

Do Business...Stalybridge

Welcome



When the going gets tough,
the tough get marketing...

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Recession hits...business reactions

- Cut costs, including marketing or to do it 'on the cheap'
- Reactive 'spend-more' campaigns in a desperate attempt to win more business



Both ways are wrong...

- Cut marketing and you run the risk of losing more custom.
- Often a good idea to spend more on marketing in a downturn, but not in a reactive way



Marketing is key to business success?

“I don’t do any marketing – I get all my business from word of mouth.”

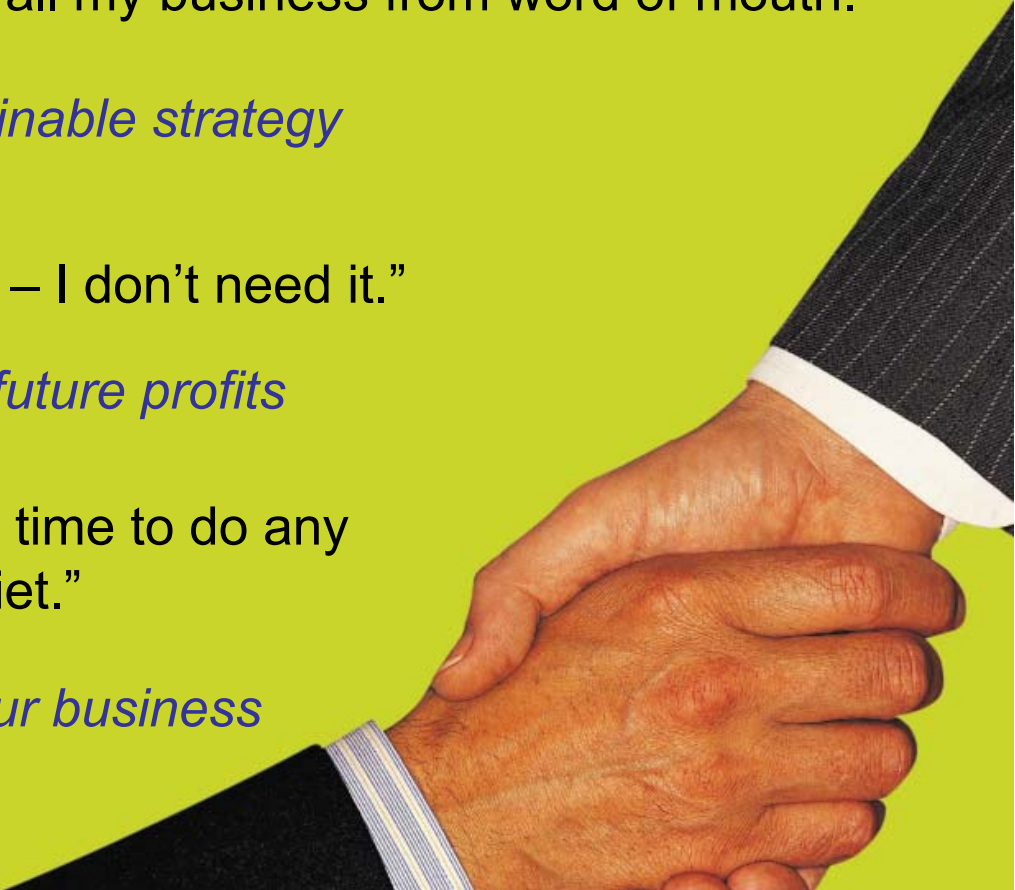
...not a sustainable strategy

“Marketing is just an expense – I don’t need it.”

...it’s an investment in future profits

“I’m too busy, I don’t have the time to do any Marketing, I’ll wait until it’s quiet.”

...risk peaks and troughs in your business



So what can we do...

- Recession is a good time to refocus marketing budgets not cut them
- It's an opportunity to grab market share!
- Buying habits change so it's really important to find out what is happening in your market place
- Get really close to your clients and understand them



3 Ms of Marketing

- Market segment

who are your customers and where are they?

