

MARKETING STRATEGIES & TIPS

KEY POINTS

- THE INTERNET MUST BE AT THE CENTRE OF YOUR BUSINESS IT MUST BE DEVELOPED CONTINUALLY
- YOU MUST UTILISE EMAIL MARKETING TO CAPTURE WEBSITE VISITORS EMAIL ADDRESSES
- PAY PER CLICK MARKETING IS VERY EFFECTIVE BUT MUST ALSO BE IN UNISON WITH EMAIL MARKETING & 'CAPTURING' CUSTOMERS OTHERWISE PEOPLE VISIT YOUR SITE AND MOVE ON WITHOUT YOU EVER INTERACTING
- FIGURES SUGGEST ONLY 1 or 2% OF VISITORS WILL CONTACT YOU WITHOUT THIS EMAIL MARKETING STRATEGY
- PROPER MARKETING CAN INCREASE THIS BY UP TO 10 - 20% EASILY
- YOU MUST TEST YOUR MARKETING BY KEEPING FIGURES & STATISTICS - i.e. SALES PER WEEK IN RELATION TO YOUR MARKETING, NUMBER OF NEW WEEKLY ENQUIRIES, etc.,
- IF YOU USE GOOGLE ADWORDS IT MUST BE CONTINUALLY MONITORED AND ADAPTED TO INCREASE HITS
- CAPTURE VISITORS TO YOUR WEBSITE BY GETTING THEM TO GIVE YOU THEIR EMAIL ADDRESS
- THIS STARTS A RELATIONSHIP AND WILL BRING FUTURE SALES
- MOST PEOPLE WONT BUY OR EVEN CONTACT YOU WITH AN ENQUIRY ON A FIRST VISIT
- MOST VISITORS MOVE FROM SITE TO SITE QUICKLY
- ENCOURAGE THEM TO SIGN UP WITH TIPS, FREE OFFERS ETC
- GIVE THEM BENEFITS DON'T SELL STRAIGHT AWAY BUILD A RELATIONSHIP AND DIALOGUE
- DON'T LET PAST CUSTOMERS DISAPPEAR AFTER THEY HAVE BOUGHT FROM YOU - GET THEIR EMAILS
- THIS IS AN UNTAPPED FUTURE INCOME AND ALSO IS GOOD FOR REFERRALS OR RESALE'S OF OTHER PRODUCTS
- EXPAND SERVICES - UPSSELL e.g. NEW PRODUCTS, ASSOCIATED PRODUCTS, NEW ITEMS, UPGRADES, OTHER SERVICES
- YOU MUST SET UP AN AUTOMATED EMAIL MARKETING SYSTEM TO CAPTURE VISITORS TO YOUR SITE AND SEND THEM OUT PERSONALIZED EMAILS
- YOU CAN EITHER BUY SOFTWARE AND ADD IT TO YOUR OWN SITE OR USE AN ONLINE EMAIL MARKETING COMPANY FOR A FEE
- YOUR WEBSITE SHOULD BE YOUR START TO BUILDING A POTENTIAL RELATIONSHIP WITH EVERY VISITOR TO IT
- YOU COULD GET THEM TO SIGN UP BY OFFERING FREE ARTICLES AND ADVICE
- IT'S NOT ENOUGH JUST TO HAVE A GOOD WEBSITE - YOU MUST THEN MARKET IT & INTERACT WITH YOUR WEBSITE VISITORS
- MOST PEOPLE VISITING A SITE WILL NEVER BUY OR CONTACT YOU STRAIGHT AWAY
- TESTING & MEASURING - YOU MUST TRACK WHAT WORKS IN MARKETING AND WHAT DOESN'T
- IF IT WORKS INCREASE IT - IF IT DOESN'T RETURN SOMETHING, CANCEL IT - E.G. PRINT ADVERTS
- THIS IS THE KEY FOUNDATION TO BUSINESS MARKETING AND SUCCESS
- SELL THE BENEFITS OF YOUR PRODUCTS MORE THAN THE FEATURES
- MAKE IRRESISTIBLE STAND OUT OFFERS EVERY SO OFTEN BUT DO NOT DECREASE PRICES, OFFER EXTRAS ETC

