, you increase your ability to achieve massive business growth.

Marketing Strategy #4 Sales & marketing preparation

“If you fail to prepare, you’re preparing to fail.”

Nothing could be truer when it comes to sales and marketing.

“If you fail to prepare, you’re preparing to fail.”

For example, I could show you literally hundreds of business websites that are so poorly thought out, I would be surprised if they generate any response. Your sales and marketing are your key business “building blocks.” You will need to invest time and effort, building these step-by-step, piece-by-piece. It does take time to get them right, but well thought out sales and marketing strategies are necessary for business success and the rewards are well worth it.

It doesn’t matter what product or service you sell, to succeed in business, you need to go through the same sales and marketing preparation as the next business. The key to developing successful sales and marketing strategies is to make sure you convey and present your point of difference, your benefit to your target group/s and all the elements that make your business unique.

For example, every successful business website has common elements; credibility, a compelling offer, clear target groups, multiple calls to action etc. The same can be said about any marketing tool you choose to use. Each needs to employ common and proven marketing elements. And each will bring greater success if you take the time to prepare.

Understanding the key drivers for successful marketing is critical to your preparation. For example, one marketing essential is this; you need to think from the perspective of your customer and talk directly to their needs and problems. If at a minimum you do only this, you will see your sales conversions dramatically increase.

Marketing Strategy #4 (cont.) Sales & marketing preparation

It goes without saying that you must be this clinical in your sales and marketing preparation if you want your business to grow. Too often we rush into our sales and marketing or any business decision without planning and preparation, and then we wonder why our results are poor.

Marketing Strategy #5 Use marketing tools effectively

Here's something I hear frequently, "We just can't seem to grow our business. We have a website but it's not working for us." The first question I ask is this, "How many marketing strategies or tools are you currently using and how do they integrate?"



49% of B2B marketers spend more time and resources on email than on other channels. (BtoB Magazine)

The reply is often something like this...

"Well, we have a website, we advertise in Yellow Pages, and we put our address on all our stationary..."

I'm not saying you won't have success just from using the likes of Yellow Pages advertising, but just think what you could achieve if you used five, ten or more marketing tools to grow your business?

Here's some marketing tools all businesses should consider as part of their marketing arsenal: Email marketing, multiple websites / landing pages, press releases, joint ventures or marketing, online marketing, client relationship management system, follow up systems and processes, social media etc.

What level of success could you achieve if each marketing tool was working and returning a profit for you?

This is how you create multiple streams of income. If you are too busy or just not sure where to start, we can help you out with hundreds of proven marketing tools and strategies that you can start using immediately.

How many are you using right now?

Marketing Strategy #6 Have a sales & marketing system

Few businesses have successful sales and marketing systems in place. What I see repeatedly are businesses that undertake poorly prepared marketing campaigns that result in few sales. They have no structured systems or processes for sales and marketing let alone having these processes automated.

“No matter what product or service you sell, you are in the business of ‘sales and marketing.’”

Sales and marketing need to work hand-in-hand. To succeed in today’s highly competitive market place your business has got to be a “sales and marketing machine.” Even if you’re the number one expert in your field, with the best service or product, you will never achieve the success you deserve until you improve your sales and marketing systems.

Businesses with inferior products and services are thriving because they market and sell effectively. On the other hand, businesses with superb products and services are failing because they are poor at sales and marketing.

Why have a sales and marketing system?

It’s quite simple. Marketing is about generating qualified business prospects - people who are genuinely interested or needing your products or services. Sales is about converting these prospects to customers, and then maximising the profit you can generate from each customer.

Acquiring and keeping customers, whether you’re an accountant or a mechanic, is essentially the same. We all need a steady supply of customers, and once we’ve got them, we need to keep them and maximise the profit from each throughout the duration of the relationship.

Marketing Strategy #6 (cont.) Have a sales & marketing system

Let me ask you this... What are you doing at each stage of the sales process - the points at which customers or prospects come in contact with your business? Do you have a sales process, automated messages and follow up process? Does every person that comes in touch with your business have the same experience?

No matter what product or service you sell, you are in the business of 'sales and marketing.'