- Message

be clear about your proposition and what you are saying to your customers

- Medium

how are you going to send your message to your target market



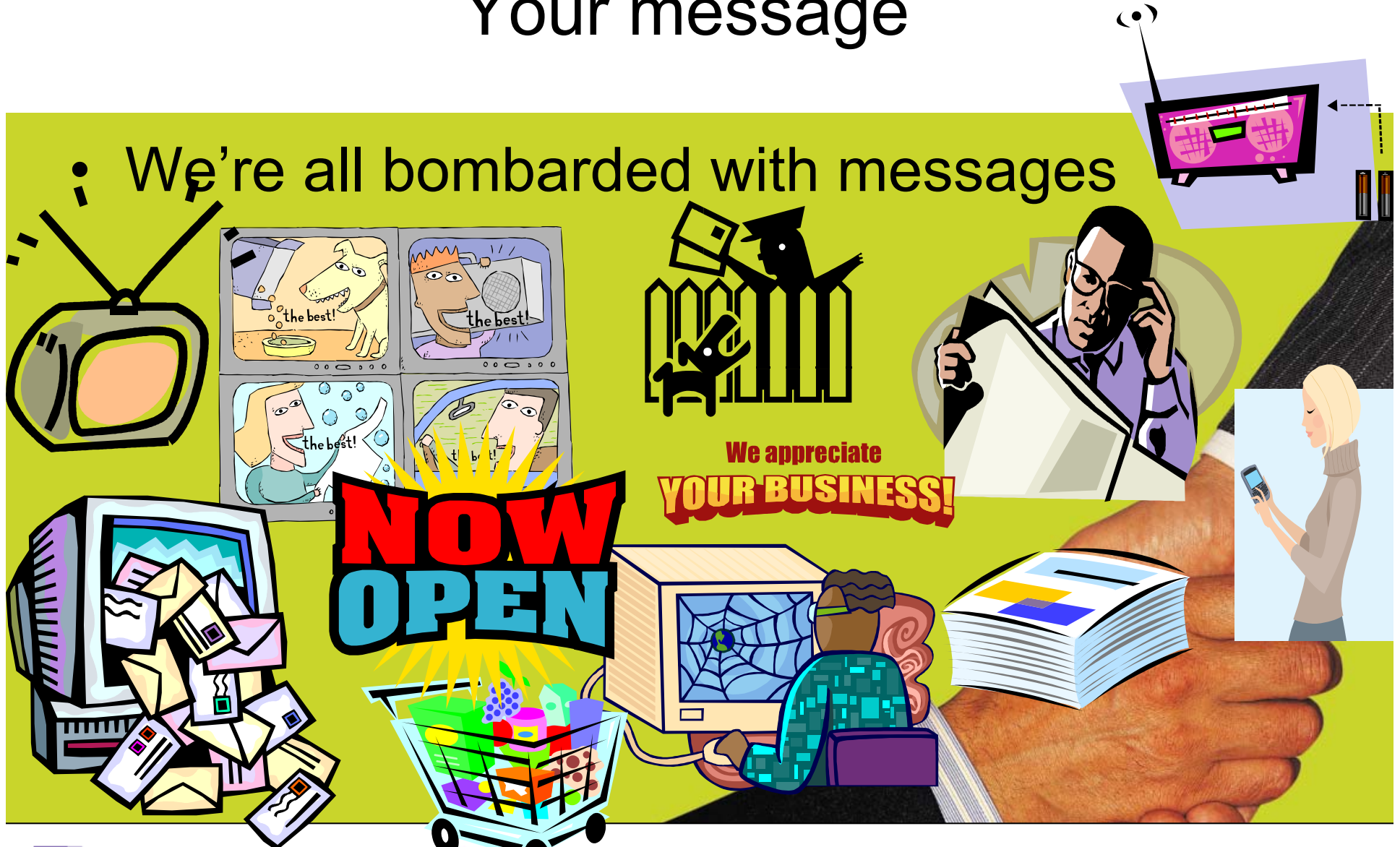
Your market segment

- Get close to your customers
- Be targeted
- Where are your customers, local, national?
- Do they have issues you can resolve?
- Different products & services may attract different markets



Your message

We're all bombarded with messages



Your message

- 3 seconds is all it takes to win or lose
- The 'so what' test
- Know what your proposition is – why would I buy from you?
- Keep it simple, keep it brief
- Think benefits not features
- Be consistent



AIDA

- Grab the Attention of your audience
- Create Interest by showing how you can help them
- Create Desire by describing what you are offering and how it benefits them
- Include a call to Action



Your Medium

Some of the tools in your marketing toolbox

Stationery/emails

Logo/branding

Signage

Brochures

Invoices

Customer service

Leaflets

Newsletters

Blogs

Social networking

Advertising

Business cards

Promotional mailers

Packaging

Public Relations

Websites

Email newsletters

Vouchers

Networking

Events



Your Medium

- Getting the marketing mix right is key
- Often businesses use the wrong marketing tools or at the wrong time
- You need to target the right customers with the right message using the right tools.



