

## Marketing in a Minute

### Money Making Messaging Match your uniques to your customers needs



stand out from the crowd  
with trusted marketing support & advice

## Handy hints:

1 Know your audience; ensure you are contacting people with information that is relevant.

2 Consider your back office processes. How are you going to manage and log the customer and suspect responses to your campaign?

3 Who is your email from? Check sender name and email address. Where do out of office responses and replies direct to? Make sure the from email address is a valid one. Do all the email links work? Check them again!

No one can ignore the fact that the market has changed; but has your messaging changed in line or are you out of step with your customers and prospects?

When should you stop spending on marketing? When you do not have a crystallised message that resonates with your target audience, or when you have enough business and cannot physically cope with any more customers buying from you.

How you market yourself and the types of campaigns you implement have to reflect the needs of your target audience, if you do not promote and package your products or services in a way that encourages people to buy from you; then save your money and spend it on something else. Once your messaging is right and your target market identified, then a few well-spent pounds can generate your company a steady stream of sales opportunities, you just have to be sure that you are spending money on the right types of marketing programmes.



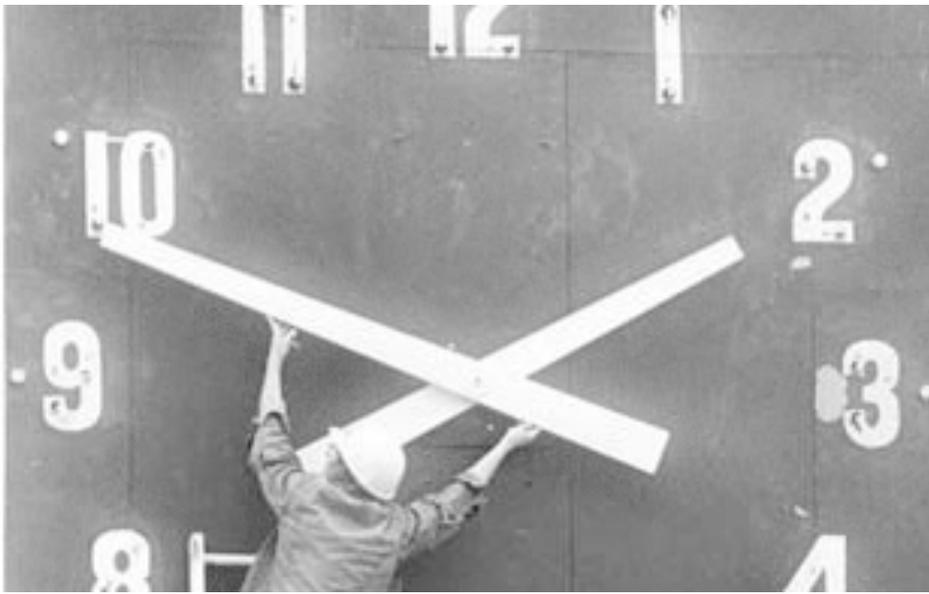
Invest in the campaigns which deliver real value, there are lots of low cost techniques available.

## Things to do:

- Re-visit your sales and marketing messages; times have changed and your customers will be more cost sensitive than they have ever been before. You need to promote value and this doesn't necessarily mean dropping your prices.
- Find new and creative ways in which to promote your existing products and services into your customer base. Companies will look to organisations that they trust in the current climate.
- Market, market, market. Prospects will need to have heard your name around 10 times before they will accept you as a brand that they may do business with. Being at the forefront of your prospects minds when a contract comes up for renewal or a business problem needs a solution will increase the likelihood of you getting that all important call.
- Create new opportunities. Take a look at your market; Are there new offerings you can add? Organisations you can partner with? Niches that you can take advantage of? You have to adapt your thinking from the traditional ways of doing business.
- Don't give up - think of new ways to reach out to your customers and prospects. If you have not tried PR newswire services or social marketing before then give it a shot. There are lots of low cost techniques available that are really working for companies just like you.

## A FEW KEY THINGS TO REMEMBER:

- Ensure you promote value. You do not have to lower costs if you can provide a great return on investment. If you can save companies time, or money or can reduce overheads then let them know. Case studies of existing clients are a great way to promote value.
- Make sure you are more visible than your competitors. If there is a project that needs your products or services you need to make sure that you are in the running. More than ever you need to be at the forefront of your prospects and customers minds.
- Effectively service your existing customers to retain their business. They will be prey for your competitors especially if they can offer guarantees of lower running costs.
- Get creative. Offer more flexible packages rather than promoting a 'one size fits all'; a smaller sale to open up a new customer will enable you to start building a trusting relationship, and sell more to them at a later date.
- Seek out new opportunities. There could be an untapped market, a smaller niche of your current territory, a new partnership or a clever financing option that you have not yet discovered.
- Take a fresh look. If your organisation were looking to buy the products and services you offer what you really be looking for?
- Talk to your existing clients. Why do they continue to buy from you? – echo these messages in your marketing.
- Be proactive. Make lots of noise. If you are marketing in a slower economy then you are perceived to be strong contenders in your space
- Review your marketing plan. This includes budgets, full historical campaign review, investigating new routes to market. Do not spend money on campaigns that do not deliver real value.
- Review supplier relationships. Don't get complacent, your suppliers should be getting as creative as you are. Are you paying a retainer that isn't delivering demonstrable value? Is now a time to renegotiate retainers and/or payment terms. Can you measure the return you are currently receiving?



Take time to  
review your  
message.

Is it still hitting the spot with  
customers and prospects alike?

## The Marketing Plan

**Target Market:** Has your market changed over time? Do you need to refresh your target database?

**Website Review:** Does it portray your company messages? Do you need to add more ways in which your customers can interact with you? Is there more you can say about yourselves? Have you got enough customer testimonials on your site? Is there enough new content going up on a regular basis?

**Search Engine Optimisation:** Is your site optimised for all of the popular search engines? If someone is looking for products and services which you provide can they even find you?

**Social Marketing:** LinkedIn, Twitter, FaceBook, YouTube you name it everyone seems to be doing it. These are relatively low cost programmes that are quick to implement and offer a good return for little financial investment.

**Email Marketing:** A great technique to get regular messages out to your customers and prospects. Refer contacts to your website, offer web seminars, follow-up meetings or simply gather market research from them to use in other campaigns.

**Telemarketing:** A worthwhile investment to take people who are interested in your company thorough to a stage where they want to meet with you. Outsourcing telemarketing makes all those calls that you just don't get around to actually happen.

**Seminars/Events:** Don't have to be physical they can be virtual. Web seminars, teleconferences content on a YouTube channel s; the idea is just to be seen and to interact with your target audience.

Don't give up –  
think of new ways  
of reach out to  
your customers  
and prospects.

## Need support?

We hope you have found this marketing micro fact sheet useful! However, if you are still a little unsure, or if you'd just like some help, don't hesitate to contact us.

Email

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