Businesses that use marketing automation to nurture prospects experience a 451% increase in qualified leads. (*The Annuitas Group*)

Marketing Strategy #7 Direct response advertising

Direct response advertising is all about enticing people to take action on your advert / communication medium but time and time again, it seems many campaigns stick to institutional advertising. This sort of advertising doesn't ask for a direct and instant response.

Here's an example...

The ad features the business name as the headline, very little copy in the body of the ad, a list of products or services, lots of white space, no incentive to act immediately, etc. Pick up your Yellow Pages directory or a newspaper and open to any page. You'll see this type of ad everywhere. If you're using this type of advertising yourself, I urge you to stop doing so. You are literally throwing away your money.

Institutional advertising is fine if all you want is to promote the image of your company, your products, or the services you offer. **But let me tell you this** – branding or image itself doesn't generate sales! Always remember this... People don't buy your product or service, they buy the result. They buy “what's in it for me”. They buy a solution to their problem.

It's true that institutional advertising can help build “brand-awareness”; and that's fine for large corporations like Coca-Cola, Nike or Toyota that have multi-million dollar advertising budgets, but most businesses simply cannot afford to spend their money like that.

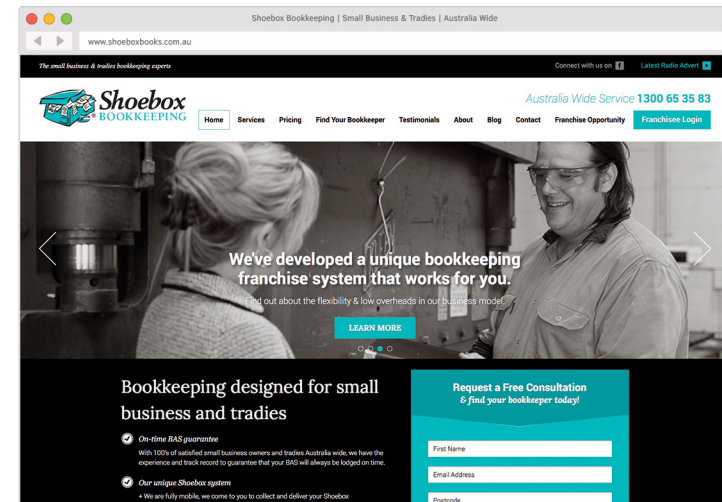
What would you prefer... Direct response advertising that generates sales almost immediately, or institutional advertising that builds your name awareness or 'brand' in the hope that someone who wants your product or service sees your ad and decides to consider buying from you?

Marketing Strategy #7 (cont.) Direct response advertising

Take a look at the following website. The before state was based on institutional advertising, then the after state focused on being a direct response site that focused on key target groups.



Shoebbox Bookkeeping's old 'institutional advertising' based site



Shoebbox Bookkeeping's new key target group focused site

The website is a perfect example of institutional advertising. It's all about themselves and not their users. The page does not have any strong call to action. As you can see, the second website; the direct response site, is designed to engage the user on many levels, clearly stating that they help tradies and small businesses, along with multiple calls to action in order to elicit a response.

As soon as you start using direct response elements, you will increase your response rate many times over.

Marketing Strategy #8 Testimonials

Let's be honest - selling isn't always easy.

Unless you can convince your prospect that your product or service will give them the result they're seeking, you won't get the sale. So how can you almost instantly prove to your prospect that you can deliver on your promise?

It's actually much easier than you may think. All you need to do is use customer testimonials everywhere your prospects come in contact with your business.

"Itag Media assisted Wide Bay Australia Ltd to rebrand to Auswide Bank Ltd in April 2015. We can always count on their professionalism to help us produce quality outcomes based on their understanding of our business and their extensive capability."

Ray Linderberg, GM Marketing & Products | Auswide Bank

Honest and down to earth testimonials like the one above, helps a potential lead feel comfortable that other people have enjoyed working with you and that they are getting results out of similar services.

I can't tell you how often I see businesses trying to market and sell their products or services without using testimonials. You make it difficult for yourself if you don't use testimonials; they have the power to convert prospects by the bucket load. They can do this because they add credibility to your offer.

