

Marketing Tips for Small Business

Right Message | Good Values | Best Channels

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Workshop Outline

- Importance of digital and traditional marketing and the power of the combination
- Target market and pitching to them – solving the customers problems through succinct prose and delivery of experience
- Big Data, seeing patterns and the value of trust
- Company messaging and your intrinsic values
- Lead generation tips

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What is Marketing?

"Marketing is the art of showing the public who you are and what you do best through a variety of channels"

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There are a lot of Channels

Digital and Traditional Marketing

Digital	Traditional
Website/Blog/Content	Brochure / Catalogue
Email	Posted Letter/Fax
Digital Advertising	Ad in the paper
Social Media	Networking / Client dinner
Online Directory Listings	Yellow Pages ad
SMS	Phone Call

Which marketing methods do you use in your business?

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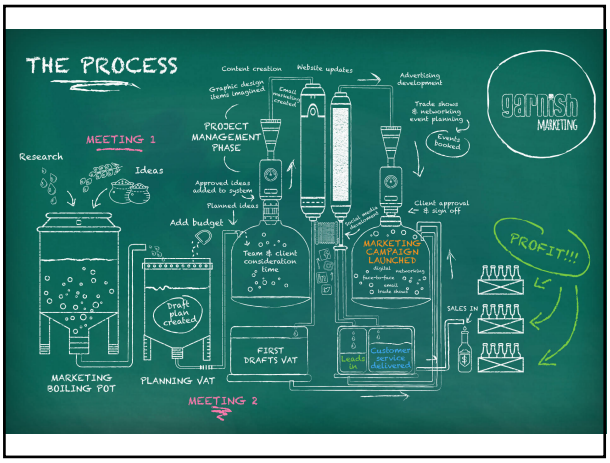

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Big data

DEFINITION: big data

extremely large data sets that may be analysed computationally to reveal patterns, trends, and associations, especially relating to human behaviour and interactions.

AKA: Big data is what you get when you collect your results from your marketing or processes and you analyse it to see patterns.



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Trust and identifying patterns using your Big data



- We can see if our customers are loyal because of their buying patterns
- We can see if they click on specific product types
- We can see when they jump off of our website
- We can see what kind of reaction our ads and email get though reporting tools

Then we get to react to that data – it's helps us to build a community of customers who feel that we understand them and they get what they want from us.

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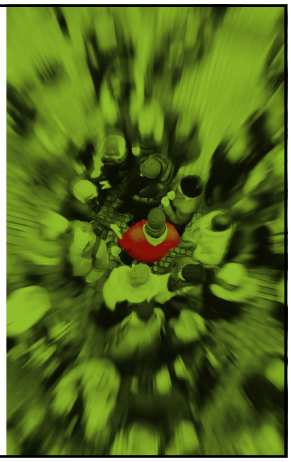
We use Big data to ascertain **who we need to talk to**, when and what they are likely to respond to so we can get more leads and ultimately sales.

Big Data Sources – Marketing

- Google Analytics
- Email Statistics
- Social Insights
- Web Enquiry
- Phone Calls – logged into your CRM
- Sales Data
- Digital Advertising stats



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Task 01

GATHER YOUR DATA

- Make a note to check and see what data you have available at your fingertips
- Compare your sales history to your marketing insights
- Try and see if you have any patterns



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What to look for

Your BIG data will likely tell you:-

BEST CASE

- Email address
- Exact pages clicked on and how long they stayed on each page
- Their Location (Country at least)
- Date and Time of day
- A filled in form as a qualified lead

WORST CASE

- Location
- Time spent on site
- Date

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What to do with my data

Once you have the data, decide what time of day is best to do certain tasks.

- Perhaps your customers read your social media comments at 8pm?
- Do your emails get ignored on a Monday? But lapped up on a Wednesday after 11am?
- Does your website get the most hits on a Thursday at 1pm once the weekly product showcase you advertise in goes live?
- Then - Make a list of what you want to happen and reverse engineer your marketing to suit your requirements.

Assess, Analyse and Adjust to suit

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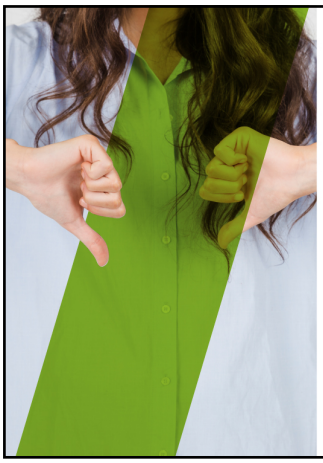

Still failing?

