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FIX YOUR MARKETING



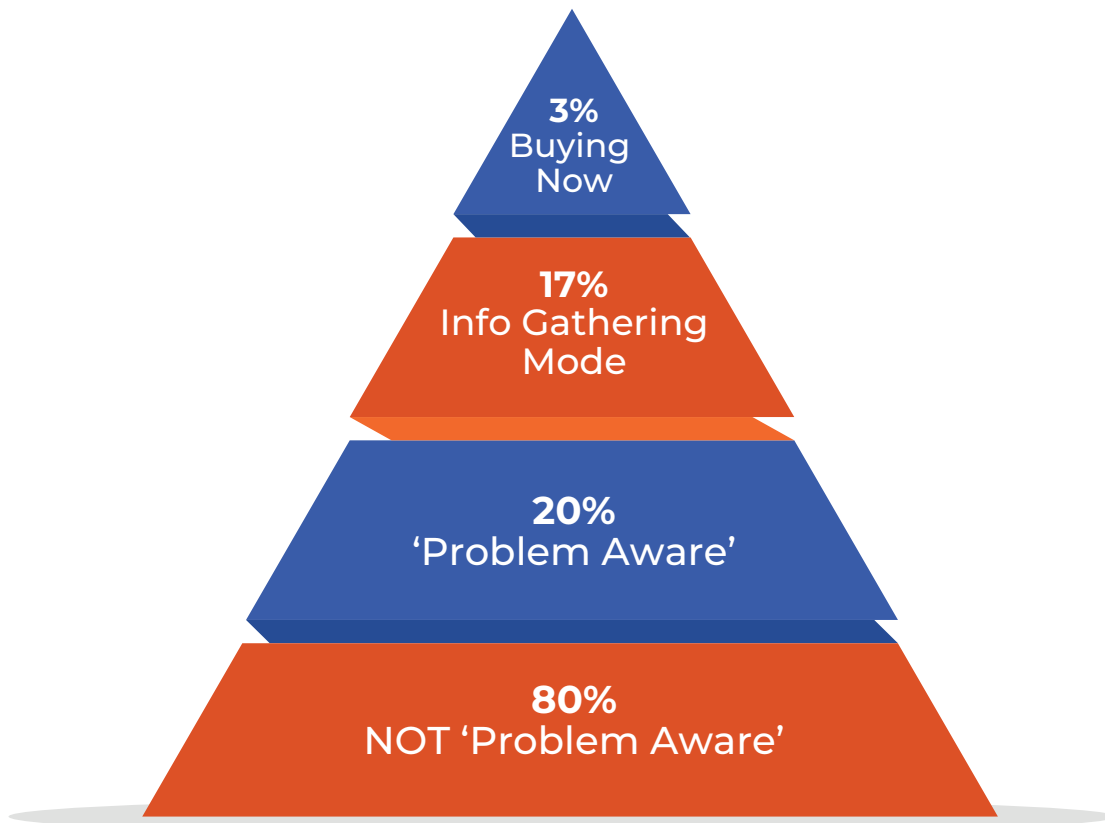
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5 BREAKTHROUGH MARKETING TECHNIQUES TO BUILD CUSTOMER LOYALTY AND SKYROCKET SALES

Marketing is hard in this 24/7 full on media world. Your customers are being bombarded constantly with messages for every product or service known to the world. However, it is possible to be heard amongst all that noise. But before I go on to provide you with techniques to ensure you are heard, take a look at the buyers pyramid below and let that really resonate as you think about your marketing strategy.



Static interference – Is that your marketing message?

“You know when you’re listening to the radio in the car and you go through a tunnel and you get a lot of noise but no signal. You can’t hear anything. It’s frustrating. Well, many businesses, when sales are slow and leads aren’t coming in, or customers won’t buy or don’t listen, say that ‘the leads are rubbish...’. But the reality is that, most of the time, the business is shouting but all their market hears is noise. Just like your car radio when you’re in a tunnel. Your message doesn’t resonate. You’ve got dodgy reception... You have to change your message”

KNOW YOUR CUSTOMER

There is a phrase in many financial services regulated industries "Know Your Customer (KYC)". In order to sell the right product, you have to first KYC to be able to match the product/service to the right customer. This is true in your industry even if a regulator isn't insisting you do it. You must **KNOW YOUR CUSTOMER**

So, who is your ideal customer and how do you find them? You need to think deeply about this question and then build yourself an ideal customer Avatar. Look at your current customers, who are the best fit, the best to work with and have good lifetime value. If you can make it a real person, someone you have as a customer, even better. Now answer these questions:

PROPERLY KNOW YOUR CUSTOMER

What are their hopes, ideals, desires?

What does a typical day in your ideal buyers life look like?

What do they worry about?

What makes 'em happy?

What are their biggest frustrations or challenges?

What phrases, jargon or vernacular do they use?

Where do they hang out and congregate?

What's their preferred form of communication?



IF YOUR CUSTOMER IS AN INDIVIDUAL

- Where are they based
- What is their gender
- What do they look like
- What do they like doing
- How old are they
- What do they read
- What do they watch
- What job do they have
- What do they like to eat
- What problems are you solving for them

IF YOUR CUSTOMER IS A BUSINESS

- Where are they based
- How many employees to they have
- What is their annual turnover
- Are they B2B or B2C
- How much do they spend on your service
- What is their company structure
- How long have they been in business
- What problem are you solving for them
- What organisations will they be a member of

When you have built your ideal customer, it makes working out what to say, where to say it and how much to spend saying it much easier.

WHAT IS MARKETING?

Let me first ask you that question again? - What is marketing?

With your ideal customer firmly in mind you need some creativity to use the right language, pictures and media to attract their attention.