You'll see an immediate and noticeable difference in your sales and profits once you start using testimonials.

Marketing Strategy #9 Risk reversal or guarantee

If you immediately put in place a powerful risk reversal or guarantee, you'll be staggered by the success it achieves for you in the coming days, weeks, months and years.

Example risk reversal we use in our lead generation strategies:

"For the proposed marketing strategy, we offer a unique 100% money back guarantee if you don't get the results outlined in this strategy"

As you know, your customers gain the benefit of your product or service after the sale is made. In some cases, it can even take years after the sale. This in itself is an enormous risk for prospects, and it's this risk that can often prevent them from buying. However, if you lower the risk, then prospects will be more inclined to buy from you.

That's the secret of creating a powerful risk reversal. Your risk reversal removes the 'risk barriers' for your prospects to ensure they keep progressing towards the sale. You'll find as soon as you add a significant risk reversal or guarantee to your business you'll gain more customers because you've differentiated yourself from your competition.

Your prospects will value your products or services over your competitor's because they'll naturally assume yours are of a higher quality. The ultimate risk reversal is to offer a guarantee along with a 'penalty' should the guarantee not be fulfilled.

Here's how the ultimate risk reversal looks:

Guarantee the result/benefit of your product/service.

PLUS

You carry the penalty if your guarantee is not fulfilled.

Marketing Strategy #9 (cont.) Risk reversal or guarantee

Here's a great example of an ultimate risk reversal. It's a pest controller's guarantee for hotels and restaurants.

You don't pay us until all the pests on your premises have been eradicated. If you're not satisfied with our services, we'll give you a refund and pay for another exterminator to complete the job.

Now although I don't know for certain, it's easy to assume several things about the business from their guarantee:

- ▶ They're very good at what they do
- ▶ They understand the concerns their customers have regarding pests
- ▶ They are very successful at attracting new clients!
- ▶ Although their services are probably similar to their competitors, they understand how to use a risk reversal effectively, and I'm sure their profits reflect this!

You may be thinking...

"What about people taking advantage of my risk reversal; won't people try to abuse what I'm offering?"

Marketing Strategy #9 (cont.) Risk reversal or guarantee

Unfortunately, I cannot say that no one will ever make a claim on your risk reversal.

However when most people choose to buy a product or service, they spend time making their purchase decision and then buy with the intent to use it. Most don't make a purchase just to capitalise on your risk reversal.

“In the prospect's mind your risk reversal is 'proof' that you can give them exactly what they need.”

Also, for each person who may take you up on your risk reversal, you will attract many more prospects just by offering a risk reversal, because in the prospect's mind your risk reversal is 'proof' that you can give them exactly what they need.

Isn't it time you started to use your own risk reversal or guarantee?

Marketing Strategy #10 Nurture your contacts

How often do you keep in touch with your customers and prospects? If your answer is less than once a month, then you're missing out.



Nurtured leads make 47% larger purchases than non-nurtured leads. *(The Annuitas Group)*

You must keep in touch to maximise the duration a customer remains with you. Marketing and sales is all about timing. Just because someone isn't interested in buying from you today, doesn't mean they're not going to be interested tomorrow.

Here's an example

At the moment you're happy with your car. You've got no intention of changing it. However three months later your circumstances have changed and it's now time to look for a new car. Every email, website landing page or communication to do with cars is of interest to you; you're "in the market" for a new car.

This is why if you don't keep in regular contact with your prospects you won't be on their mind when the time is right. This is known as 'the moving parade', people move in and out of the market depending on their circumstance.

A couple of easy ways to keep in regular contact is through email marketing or regular mailout campaigns; your chances of hitting your prospect at the right time will increase ten fold. Just by doing this alone you will increase your sales. Keeping in touch is one of the simplest yet most rewarding marketing tool you can use.

Marketing Strategy #11 Communicate your benefits

Everyone knows they should talk about benefits, not features, yet so many persist with selling features. Remember, people don't buy what your product/service does - it's features, they buy the result - the benefits of your product/service.