My top 10 tips to boost business

1. First impressions do count!

Get your image right

From your initial meeting and your business card, to a quotation or signage at a business premises, Business can be won and lost before you've even started

If you believe in your business, show potential customers that you are a professional organisation



My top 10 tips to boost business

2. Get your message right!

Remember the 3 second and so what rule...

Have a clear proposition and be consistent

Put yourself in your customer's shoes

Think benefits, benefits, benefits

Keep it simple and keep it brief

Use AIDA!



My top 10 tips to boost business

3. Get your website to work for you

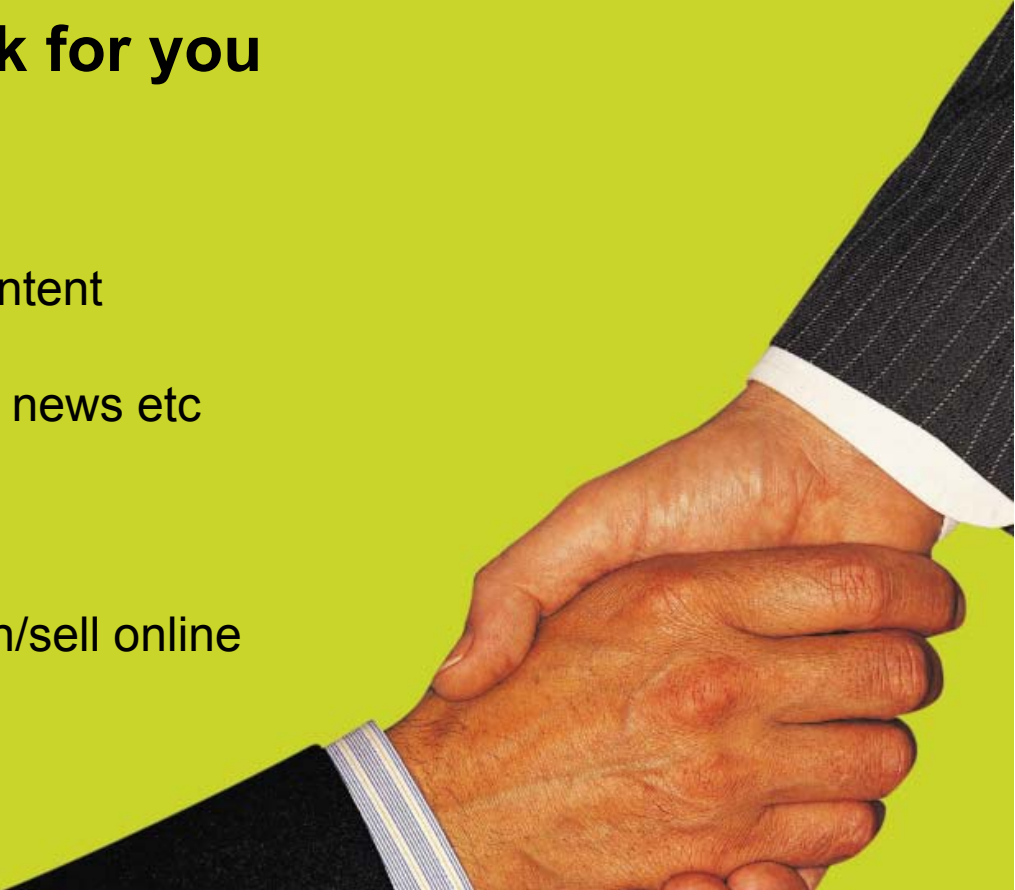
If you haven't got one, get one!

Increase conversions with relevant content

Keep your site updated, link to a blog, news etc

Invest in search engine optimisation

Link it to an email marketing campaign/sell online



My top 10 tips to boost business

4. Customers are King. Keep in touch

Email marketing is cost effective and reminds your customers that you are there

It links to your website to promote products and services or news items

It gives you instant feedback, so you know who is interested and who is not.



My top 10 tips to boost business

5. Direct mail for visibility

And to drive your customers to a highly relevant website

Target a specific market

Keep your message very short and memorable with images

Great for new products or brand awareness.

