

Marketing360: Awareness, attraction, attention.

Primary focus: Use every opportunity possible to create awareness, interest and clarity in potential clients and capture it.

99% of people don't even know that a business exists, even though they walk or drive past every day. Businesses can be almost impossible to find in both their location and website. Business average marketing spend is down from around 5% where it was only a couple of years ago, to under 1% on average and that's predominately because marketing is the most complicated, confusing and often low ROI point of a business, hence the reason most business opt to only use free social media, but that's all going to change at some point soon.



Marketing channel	Priority	Ideas
Using simple tools to optimise. Headlines, pictures, video, search tips.		
Understand the numbers, cost per lead, conversions. Get clear about what the current results are makes it easier to improve.		
Click and bricks, awareness, findability		
Internal & external marketing		
Get the basics right first at every opportunity.		
Business cards		
Branding, logo, design, be memorable.		
Print advertising		
PR and editorial, whats your story?		
DM and EDM, collect data.		
Partners, JV collaborations		
Referrals, just ask!		
LAM (local area marketing)		
Direct sales, followup		
Expos and events		
Radio and TV		
Other ideas in marketing		
Websites		
Facebook		