So what really counts is communicating the benefits of your product or service. Also, by clearly presenting all of your benefits together you will create greater appeal and clarity of offerings. Keep in mind though, that communicating your benefits is in addition to formulating your unique selling proposition (USP).

By the way, converting your features into benefits is easy to do. Take a look at this simple example. Features and the corresponding benefits of an accountancy practice;

Feature	Benefit
▶ Free advice line	▶ Get proven business advice, free!
▶ A selection of services	▶ Choose the services that suit your needs
▶ Extended opening hours	▶ For your convenience, see us after hours

The simple act of defining your benefits will add power to your sales and marketing strategies.

Marketing Strategy #12 Increase your pricing

Increasing your pricing, even by a small percent, is the quickest and easiest way to grow your business. Here's how most people go about pricing their products or services.

They look at what their competitors charge then decide 'where' they want to position themselves in the marketplace in comparison; 'low priced', 'middle of the road,' or 'high end'. This is what's known as 'price positioning,' and to a certain extent it does serve a purpose, but the majority of people rarely buy solely because of price.

Most people decide to buy based on 'VALUE' - and 'price' and 'value' are two very different things. Let me explain. As a rule, people automatically value your product or service more if you charge more (unless it's viewed as a commodity). The opposite is also true!

This may surprise you, but think about this example...

You dine at two different restaurants...

At the first restaurant the meals are cheap. You automatically start to doubt the quality of the food and service - even before you've entered the restaurant.

1. If your prices are low, most people will form doubts about your products or service. The meals at the second restaurant are expensive; so you assume they will provide a fine dining experience, and as long as they match your expectation, you won't mind paying the bill.
2. Charge more if you provide quality.

Marketing Strategy #12 (cont.) Increase your pricing

It's exactly the same with your prices. If you charge too little, your prospects will automatically think you can't be that good. On the other hand if you charge too much, you'd better make sure your customers receive excellent value from you - because that's what they'll expect. What I'm saying is that you cannot always determine how much people are prepared to pay - you must let your customer's decide the perfect price. What you are looking for is a price point that gives you the biggest PROFIT (not revenue) over the customer lifetime relationship.

The only way you can come to this 'perfect price' is by testing. In simple terms this means having one price for the first, say 10 customers, another price for the next 10, and another for the next 10. You can then calculate which price generates the greatest profit. It's not always the case though, that the highest price generates the greatest profit. You may find more people buy at a lower price, which means you make more money because you get more customers.

When you add value to your business - substantially more than your competitors, your prospects will choose you, and they'll be prepared to pay more for it because you've added so much value!

I appreciate that some won't. Some people are only after the cheapest deal, but let me ask you this, 'Are those people the sort of customers you want? Are they likely to stay with you for long?' On the other hand when a customer says 'Your prices are too high.' What they're really saying is 'Your products/services are not worth what you charge. I'm not getting value for money!'

There's a big difference!

Marketing Strategy #12 (cont.) Increase your pricing

You'll be surprised at what you can charge if you start adding value by offering things like risk reversal, bonuses, extra support etc. Add extra value and see how high your 'perfect price' climbs!

Marketing Strategy #13 Test your marketing tools

I have yet to come across a business that tests their marketing campaigns.

Here's an example of what I mean...

Say you decided to send out an email campaign to your 10,000 contacts. The total campaign cost comes to \$500, but you believe that with this many send-outs you're sure to make a profit.

Unfortunately, the response rate was just 0.1%; you receive just 10 orders at \$500 each. A total of \$5,000 in sales.

I've seen businesses go under using this approach because they were so sure their product or service would sell by the bucket load, only to find that people simply weren't interested. This approach is risky and will never yield the results you can achieve with TESTING.

This is where it gets interesting...

When you test, you apply what I call 'The Minimum Risk Formula.' This means you limit your financial exposure while maximising your return.

Marketing Strategy #13 (cont.) Test your marketing tools

Using the same example above, here's how it works...

Instead of sending out one email to 10,000 of your contacts, you send out three variations of the email; each variation to just 1,000 contacts.

The email content of the three variations is the same but each has a different subject line, since you know that a subject line can affect your response rate by more than 500%. Now you've got three tests running against each other.