Give your customers a reason to call you.

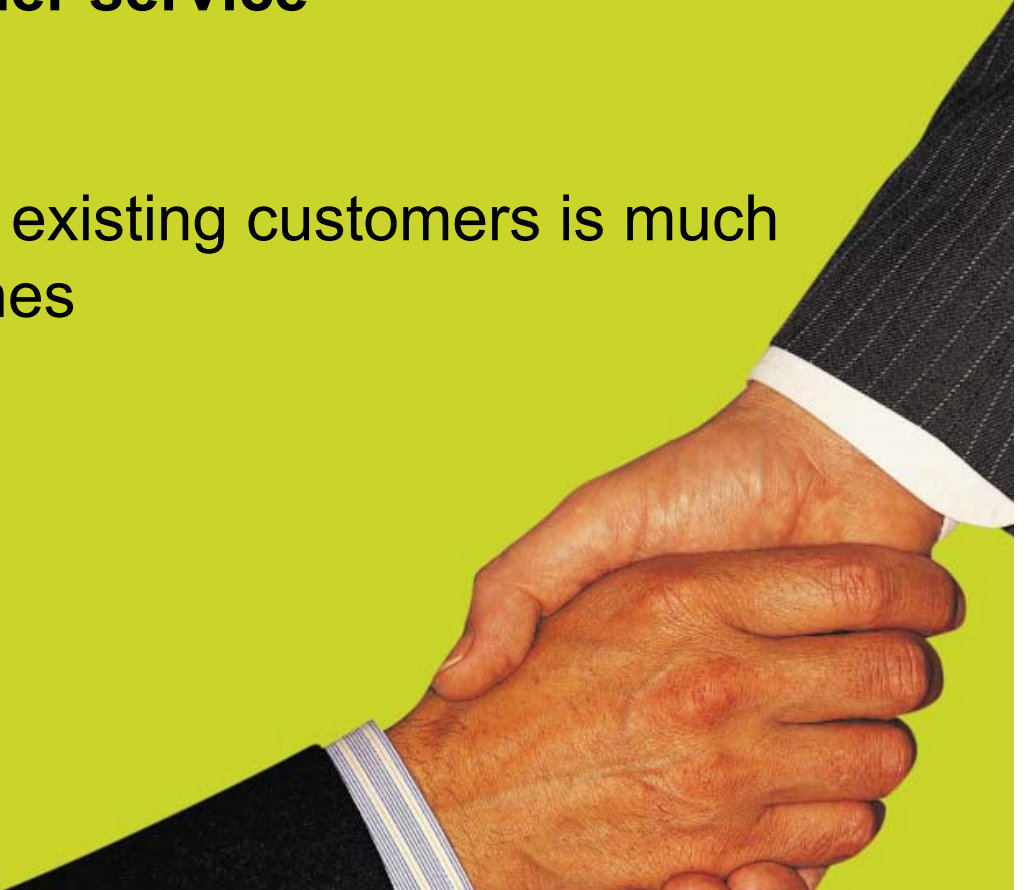


My top 10 tips to boost business

6. Provide the best customer service

Classic 80:20 rule, selling to existing customers is much easier than selling to new ones

Wow new customers



My top 10 tips to boost business

7. Public Relations never waste a PR opportunity

Local papers/trade magazines/networking groups/
chamber sites

New products, new services, an interesting
case study, charity events, local or national

Free Online press releases:

www.freepressreleases.co.uk;

www.pressbox.co.uk; www.clickpress.com



My top 10 tips to boost business

8. Networking

Commit to 2/3 groups that suit your business

Build cost into your plans – time costs too

Building relationships not selling

Don't forget social networking –
LinkedIn, Facebook, Twitter...



My top 10 tips to boost business

9. Events

Look for opportunities to exhibit your products/services

Large exhibitions are expensive but effective if in your target market

Look for smaller, regional events – Chamber/Business Link/networking groups

If you have a premise create your own

My top 10 tips to boost business

10. Measure

Never get complacent, things change rapidly

Monitor your activity – find out what works best for your business

Put yourself in your customer's shoes, what would make you pick up that phone



Finally...

There are opportunities for many businesses

Buying habits change, so your marketing might have to change too

Get really close to your clients

Stay positive and stay active

“Even if you’re on the right track, you’ll get run over if you just sit there”

