

We hope you find these tips helpful in preparing your Marketing

What is your Niche?

A Niche is a product or service that appeals to a small section of the population. Your Niche is the problem you solve – Storage for Car enthusiasts, Tools for tradies.

Who is your Avatar?

Your Avatar is the ideal average client you attract. They want to do business with you, they enjoy working with you because you solve the problem they have, you match their buying criteria. They will stay with you, spend more money with you and like the way you do business.

When you market direct to your Avatar, they know you are speaking to them and want to get in touch with you.

Pretend you are sitting across from them and write down all you can to describe them. You want to be able to create your marketing to speak directly to this person so give them a name and start feeling that connection with this ideal customer.

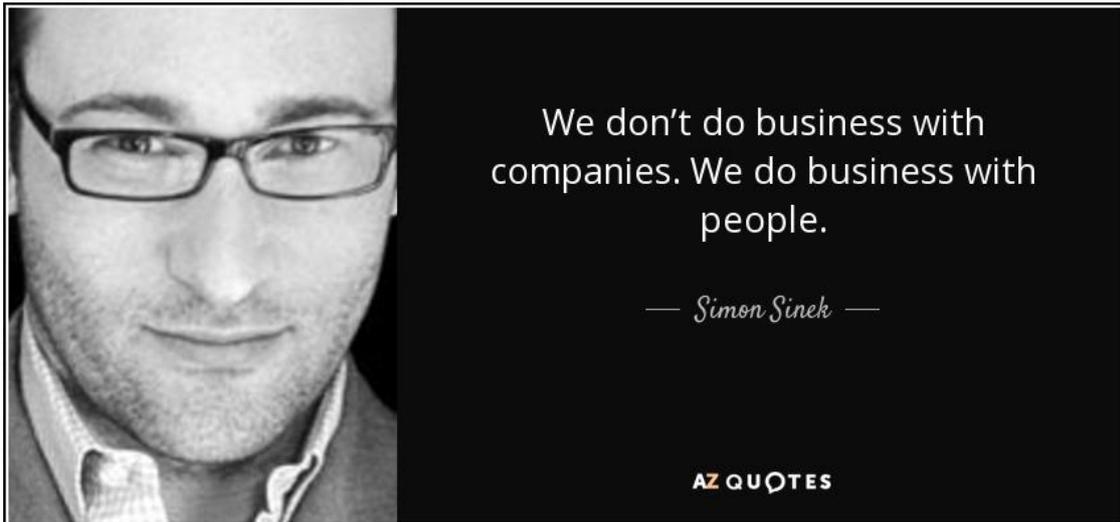
Start by answering these questions

Gender	_____
Age	_____
Income	_____
Lifestyle	_____
Likes	_____
Dislikes	_____
Location	_____
What keeps them awake at night?	_____
What do they fear?	_____
What do they say they want and desire, what do they actually want?	_____
What frustrates them/ what makes them mad?	_____
How do they spend their time?	_____
How do they spend their time?	_____
What do they do for a living?	_____
What time is best to reach them?	_____
How do they dress?	_____
How do they want to communicate with you?	_____
What are their hobbies?	_____
What is wrong in their world?	_____

Create your Character

Who do you need to be to be the match for your ideal customer? Do you have a story that your customers will relate to? Perhaps the reason you went into business.

People want to do business with people they know and like.



Your Unique Selling Proposition

What is it that makes you different from your competition? What is it that makes your customers return to do business with you time after time?

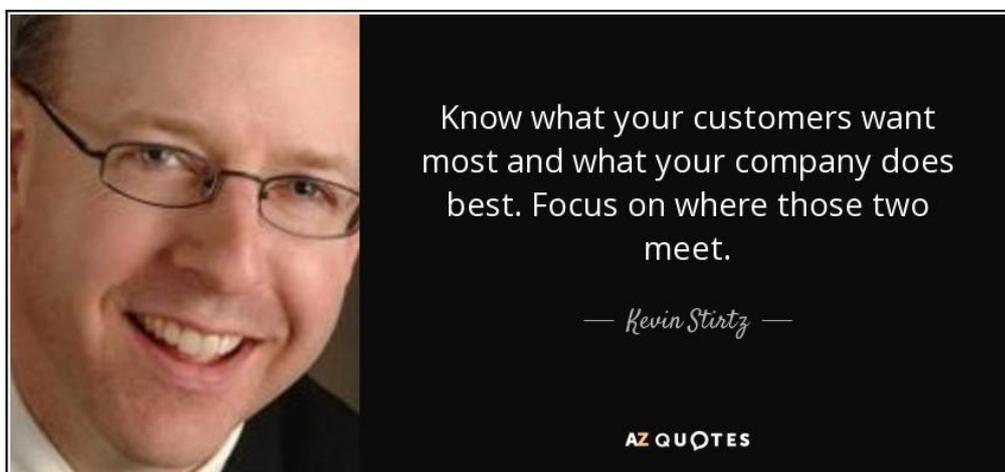
Is it the way you deliver the product or service?

Is it the customer service you provide?

Is it a unique product?

Focus on your customer

Your marketing should be all about your customer. How you will solve their problem, how you will grow the relationship, how you will maintain contact. How you will provide them with the service they desire. The aim is to WOW your customers, so they keep coming back and are raving fan. There is no better compliment or advertisement than getting referrals and maintaining loyal customers.



Get their attention

Your customers will be at different stages of their buying journey, so you need to take this in to account when creating your copy.