Here's the results...

Variation one: Response rate: 0.1% (1 sale at \$500)

Variation two: Response rate 1% (10 sales at \$500)

Variation three: Response rate 0.3% (3 sales at \$500)

Now you use variation two to send out another email campaign to the last 7,000 of your contacts and here's what you get:

Variation two: Response rate 1% (70 sales at \$500)

From the same list of 10,000 contacts your testing enables you to generate a total of 84 sales from the three variation sends and the re-send of variation two. Total sales generated from testing comes to \$42,000 as opposed to the \$5,000 in sales made with no testing.

Marketing Strategy #14 Give reasons why

Saying your product or services are better than your competitors isn't enough to convince your prospects. You must give reasons why.

For example, let's take a cliché that many businesses use...

"Our service is the best"

On it's own this phrase is meaningless. It'll be regarded as unsubstantiated hype - and therefore unbelievable, but if you give reasons why you're the best, your claim is believable. Businesses assume that their prospects will make purchase choices based on minimal information. Occasionally this can be the case, but usually your prospects will need information to come to a decision to choose you before your competitors; and here's why:

Before a prospect buys your product or service they may ask themselves these questions...

- ▶ Why should I pay this price for this service?
- ▶ The price 'seems high'; why should I pay more for it?
- ▶ The price 'seems low'; is there something wrong with the product?
- ▶ Why should I choose this business over other businesses providing the same service?
- ▶ What makes this product better than others?
- ▶ How do I know this business won't let me down?

You get the idea. Now what happens if you don't give a prospect reasons why?

That's right, the prospect will turn to someone else. It goes without saying that in order for you to achieve BIG increases in sales you have to give reasons why.

A prospect who is interested in your product or service is willing to consume large amounts of information.”

What does this mean?

You need to explain clearly why you charge more than your competitors, why and how your product or service is better than your competitors and so on. Tell them about your expertise. The rigorous lengths you take to recruit your staff. How long you spend training your staff. What steps you take to ensure customer satisfaction, and so on.

These are important.

It becomes the rationale behind your prospect's decision to choose you over your competitors.

Often we think that if we say too much about ourselves it will repel our prospects. Nothing could be further from the truth. Research has proven that a prospect who is interested in your product or service is willing to consume large amounts of information – as long as the information is informative.

The more relevant information you provide the easier it becomes for prospects to make an informed decision, and as long as you give 'reasons why' you'll generate more sales than ever.

Marketing Strategy #15 Writing in a personal way

You may be surprised how frequently this occurs. When you send correspondence to your clients always address them by their name.

Don't ever write to your clients like this...

Dear Client

Dear Valued Client

Dear Sir/Madam

This sounds obvious but it happens regularly. If you're writing to a client, address them as you would a friend.

Here's how to do it...

Dear John

Good Morning John

Hi John

Think about it... If you're a 'Valued Client', why hasn't the writer taken the time and effort to address you personally? For many people it's a sure way to annoy them or even lose their business. Don't forget, one of your key objectives is to nurture your client (Strategy No.10) relationships so you can maximise their 'client lifetime value' (Refer to Strategy No.23 for further information on this topic). *Addressing them by their name is a good start!*

Marketing Strategy #16 Check for errors

When I receive an email or visit a website with technical or typo errors, or receive mail addressed to me with incorrect personal details – It's a big turn off.

Remember this...

Every marketing activity you activate has an up-front cost. Some activities such as web design and emails can cost you thousands – especially when you make simple and avoidable mistakes. Mistakes in any form can be very costly. They make you look sloppy, amateurish; as if you don't care. Is this the impression you want to create?

If you're writing your own material it can often be hard to see your own mistakes. That's why you must get someone else, even your partner, to check your work before it's released. Irrespective of tight deadlines – you must never launch a marketing campaign, no matter how small, until you've checked and double checked for mistakes.

Marketing Strategy #17 Use headlines effectively

A headline is the one thing that grabs your prospect's attention. Whether it's on your website, email, brochure, the opening sentence or your telephone script, your headline can be the difference between failure or success - it's that important!

