

# MidYear Marketing *Check-UP!*

## 5 Steps To Revamp Your Marketing

### Step 1. Define Your Plan

Take this short questionnaire to identify your marketing challenges...

How concerned are you about the following?	Concerned	Somewhat Concerned	Not Concerned At all
a. We don't have enough good qualified leads			
b. Our customers don't see the difference in our products and services in comparison to the competition			
c. We're spending too much on advertising and sales promotions and not getting results			
d. Sales are falling because customers are leaving			
e. Sales are slowing and we don't have enough new customers in the pipeline			

### Brainstorm 10 strategies to overcome your marketing challenges?

- Lead Strategy 1: \_\_\_\_\_
- Lead Strategy 2: \_\_\_\_\_
- Lead Strategy 3: \_\_\_\_\_
- Lead Strategy 4: \_\_\_\_\_
- Lead Strategy 5: \_\_\_\_\_
- Lead Strategy 6: \_\_\_\_\_
- Lead Strategy 7: \_\_\_\_\_
- Lead Strategy 8: \_\_\_\_\_
- Lead Strategy 9: \_\_\_\_\_
- Lead Strategy 10: \_\_\_\_\_



### Step 3. Develop Marketing Attraction Tools and More!

When is the last time you evaluated the Marketing Tools you have in place...  
 ...But more importantly – how effective are they?

Marketing Tools	Developed?	In Use?	Effective?
<b>A Brand:</b> A name with logo/graphics specifically related to what you offer (not merely for name recognition)			
<b>A Promotional Package:</b> A full company description, history and fact sheet about products/services available plus customer profile/testimonial stories for immediate news release.			
<b>Attraction Tools:</b> The tools might include a company newsletter, special reports or consumer guides, E-books, Tip sheets or even Pre-appointment “get to know us” DVD’s, etc.			
<b>Advertising:</b> Use mediums like radio, TV, print and even home shows to generate interest in your products or services but be sure to measure your results.			
<b>Direct Mail:</b> The use of letters, postcard, and flyers can be very effective in reaching new prospects, reviving unsold leads or generating repeat and referral business from customers.			
<b>Image Builders:</b> Take a good look at your printed, verbal, showroom or jobsite image – a good revamping may be needed. Including business cards, inserts, coupons, proposals, fax correspondence, voice mail messages, building appearance, truck lettering, etc.			
<b>Online Tools:</b> Consumers look to the web for product information before making any buying decisions. Be sure to have a website in place with current data and start gathering email addresses for future campaigns.			
<b>Telephone Tools:</b> Whether a call is incoming or outgoing be sure to have your staff versed on proper telephone etiquette plus create a script to “sell” prospects on your products and services or the need for a in-home demonstration.			

#### **Step 4. Not Only Get Their Attention, But Be Sure To Tell Them... "What To DO Next!"**

Remember to always include a "next-step-offer" to accompany your any advertising or promotional materials. If the next step is to visit your showroom, then entice them with an appropriate offer or if the next step is to call you, entice your prospect to call you immediately. People move through the buying process in baby steps, especially when considering buying high-ticket items such as home improvements. Your offer should always help them take the next step.

##### **Here's 15 questions to 'ASK' to improve your marketing message:**

- ▶ Are you running a headline in all of your marketing?
- ▶ Is your marketing targeted to your specific audience?
- ▶ Is your biggest benefit in the headline (or sub-headline)?
- ▶ Are you specific in your claims? None of the "Quality products and services" type of claims – no one believes them anyhow.
- ▶ Does your marketing material answer the question – "Would this marketing point help my sales people close the deal or pre-qualify the prospect?"
- ▶ Is every piece of your marketing and advertising materials some form of measurement device?
- ▶ Does your marketing and advertising material explain what it is you want them to do?
- ▶ Does it ask them to take action by phone, mail, email, web form, or fax?
- ▶ Does it answer all the questions your typical prospects ask your sales people?
- ▶ Can you specifically tell me who your ideal client is (age, sex, income, demographics)?
- ▶ Is the most common word in all your marketing "You"? If not – get rid of all the "I", "We", "Us" etc. – they do not care about you! All they care about is what you can do for them.
- ▶ Do you have testimonials in everything that your prospects and customers see?
- ▶ Do you apply any form of psychology in your marketing? Making sure you address the most common psychological reasons that people buy (sex, money, greed, health, envy etc.)
- ▶ Does your marketing tell a story?
- ▶ Do you follow up with your prospects and clients at least once a month? Remember that there are totally different messages you want to send to your prospects and to your existing clients (see Step 5).

## Step 5. Continue to Mine for Gold Through Consistent Follow-up!

### What Does a Good Follow Up System Look Like?

A good follow up marketing system should have three attributes.

- a. It should be systematic, meaning that the follow up process is done the same way every time.
- b. It should generate consistent, predictable results.
- c. It should require minimal physical interaction to make it run, meaning it should be able to run on autopilot.

The secret to "follow-up marketing" is to make it automatic so that you don't have to lift a finger but the job still gets done. With today's technology and software programs, like MarketSharp, it's simpler than ever. Automating your follow-up processes gives you more time to work "on" your business rather than "in" your business.

### Three groups to Mine!

There are three types of people you should be following up with, Prospects (people in your target marketplace), Leads (people who have responded to your marketing but have not purchased, and Customers (people who have purchased something from you.) Each follow up message and offer will be different for each type of person.

### The POWER of your 'follow up' will lie in your follow up sequence...

Your follow up sequence is a series of communications with your Prospect, Lead or Customer that are "linked" together, with each communication building on the previous message. Referencing the previous communication links 'what you're saying' with 'what you've already said' and reminds your contact that you care enough to continue the conversation.

For instance... with Prospects, you might highlight a new customer's remodeling project to the surrounding neighbors with a multi-impression direct mail campaign. The first mailer will announce the start of the project, the second will make the known the 'work in progress' and the third impression describes the satisfactory completion.

With Leads and Customers, you might conduct a number of follow-ups through various channels like telephone, e-mail and/or direct mail. Your goal with Leads is to persuade them to make their first purchase. You might try feedback mechanisms like surveys or special announcements like product price increase notices. And with customers, you want to convince them to come back and do more business with you and give you referrals.

To maximize your follow-up results, whether communicating to a Prospect, Lead or Customer, each attempt should follow a logical sequence and each offer should be tied to deadline as a motivator to act now. And don't forget to tell them... "What to do next!"