



Marketing is Business Development



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Better Marketing Results

1. Marketing to Generate Immediate Business
2. Focused Marketing Messages & Offers
3. Using Communication Channels
4. Track, Measure & Optimise your Business Growth Results



Marketing to Generate Immediate Results

- Marketing to Achieve:
 - Immediate Business Results
 - Brand and Image Building
- Use:
 - Direct Response Marketing



Direct Response Marketing

- Elicits a Specific & Measured **Response**
- How?
 - Focused on a Specific Target Audience
 - Provides a Relevant & Powerful Offer
 - Compelling Call to Action



Successful Results

- Focus Ideal Customer Profile
- “Join the Conversation”
- Pain Relief vs Improvement
- What’s In It For Me? (WIIFM)
- Scarcity of the offer
- Low Risk & Low On-Going Commitment
- Nurture versus Acquisition



Ideal Customer Profile

- Description of Customer that would most benefit from your product or services
- Requirements / Needs
- Buying Attributes
- Decision Making Criteria
- Audience Communication Channels



Communication Channels

- Internet / Websites
- Social Media Networks
- Direct Mail / Letter Box Drops
- Email Marketing
- Personal Selling / Demonstrations
- Exhibitions / Markets
- Integrated Multi-Media



Measure to Optimise Results

You Can't Manage What You Can't Measure

- Testing & Variants
- Implement Tracking & Reporting
- Results Analysis & Optimisation
- Run with Winners & Drop Low Performers



Tracking & Reporting

- Google Analytics / Tag Manager
- Facebook Pixels
- Content Sharing Statistics
- Web Performance Reporting
- Email Statistics and Performance



WHAT IS THE LONG TERM VALUE OF YOUR CUSTOMER?



- Need help for your marketing?
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