

Unique Marketing Solutions

More customers - More sales - More profit

Shoe String Marketing

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Introduction

As a business owner we are bombarded from day one with offers of advertising, requests for sponsorship and other forms of marketing all of which cost us money. With promises of large readership numbers, increased business and professional credibility it can be hard to know where to spend your money.

Unless you are a large corporate company with thousands of pounds to spend on marketing and advertising you need every penny you spend to work for you. The bottom line is, your marketing must achieve results and visibly increase your sales and profit. This article outlines ways in which you can achieve just that without a large marketing budget.

Making your marketing more effective

Focus

Many businesses when they start are unsure about who their customer is and what the customer wants. As a result, many businesses offer a number of services or products that get added to whenever any one asks us if they do X Y or Z. As a result we end up with a vast range of services that appeal to different target markets, each of which requires marketing in their own way. All of this leads to a lack of focus both on the business and the target customer group. Consequently, the marketing activities are unfocused and do not achieve the desired results.

So what should you do? Firstly, you need to work out who is your gold customer group, in other words, your dream customer. Write down their characteristics including their values as a person or as a business. Think about why they are your ideal customer.

Secondly, once you have established who your target customer is, find out what services they require and value most. You may have to do some market research in order to establish this or you may already have a very good idea.

Thirdly, get to know your customers, whatever it takes.

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Benefits

If there is nothing else you remember about this article make it this: benefits, benefits, benefits. It's all I am interested in as a customer. Do not get your features and benefits confused. Offering an additional telephone support service is a feature not a benefit. However, stating that you offer long term support to ensure that the needs of your customers are met and they in turn are able to deliver to their customers because of that support is a true benefit.

In addition, if you are in the business-to-business market you must ensure that the benefits you offer do in fact benefit the business. If you expect my business to pay you then what you offer must directly benefit my business, not just me as an individual.

Identify your customer and help them identify you

It never fails to amaze me that so few websites, brochures or similar marketing materials clearly communicate who their customer market is. An example of a company who clearly identifies their customer group is SAGA. On the other end of the scale there is Lambirini the alcoholic drink for girls who want to have fun.

Do not be scared to say who your target market is. Many clients have said to me that they are scared to do this in case other businesses and customer groups feel excluded and unable to approach them for business, they do not want to limit their options. The reality is that unless you are clear about who your target market is they will not be clear about what you are offering. Trying to attract everyone will simply lead to no one responding.

Be specialists in the target market and make your customers feel special and you'll start getting results from your marketing.

Do not hold back – sell, sell, sell

As a nation I believe we are very modest. We do not like to be perceived as boastful or arrogant and consequently a lot of us do not like having to 'sell'. At Unique Marketing Solutions one of our most popular services is sales and yet we all sell each and every day without realising we are doing it.

From my experience, the most effective way to sell is not to view it as selling but helping others. Just because you are charging for your services this does not mean that you are not also helping some one else or that they are benefiting from your service. People do not mind paying for something that they want or need and you should not feel guilty about charging for it. The important point is that you deliver what you promise.

To sell yourself effectively you have to make yourself sound as appealing as possible. You need to use 'sexy' descriptive words that will entice your customers to buy from you. A fantastic example of this is the Marks and Spencer's food adverts. It is not only the visual images that have your mouth watering but the words that go with the images.

In conclusion, sell, sell, sell, do not hold back and if you really struggle to sell then employ a sales person to do it for you.

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