



## Marketing Principles

We believe that marketing must be:

1. direct response - get customers to buy your product or service NOW
2. multi-levelled - have multiple campaigns running simultaneously
3. cost effective
4. measured

Our tips:

- Know your customers – listen to them, talk to them and tell them how you will solve their problem - NOT just about your product or service.
- Have a database to record customer history and to promote your products or service to your existing customers.
- Focus on client retention as well as client generation.
- When writing copy for ads, websites or newsletters, write about your customer and what you will do for them, rather than about your company. It's far more compelling to buy a product or service that will improve your life, finances, family, appearance or relationship than to hear about how great your business is.
- If using email to communicate, keep the message short, sharp & sweet. Keep it focussed on the customer and if using photographs make sure it doesn't make the file size too large.
- Reward your customers. It's far easier to keep them than to get new ones.
- Ask for referrals and testimonials. Word of mouth is by far the most effective (and cheapest) marketing tool.
- Look around for other non-related businesses that have a similar target market and find ways to work together to do a joint promotion.
- Develop a tag line that tells the customer what you do and use it on everything. Remember to keep it about what your business can do for the customer, not just about your company.
- Build a presence within your community by supporting local events or teams that have a relationship to your target market.
- Entice action in all your marketing. Use deadlines and limit the offer to create a sense of urgency for your customers to act now. Limit the terms and conditions – the harder and more restrictive something is, the less it is used.
- Measure the return on investment in all marketing so that you can repeat what works best and build on successful campaigns.

*For more information or an obligation free consultation  
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**JB Consulting, Solutions to grow your business**

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