So you've got all this great data

But you are not converting your leads to customers…

- Change what you are saying - its likely not hitting home hard enough or is it too broad?
- Perhaps your message is all about you and not them?

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Get the right message to your target market and nurture your leads

Definition: Target Market

a particular group of consumers at which a product or service is aimed

Definition: Lead

a potential customer or business opportunity

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Understand your prospect

1. Know **who** buys from you
2. Know **why** your customers buy from you
3. Know **what problems you can solve** for them
4. Reassure them you have the **experience** and **expertise** to help
5. Deliver that
6. Rinse and Repeat



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Its not about you **its their problem**



You are selling yourself to help solve a problem – so acknowledge the problem first

Then sell the solution to the problem, not the fact that its YOU who is selling it

Tell them how you solve this, make what you are selling desirable and innovative

Making you the hero in the reframing of their problem

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Task 02

Exactly who?

Think you know exactly who buys from you?

Question: Who is likely to open your emails or posted letter?

Are you expecting the owner of the company to interact with your marketing?
Its unlikely. Talk to the person who is in "gatekeeper" mode.

Write down who buys from you



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Task 03

Exactly what?

What do you think is the most important thing about your business?

1. Products and their quality?
2. Service and your expertise?
3. Your experience and past projects?
4. How capable you are?
5. Your core values and how this protrudes to every area of your business?

MARKET THOSE THINGS



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Task 04

Exactly what problems are you solving?

- Your core offering is ?
- Could you improve your delivery of this offering?
- Why is what you do so much better than your competitors? It is important to know this – just don't bad mouth the competition

MARKET THOSE THINGS



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This is Australia



- Digital marketing is great and it does work…

But…

Did you know that we respond better to good old fashioned customer service still

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Live and Breathe your message

- All the brilliant, clever and attractive marketing will only go so far
- People like dealing with people
- You are your marketing

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Avoiding the broad brush

- You simply cannot be everything to everyone
- What are you good at? – look at your answers from Task 4 – what problems do you solve?
- Focus on that and work that niche

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Judgement

- First impressions count
- What do you want to be judged as
- What do you think others perceive your business as?
- Is your message clear? – Look at your answers and consider if they are clear in your existing / planned marketing

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Task 07

Company messaging and values

- What is your common purpose as a collection of humans? Have you asked your staff?
- How would you describe your culture at work? Good, Bad, Boring, Uncaring, Non-Descript?
- If you could promise one thing to your customers what would it be?



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Your Values - What makes you tick personally?

Which of these do you want?

- Success
- Money
- Love
- Happiness
- More time
- To be thanked
- To be enough
- To lose weight
- To live longer
- Strength
- Belief
- Contentedness
- Health
- Knowledge
- Courage
- Freedom
- Security
- Stuff
- Accolades
- Travel
- Power
- Balance
- Passion
- To be heard
- Respect
- Fame
- Admiration



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Weave it into your message

So you have a value statement

NOW YOU NEED TO WEAVE THAT INTO YOUR CORE BRAND STATEMENT

Then walk your talk with a swagger like you've never had before

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So how do you promote your business to a direct consumer?

- Now your message is clear you have to choose your channels

B2C

What will your customer pay attention to?

- Local Advertising/ Online ads?
- Social Media? Facebook / Instagram?
- Website – are they going to search for you? What do they pay attention to?
- Direct mail? – Will they read your junk mail?
- Word of Mouth?
- Face to Face at events, networking and at group events
- Blog – show that you know what you are talking about

This type of customer is ALL about them. What can you do for them? They want the best deal is the right location, delivered by someone they like and trust.

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What about businesses that want businesses to buy from them

B2B

What will your end customer pay attention to?

- Advertising? Print/ Digital
- Social Media? Linked in / Facebook? Instagram?
- Website?
- SEO and SEM
- Brochures and Marketing Material
- Email Marketing
- Lead generation – including phone calls
- Direct mail outs (as part of lead gen)?
- Word of Mouth/Referrals?
- Face to Face at events or Networking?
- Blog- be an expert in your field , talk directly about being part of the solution to their problem

This type of customer is ALL about their outcomes expected of them.