If your prospects or clients dismiss your headline - that's it, you've lost them. They won't read on past the headline and you won't get a response. To emphasise the importance of headlines, here's a couple of quotes from two highly respected copywriters.

"If you can come up with a good headline, you are almost sure to have a good ad. But even the greatest writer can't save an ad with a poor headline."

John Caples *How To Make Your Advertising Make Money*

"On average five times as many people read the headline as read the body copy."

David Ogilvy *Confessions Of An Advertising Man*

Often advert headings consist solely of the name of the business advertising or they have their branding as the focus of the advert, not having any headline. Because so many businesses are doing it wrong, if all you do is lead with a strong headline for all your marketing communications, you'll improve your response rate and success many times over.

Effective headlines fulfil these key objectives...

- ▶ Get attention
- ▶ Select an audience
- ▶ Deliver a complete message
- ▶ Draw the reader into the body copy (or keep them listening etc)

The good news is that you can create winning headlines by following some simple, proven 'headline types.'

I've listed seven of the most successful ones here.

1. Benefit headlines

Save time with... Increase Your wealth by... Lose one kilogram a week... Learn how to...

2. Short headlines

Burn fat faster... Two for one deal... First consultation free... Special offer... Prices slashed...
Millionaire's secrets revealed...

3. Quick and easy headlines

Fast and easy... Idiot proof... In just 10 days... The seven minute workout... Instant results...
Easy ways to improve...

4. Warning headlines

Read this before you buy... Limited time only... Things you need to know about... Final chance to grab...

5. Testimonial headlines

A specific benefit-focused testimonial,
Our website by Itag Media developed generates hundreds of leads.
Or a testimonial in speech quotation marks,
“Itag Media develops website that generates hundreds of leads”

6. Reasons why headlines

Seven reasons why you should... 6 ways to... 7 steps to... Here's how to...

7. Offer headlines

Try-before-you-buy... We guarantee... 20% off...

You must check and double check that you've got the correct details of your clients and prospects.

I'm sure you know from experience how annoying it is when someone gets your name or other contact details wrong.

What do you think your chances are if you get your prospects contact details wrong? Where do you think your letter will end up?

It's often difficult to get 100% accurate data, but make sure your errors are kept to a minimum by regularly updating your data. Check your prospects or clients details when they call in.

Just good 'housekeeping' will eradicate many basic and often human errors.

Marketing Strategy #19 Referral process

If your product or service is decent then you'll automatically receive referrals or recommendations from your clients. The better you are – the more 'unsolicited' referrals you'll get. However, if you actively seek referrals and put in place a referral system, you'll generate many more referrals. This can be as easy as asking your clients for the names of three people who may be interested in receiving information from you.

You'll be surprised at the increase in sales just from referrals if you put in place a systemised and automated process for gaining referrals rather than waiting for them to happen. And don't forget referrals are your best type of business. You rarely compete based on pricing and better still, you'll find your conversion rate for referrals-to-clients will be much higher than that for leads.

If you receive just one referral per client from 50% of your clients every year, imagine the difference that would make to your business! Here's an example of a successful referral program for a portrait photographer. *This is how it works...*

The customer is informed that if they supply the contact information of two additional people who may be interested in a portrait sitting, they'll be given an extra print for free. In addition, the people they nominate will receive 60% off their sitting fee and a complimentary photo. Once they supply names and addresses, a letter is sent to these new contacts.

Here's the real clincher. The letter includes the offer, a work quality guarantee and a deadline the offer must be used by.

Marketing Strategy #19 (cont.) Referral process

The key is to have a referral process and to stick to it. By doing this and using key marketing principles such as barrier lowering and credibility devices in your offer, your referral program will become your best-kept marketing secret.

Marketing Strategy #20 Qualify leads up front

Your time is valuable. The more time you spend with quality prospects – the more profitable and successful you'll be.



Just 56%
of B2B
organizations
verify valid
business leads
before they
are passed
to Sales.
*(Marketing
Sherpa)*

So why do so many people meet with prospects who aren't ready to buy? You should only meet or spend time talking with people who are in a position to buy your product or service now, or at least in the very near future. (This ultimately depends on your sales cycle i.e. the average time it takes to convert a lead to a client).