You then have to know how much you are able to spend putting your creativity in front of them and how many will see it, be interested and ultimately buy it.

So, the answer to the question, "What is marketing", it is Creativity + Maths.

You must find out the type of message that your ideal customer will find attractive. You won't get this right on your first attempt, so you need to keep score. What have you spent and what return did you get.

You need to assess every piece of marketing against a quality test and have clear goals on your return on investment.



MARKETING COLLATERAL QUALITY TEST

Run this test against all your individual marketing pieces.

Website, flyers, ads – the principles apply to them all. Are you ‘up to scratch’?

Score each item out of 10 and then total for a score out of 100.

- 1. Crystal Clear Objective**

What’s the purpose of this marketing piece?
What does it want people to do? Is it obvious?
- 2. Not Boring**

*Is it the same as everyone else in your market?
If you replaced your logos with your competitors would it still make sense?
Is the language ‘normal’, not corporate, or uppity?
Are the Images interesting and creative and not ‘same-old, same-old’ cliched stock pics?
Will they remember anything about it 10 minutes after they’ve stopped reading/visiting?*
- 3. Clear Positioning**

Is it obvious and clear why they should choose you over your competitors?
Does it contain helpful stuff that’s useful and shows you are an ‘authority’ ?
- 4. Personable & Relatable**

People buy people, remember...
Are you in/on it?
Does it include photos & videos of you and your team?
- 5. Video**

No excuses. No inhibitions. It’s time. You need both of these:
- You and your team, being helpful and ‘passionately educating’ your prospects?
- Your clients talking about you on video?
- 6. Awards/Accreditations**

If you’ve got it, flaunt it. Do not hide any lights under any bushels!
- 7. Links to independent Review sites**

Showcase the reviews and stars you have on whichever site/s is most relevant for your sector.
E.g. Google, TripAdvisor, Trustpilot, thebestof, etc.
Absolutely essential for almost every business. Mustn’t be missed out.
- 8. Testimonials**

Not as good as reviews from independent sites but useful nonetheless.
Must be PROPERLY displayed to count. That means:
photo, name and a headline that summarises message.
Rule for website: At least 4 testimonials for every year you’ve been in business
- 9. Strong Offer**

Is there a strong reason for them to take action now?
- 10. Multiple, clear, ‘Calls To Action’**

“At least four, probably more...”
- Total Score**

MARKETING SPEND CALCULATOR

1. How much is your average customer worth to you?

over their lifetime or the next 2-3 years, say.

£

2. How much would you pay to get one of those customer?

taking into account their lifetime value above.

£

3. How many leads do you need to get a customer?

If you sell to half the people you speak to, you would need 2 leads to get 1 customer. What's your ratio?

4. How much can you spend to get a lead?

Answer 2 divided by Answer 3.

£

5. How many new customers do you want next month?

6. How many leads do you need next month to get that many customers?

Answer 3 x Answer 5.

7. How much marketing spend do you need for the next month to get that many customers?

Answer 6 x Answer 4.

£

Using these two simple models can ensure that your content is focussed and clear and your money is being spent wisely given your market and gross margin.

THE MARKETING LEAD CYCLE



1. Define a specific outcome

- a. Use the marketing spend calculator to do this. What does good look like for that specific asset and the cost to place it?

2. Create the asset

- a. Use the marketing collateral test to help with this. Will it cut through the noise of everything else?

3. Test it

- a. Sample in small numbers in various places to see the interaction. Don't waste money

4. Track the numbers

- a. What worked and what didn't to drive you to point 1 above

5. Review and repeat

- a. Make small changes and compare results. When you have found the right audience with the right message then increase volume

- b. It is key to track the numbers as things will change and you need to know when that happens so you can react

WHY DOESN'T IT WORK THEN?

Imagine...

...walking to a random door, assuming that what's behind it is good, then picking a random key to try and open it and being sad when it doesn't open, so you give up and never try again.

That's how most people approach marketing.

Why some things won't work for you. There are two main reasons:

1. BANANARAMA SYNDROME

"It ain't what you do it's the way that you do it, that's what gets results"

So sample each attempt, change the words, picture, message and try again. Then assess the results, look at the data, views, click throughs, calls to action, spend, the media used, the timescale. Use business maths to determine the next course of action.

If you keep doing the same things, you will keep getting the same results

2. MARKET FEEDBACK/RESPONSE

Your product isn't something the market wants. That's a bigger problem.....

Overwhelmingly it is the marketing that is wrong, which is great news, because you can change that.



THE OFFER

Don Corleone Offers...

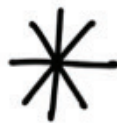
Make your prospects an offer they can't refuse...

An offer consists of TWO things:

1. What your prospects wants when they respond to your marketing;
2. What they have to do to get it.



Most businesses have
VERY resistable offers...
(Don Corleone would be ashamed!)



Sell what people
want to buy!!

YOUR OFFER NEEDS TO:

- 1 Have a strong rationale
- 2 Build the value
- 3 Show pricing
- 4 Offer payment options
- 5 An upsell to premium
- 6 A strong guarantee
- 7 Have scarcity

A really good offer should make you, the business owner, feel just a teeny bit queezy.

THE GOLDEN RULES TO LEAVE YOU WITH

1. The aim of marketing is to know and understand the customer so well that your product or service fits them and sells itself. There's a magical power in feeling understood.....
2. The temperature of your marketing message **MUST** match the temperature of your audience. Remember the buyer triangle, if all your marketing only screams **BUY NOW**, you are only aiming at very small fraction of your audience
3. Develop your marketing messages with the understanding that the recipients will be stubbornly reluctant to both receive them AND believe them".
4. Poor results from your marketing almost always comes down to not thinking like a customer or not understanding your customer enough.

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