- What can you do for their company?
- They want a quality solution that makes them look good

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Website do's and don'ts

DO

- Have a clear tagline next to your logo
- Put your telephone number top right
- Ensure your slider message says what problem you solve
- Make sure your services are easy to understand and have a call to action
- Make sure your products are well laid out with clear useful info about them and a call to action
- Make sure your forms work – test them
- Interlink your pages
- Case study past clients
- Do onsite SEO in the back end
- Link to your socials

DON'T

- Talk about yourself site wide
- Compare your business to competitors
- Use just stock images that are used everywhere else
- Make your information too technical
- Try to fit all your info onto the home page
- Use hard sell tactics – Aussies hate it
- Choose a platform that is hard to update
- Link to everyone else's websites from yours
- Link to another platform so it overrides your website – open as a new page

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What info customers want

Does your products and service listing on your websites speak to your target market?

Most customers just want product info

So give it to them – lay out the data neatly and in an easy to understand language

- Use a call to action button, link it all up properly, make it so easy they come back because it was a good experience.
- Make your website navigation so easy a child could order from you

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The value of printed marketing

Why spend your $ on printing

Because

- Its too easy to press delete on an email
- It's a harder decision to actually throw away nice looking marketing
- Brochures tend to sit on the desk and remind them that you exist
- Some brochures are kept as a resource
- It is easy to link your brochures to your website as a downloadable PDF

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The value of a brochure and how to use it in a lead generation



- Hand it to them in person
- Add it to their Library
- Post it to them and follow up
- The follow up is the key – pick up the phone
- **Then email them, not the other way around**

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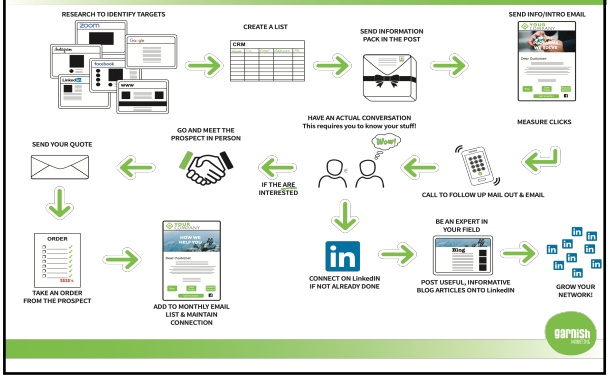
How they work to create a lead generation funnel



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Task 05

Convince your customer that you are the expert

- Do you talk to your prospects about past projects you have completed?
- Have you ever documented these past projects?

Proof of capability is massive in Australia and it works

- Write down 3 companies who you think you could ask to develop a simple case study with.



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Task 06

Delivery Time

- Think about how your team (not you) deliver your service.
- Are they true to your core values?
- Do they know how to solve your customers problems using your products or services?
- Do they speak from experience
- Do they understand your customers and use that to convert a lead into a sale?

If not it might be time for some training



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Networking

YOU are your brand

- Make an effort to look nice
- Smile upon entry
- Approach someone you don't know
- Be interested in the conversation
- The way to get out of a conversation is to introduce that person to another person in the room
- Politely and confidently move around the room leaving a trail of exuberance in your wake ☺

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Social tips

BE ORIGINAL and create interesting content
Creators get noticed

BE ACTIVE
If you can't be bothered to do it – then don't it is detrimental to your brand to do it half heartedly.

Better to not do it at all.

WHAT TO POST

- Interesting thoughts with great images
- Blogs with links
- Case Studies with links
- Company news
- Awards with images
- Staff pics and welcome notices
- Product showcases / launch
- Service info



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Social

People will follow you if they:

- Like your Brand, your message and respect it
- Like what you have to say about your area of expertise
- Want to learn about your new products or services
- Want something for free or get a discount

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Social Faux pars

- Leaving too many updates within a short time
- Posting about uninteresting topics
- Sharing the mundane details of your life
- Showing potential customers what your plate of food looks like… Save that for your personal feed.

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Summary of learnings

- A look at the different types of digital and traditional marketing and the power of the combination
- Target market and pitching to them – solving the customers problems
- Big Data, seeing patterns and the value of trust
- Company messaging and your values and why they are important
- Website Do's and Don'ts
- Lead Generation tips
- Networking tips
- Social Media tips



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Offer

For anyone who would like to request a mentoring session I would be happy to deliver a face to face session and deliver a written report to help you work on your marketing for 2020 for just $250+GST

Please see me after the presentation to make a booking – this offer is valid until Friday 6th March

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