You cannot afford to waste time on 'poor prospects.'

So how do you do this? Quite simply you come up with a set of questions to ask the prospect that will give you the information you need to make a decision about the quality of a prospect. By doing this you can still keep in touch with prospects that aren't ready to buy yet by placing them into a follow up process. This follow up process could be as simple as adding them to an email marketing list and scheduling an email send campaign to this list at a future date.

Be realistic. Don't class all your leads and prospects the same. You need to free up your time to work hard on good prospects and use your follow up process to keep in contact with your poor and average prospects for when the time is right for them to need your services.

Marketing Strategy #21 Asking for the order

Even sales professionals are reluctant to ask for the order for fear of rejection, but you've got to do it.

Why? Because asking for the order is something you must do to make sure you get the sale. Closing a sale is simply the way in which you ask for the order.

You should have three or four good closes you can use comfortably during your communications with prospects. This applies to all of your marketing communications. If you want people to request further information, a meeting or whatever, your communication must close to get the desired outcome.

A close can be as simple as offering calls to action like, 'click here to accept' or 'register here for ...'

It's not that hard, and the difference it will make to your sales and profits will be huge!

Marketing Strategy #22 Marketing Action Plan

Trying to run a business without a plan is like trying to sail a ship without a rudder – you’ll never have control over your direction.

“What you’ll come up with is a ‘roadmap’ detailing your marketing plans for each and every week.”

I prefer to use a “marketing action plan” that details what marketing tools I will use and when. This way I know where I’m going and what to do, your marketing plan will become a powerful focus tool you use to drive your business forward.

A marketing action plan should incorporate your short, medium and long term business goals. Start your marketing plan by working out your sales / profits / client acquisition goals for the year. Break your goals down into monthly, then weekly goals.

From here, work backwards to determine what marketing activity you need to undertake to achieve your goals. What you’ll come up with is a ‘roadmap’ detailing your marketing plans for each and every week. To make sure each marketing activity is working for you, record the results and measure the effectiveness of each activity you undertake.

Don’t make your marketing plan a 40 page document that gets read once and is then shelved. It should be a dynamic working document that is referred to on a regular basis. Spend the time right now to plan for your success.

I guarantee it will be time well spent!

Marketing Strategy #23 Calculate Customer Lifetime Value

One of the greatest mistakes businesses make is to base all their results on the first sale. *Here's what I mean...*

Let's say on the first sale a new client spends \$1,000. Your gross margin after delivering your service is 50%, which means you make \$500 per new customer.

However, it costs you \$600 to generate this one customer (the cost of your annual marketing expenses divided by the number of new clients generated) so you actually made a loss of \$100.

Based on this you'd conclude that this approach was not profitable and you'd no doubt cease using it.

This is how 99% of business people evaluate their success – based on the first transaction.

Now in most businesses, the customer will keep coming back for more. Even if you sell a 'one-off' product or service, you can and should get referrals from your clients. So your client is actually worth much more to you than the amount generated from their first transaction.

This is what's known as Customer Lifetime Value (CLV).

Customer Lifetime Value is the average profit you generate from a client during the duration of their relationship with you.

Marketing Strategy #23 (cont.) Calculate Customer Lifetime Value

Let's use this example calculated over a client lifetime duration of five years to show you the BIG difference this approach can have (use your own average client lifetime duration when working out your scenario)...

Let's say one new client generates the same \$1,000 in sales per year over their five year relationship with you. Your gross margin for delivering your service is the same 50%, and the cost to generate this client is still \$600.

This now means the average lifetime value of this client is \$1,900 and not -\$100 like we had in the first example!

And better still, these figures don't include any revenue made from referrals this client would also bring!

Marketing Strategy #24 Use your 'hidden gold mine'

I can go into any business and release thousands, if not hundreds of thousands of dollars. I can do this NOT because I'm a marketing expert, but because I know how to tap into the 'hidden gold mine' in every business.

What is this 'hidden gold mine'?

Your clients or customers.