There are a few formulas or models, Action Coach International Formula:

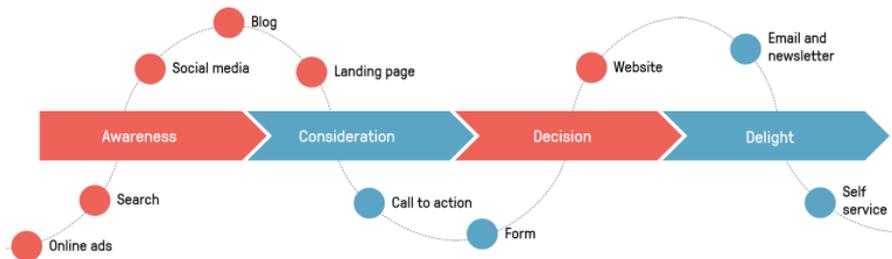
Attention → Interest → Desire → Action

Interest → enquiry → Purchase → Repeat purchase

Let them know what service you provide → Get their interest → Create the desire to buy from you → Call to action (tell them what to do next)

According to Monopolize Your Marketplace:

1. Customers that wants to purchase or switch providers
2. They gather information – Ask friends for recommendations
3. Start fact finding
4. Narrow choices through a process of elimination
5. Make a decision to buy, but not sure where they are going to purchase
6. They wait for the right timing
7. They make the purchase



Lead Generation

What Lead generation tools are you going to use? You need to be able to maintain accurate data on the leads you generate. This could be a simple spreadsheet a free CRM tool – I like Hubspot – there are lots to choose from check out what fits best with you and your business.

Systems

What systems will you put in place to know the process is followed the same, every time without having to reinvent the wheel every time.

What will be the process for gathering information?

How will it be recorded? Who, when and how will the data be reviewed?

Laws of Influence

According to Dr Robert Cialcini there are six laws of influence. Consider these when you are creating your marketing copy.

1. Law of Reciprocity

When you give you receive – Have you ever bought someone a drink and their response is I'll get the next one? The rule is common in our society, when we receive a small gift or value of some type that we haven't asked for we then feel indebted to the extent we will often give more in exchange.

- Provide value by sharing knowledge
- Offer free consultation to discuss needs

2. Law of Consistency and Commitment

An example of this is when you make a considerable purchase say a new car, you've committed to the large purchase and then are offered car mats or a bonnet guard. After committing to the large dollar spend you are more likely to take up the option of the smaller addons.

- Consistent brand message
- Consistent messaging in how your target market see themselves – there response will be automatic when they relate

3. Law of Social Proof

Have you ever asked a family member or a friend who they used to service their car or checked out reviews before making a purchase? When we have social proof making decisions becomes easy.

- Video testimonials
- Written testimonials
- Google reviews

4. Law of Liking

People do business with people they like, people who are like them or they believe they are like.

- Have photos of you and your team looking their best on your website
- Dress like your prospects
- Send thank you messages, Birthday and Christmas messages
- Follow up with prospects and customers - show you care

5. The Law of Authority

We associate more credibility and knowledge with an authority figure or who we perceive to be an authority figure through the way they show up or dresses.

- Write blogs, share articles
- Show association membership badges
- Show up professionally, organised and well presented

6. The Law of Scarcity

Ever bought something because it was limited edition?

- Limited offer
- Limited availability – ie only 2 openings available

Call to action

What is you want your prospects to do? Be clear of the outcome you want.

Call you

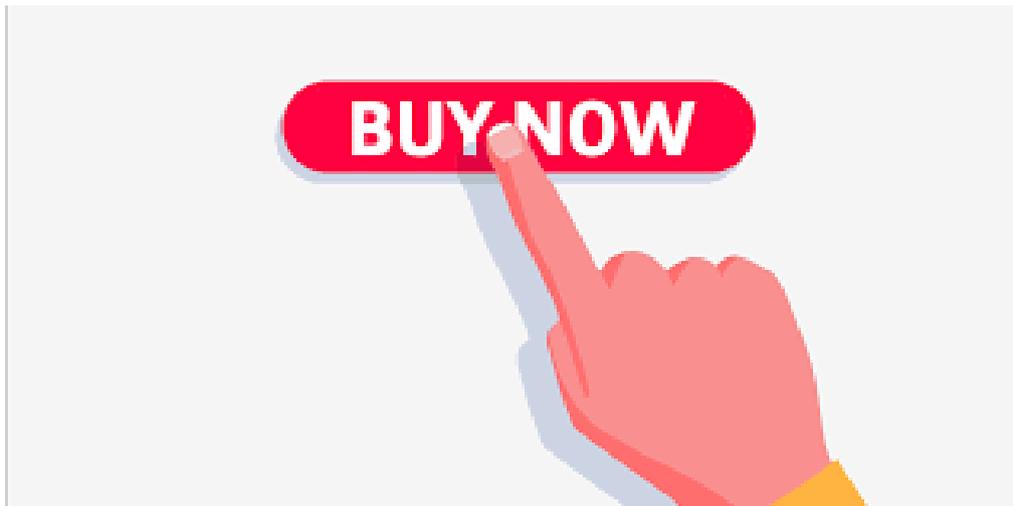
Visit your website

Place an order

Book a time

Buy a ticket

Make a purchase



Tracking your marketing performance

Test and measuring everything

How many incoming phone calls?

How many visits to your website?

How many email enquiries?

How many enquiries came through website?

Where did they find you? Google, referred by customer, referred by supplier, Facebook ad, Instagram, LinkedIn contact etc

How many leads were converted in each category?

