

10 Simple Tips to Improve your Marketing Results





You don't need to double your budget to see a significant change in your marketing results.

Sometimes all you need is a new perspective or a fresh idea.

Here are 10 simple tips to improve your marketing results.

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A background image showing three business professionals in a meeting. A woman with glasses and a dark blazer is on the left, smiling. A man with glasses and a light blue shirt is in the center, gesturing with his hands while speaking. Another man in a dark suit is on the right, listening. They are gathered around a white table with a laptop and some papers. The scene is brightly lit, suggesting a modern office environment.

1.

LEARN TO SPEAK THE CLIENT'S LANGUAGE

Avoid using your own company's buzzwords and internal jargon.

Describe your solution from the client's perspective.

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2.

PRACTICE EMPATHY

Your prospects have a number of severe pain points that make their daily work difficult.

Understand that this pain and the search for real solutions are the most important topics for them.

A woman with long dark hair, wearing a light blue button-down shirt, is seated at a desk and looking towards another person whose back is to the camera. The background is a blurred office environment with a brick wall.

3.

KNOW WHY YOU LOSE

Perform win/loss analysis to understand why you lose deals.

Use the information to build better products and craft stronger messaging.

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4.

BE AUTHENTIC

Buyers have become increasingly more well informed and savvy.

They are very sensitive to any information that isn't true. Be honest with them and ask for them to do the same.





5. BE BOLD. DAMMIT!

Take risks in how you message out to the market. Find new ways to stand out from the crowd.

You don't have to be irreverent or silly, but you don't have to be basic or quiet either!

6.

SAY “YES” MORE OFTEN

Get in a habit of trying new things, even if you think the idea is silly.

Force yourself to try one new channel or a new idea weekly. You never know what you'll learn.



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A background image showing a group of people in a meeting. One person is holding a coffee cup, and another is pointing at a document on a table. The document has various charts and sticky notes on it. The overall scene is bright and professional.

7.

REUSE, RESHAPE AND REPURPOSE YOUR CONTENT

"Content is King." Each piece of content should be reshaped into many new and dynamic pieces.

Your webinar can be clipped into a soundbite or a quote... Or developed into a blog or a white paper, etc, etc.

8.

DEVELOP ADVOCATES

Look to co-workers, clients, prospects, partners, analysts, (and more) to help you tell your story.

Most professionals would love a new platform to tell their story and support you in the process. Ask for help!

A man and a woman are sitting at a desk in a bright, modern office. The man, in the foreground, is smiling and looking towards the woman. He is wearing a dark blue blazer over a yellow t-shirt. The woman, in the background, is looking down at a laptop. She is wearing a light blue button-down shirt. On the desk, there is a white coffee cup, a yellow highlighter, and some papers. The background is slightly blurred, showing office shelves with plants and books.

9.

MEASURE YOUR RESULTS

Make sure you are measuring the results of your campaigns to know what is and is not working.

"That which is not inspected cannot be respected."

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10.

DON'T STOP LEARNING

Even if you can't afford the latest tools or techniques... make sure to research everything and take advantage of free trials.

You need to know what's out there and what your competitors are doing!



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For more information on simple marketing tips
and messaging strategies contact:

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consulting

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