No surprise there, so why do 99% of organisations never tap into this most lucrative part of their business?

This is basic marketing 101.

Once you've generated a new client you need to offer them further value, services, products, benefits. This is known as 'back-end selling'. When you do this successfully; and it isn't hard, you'll release more revenue than you thought possible. Strategies such as up-selling and cross-selling will enable you to increase your 'wallet share' of each client.

As long as you look after your clients, they'll keep buying from you - but you must keep selling to them - or someone else will!

Marketing Strategy #25 Calculate the cost of losing a client

Earlier we talked about the amazing effect referrals can have on your business. 'Positive word of mouth advertising' is a great way of increasing your sales and profits – agreed?

So what happens if the opposite occurs? Instead of getting 'good word of mouth', you get 'bad word of mouth.' What effect can this have on your business?

The loss of one unsatisfied client has far-reaching implications for you. You don't just lose their business – you could lose the business of many potential and existing clients.

Let me explain using this simple example...

My sister has been shopping at Coles for about 10 years. She spends approximately \$150 a week on her grocery shopping. That's \$600 a month and a massive \$7,200 a year. Over this ten year period she has spent over \$70,000. She's a good and very loyal customer. While pregnant, she decided to use Coles' home delivery service. Everything started off fine, but after a few weeks the delivery would arrive with literally dozens of items missing and several replaced by similar items.

After several heated conversations with the store manager, she came to the conclusion that Coles simply didn't care. They were prepared to lose a loyal customer who had already spent over \$70,000 with them, and would likely spent tens of thousands of dollars more. In the end she stopped using Coles.

And what was the cost to Coles?

“Losing a customer really does impact your sales and profits – and ultimately the value of your business.”

Well, straight away they lost her business that amounted to \$600 a month. But here’s where it gets scary. She told this story to every one of her friends. As a result, several have also stopped shopping at Coles out of principle, and who knows how many of their friends they’ve also told.

From the loss of one unsatisfied customer, a mushroom effect evolves as more and more people are told about the ‘story.’ It can amount to a huge tide of bad publicity. And it’s exactly the same when you lose a client.

Let’s take a closer look at how this ‘bad word of mouth’ could impact your business.

If one unhappy customer who has spent \$1,500 over a period of a year with your business were to tell ten other people about their experience (or not refer those ten people to you), and each of those ten were to tell six others, the total number of people influenced by one bad experience would be 71.

Now, if only 25 percent of those people choose not to do business with you, that equals 18 people. If each of those 18 had similar buying habits to your original customer, your total lost revenue from this one bad experience would come to \$27,000 per year!

As you can see, losing a customer really does impact your sales and profits – and ultimately the value of your business.

So what can you do about it?

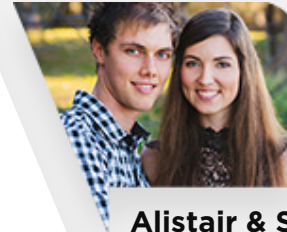
Well, you can't afford to do any less than treat each of your clients the very best possible. Give them all the care, attention and service you can. Make it impossible for them to even consider doing business with anyone else, regardless of price, convenience, or any other reason.

In fact, if you address all the marketing mistakes in this book, you'll be well on your way to doing that!

Ready to unleash the hidden goldmine in your business?

With our team of passionate consultants including SEO experts, web design gurus, talented graphic designers and innovative web developers - we provide you with a results guarantee when you engage us for a web strategy that includes an SEO campaign and a killer business website.

We are extremely thankful that we chose Itag Media. The website and packaging design **exceeded expectations and communication throughout the whole project was exemplary.**



Alistair & Sarah Hill
Owners
Promise Nutrition



Jesse Zielke
Director
JRZ Homes

Itag Media helped with our branding & website and are constantly helping us with other advertising material and our SEO which is all done promptly. We would **definitely recommend Itag Media to any business who wants to improve their online presence.**

Ready to make it happen?

Get in touch with us today for a free business consultation with one of our Certified Practicing Marketers, to begin unleashing the goldmine in your business.

[Request free consultation](#)



1300 79 55 41
hello@itagmedia.com

Find us online



itagmedia.com