- ITS WORTH SPENDING £1000 ON MARKETING IF IT RETURNS £5000 £ 10000 etc BUT YOU NEED TO MEASURE IT
- IF YOU DON'T SPEND THE £1000 - YOU HAVE SAVED THAT - BUT YOU WILL NEVER HAVE MADE THE POTENTIAL INCREASE YOU HAD
- YOU NEED A MULTI STEP SALES PROCESS OF MARKETING WITH A FOLLOW UP PROCEDURE
- DON'T LET PEOPLE GO AFTER ONE ENQUIRY
- IT CAN TAKE UP TO 7 INTERACTIONS FOR MANY PEOPLE TO BUY FROM YOU
- FOLLOW UP WITH EMAILS, TELESALLES, DIRECT MAILINGS etc
- PRICING - U PROBABLY DON'T CHARGE ENOUGH - DON'T BE AFRAID TO INCREASE PRICES
- DON'T DECREASE PRICES GIVE A GREAT SERVICE PEOPLE DO NOT BUY ON PRICE ALONE
- CONSIDER VIDEO MARKETING - THIS HAS A HIGH VALUE STATUS TO BUYERS & SALES RETURN
- MAKE UR ADVERTISING ABOUT YOUR CUSTOMERS AND BENEFITS TO THEM NOT ABOUT YOUR BUSINESS OR YOU
- YOU NEED MULTIPLE MARKETING PROCESSES RUNNING AT THE SAME TIME - WEBSITE, PRINT, TELESALLES, EMAIL MARKETING, ADVERT LINKS TO YOUR SITE ON OTHER WEBSITES, JOINT PROMOTIONAL TIE UPS WITH ASSOCIATED COMPANIES, RESELLING/UPSELLING TO PAST CUSTOMERS, PAY PER CLICK WEBSITE ADVERTIZING, FREE PR e.g. NEWSPAPER ARTICLES, MAGAZINES,
- YOU MUST MONITOR EACH ONES EFFECTIVENESS CONTINUALLY
- YOUR WEBSITE MUST BE AT THE HEART OF YOUR MARKETING STRATEGY

GOOGLE ADWORDS PAY PER CLICK ADVERTIZING

GOOGLE ADWORDS PAY PER CLICK ADVERTIZING IS HIGHLY POPULAR BUT IT NEEDS MONITORED CONTINUALLY AND A LOT OF TIME SPENT ON IT CONTINUALLY KEEPING STATS
BID ON LARGE NUMBERS OF VARIATIONS OF KEYWORDS
DO SEPARATE ADS AND CAMPAIGNS
USE EXACT KEYWORD MATCHING
USE YOUR HEADLINES AS KEYWORDS
CHECK YOUR CLICK THROUGH RATE
IMAD SCOTLAND CAN SET UP AND MANAGE GOOGLE ADWORDS CAMPAIGNS OR ASSIST YOU

I'm not totally convinced on Google adwords effectiveness for small/medium businesses but its worth a trial at a small set budget

There is so many sites that i believe direct promotion and marketing of your website is more effective

10 KEY MARKETING POINTS

1. You must get your business purpose and sales and marketing strategy clear
2. Highlight the benefits to people not the features of your products
3. Do multi marketing and try new methods regularly
4. You must test and monitor your marketing
5. The internet and email marketing is crucial and should be at the centre of your business marketing
6. Telesales - make phone calls to sell to leads who have called in or emailed etc - phone previous customers
7. Direct mailing as above
8. Set up a proven sales system with stats - what works increase it - what doesn't scrap it
9. Have a back end and future sales programme - i.e. sell other stuff, new products, add ons, resells. new products, upgrades,
10. work out your marketing budget and what returns a profit, keep stats

TAKING YOU FORWARD ON THE WORLD WIDE WEB
IMAD SCOTLAND (Internet Marketing Web Design & Computer Services)

Useful Marketing Links:

marketingexperiments.com

email marketing info: aweber / webmarketingmagic / listmailpro

GREAT FREE MARKETING IDEAS

1. **increase prices - don't lower unless its a special**
2. **interact with customers after first sale - keep in touch - resell other items or services - get referrals - get their email addresses**
3. **network with other businesses in your sector**
4. **Go to some events were you can promote your biz e.g. social groups or clubs, biz organisations**
5. **cut your traditional advertising budget on print adverts**
6. **get free PR - send articles and tips to newspapers radio etc websites**
7. **upselling - try and get people to take the next item up or sell them something in addition to the item they want - get new products to sell to them**
8. **have a sales programme for all staff - see the art of selling by tom hopkins for example**
9. **Email marketing to past customers and new customers - get email addresses from people who visit your site**
10. **get into joint biz ventures with other people in your line of business - share leads, offer each others services, do an advert page on each others sites**

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