

The Complete Business Administration Solution

Top Marketing Tips

1) Forums.

Join online forums; make sure you have a detailed signature with a link to your website & post, post, post. Keep it factual, not too personal and clean. You will be inspired by how much traffic that can drive towards your website and will really get people thinking about you.

2) Build Quality Links

There are lots of ways to do this. You could post comments / responses on other popular blogs, or add your details to the many directories out there. When building links its beat to spread them out over a number of months so you are continually getting movement. Even if you only manage to enter two links a day it will greatly enhance your web traffic.

3) Become an expert

Focus on one or two particular areas of your business and become expert in it. Register with expertsources.com and write relevant articles for posting onto article sites

4) Use a blog

A blog is one of the easiest ways of establishing yourself online. You can post just about everything into a blog, but the best blogs are those that are focused, and if you are a business, they should be relevant to that business.

5) Network, Network & Network some more

Whether online or face to face, networking is all about building relationships. People buy from people. You can build up a trust with people you see or chat to regularly which will mean you are more likely to buy from them or recommend them to your associates / friends.

6) Regular Newsletters

A marketing must. There is very little reason not to send out regular newsletters to your existing clients and contacts. Remind them you exist by sending them a monthly newsletter detailing industry news, tips, offers & your expertise. Make sure you are not spamming them and always include an unsubscribe option.

7) Seminars / Teleseminars

Another great way of proving your expertise is to hold a seminar or teleseminar on your chosen field. These can be a cost effective way of gaining more clients. Always charge for the seminar, book well in advance and offer an incentive for booking early.

8) Giveaways.

Everyone loves a freebie! Impart some of your knowledge into a book or article, or even offer free tips to download from your website. Detail your free offering on your newsletters' and emails to ensure subscribers click the link to your website.

9) Tell a story

Your marketing material should do more than just explain about what you do. You should include case studies and details of how what you did helped...don't forget the beginning, middle and end!



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10) Referral Incentives

Word of mouth still remains the best way to gain new clients. Do a good job for a client and they are more likely to recommend or re-use. Offer an incentive for them to do that and you may find them shouting from the rooftops!

11) Give clients a money back guarantee

This is all about giving your clients confidence. If you are confident enough to be able to offer money back guarantee, your client will recognise it and feel more confident in your offering.

12) Press releases

Never has such a free option been so underutilized! You should aim to send out 2 press releases per month to local newspapers and online news sites. They won't all be successful, but you will be noticed, and try to build up a relationship with your local paper & establish yourself as the expert to talk to should they need

13) Podcasts

Similar to a blog, but in audio format. Again make sure your podcast is relevant and informative.

14) Get on the radio

Not as easy as it sounds. Try to establish yourself to the radio programmers as an expert in your field and keep regular contact with them

15) Testimonials

Never underestimate the power of testimonials. People always want to know how someone else got on before parting with hard earned cash.

16) Deadlines

If people believe they have a deadline before an incentive runs out they are more likely to book early giving you confidence in your numbers and interest.

17) Sell the benefits

A timeless classic this one. Whenever you are producing marketing material, ALWAYS sell the benefits first and foremost. Clients are more interested in how you are going to help them in their situation

18) Test & Measure

There is little point to marketing without testing and measuring. Every business exercise should be tested and measured to ensure that it is profitable. If you are fully aware of where all your leads have come from you will know the most cost effective route to market.



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