

Money Making Marketing Strategies: Marketing Your Business When You Are the Business

3 Key Ways to Make It:

1. Be Creative
2. Be Clear
3. Be Consistent

Always position yourself as an expert not a commodity.

Commodity = Price

Expert = Value

#1. Brand Identity - A good tagline tells a story in one sentence!

What do you want your customers to think of or feel when they see your brand?

What makes you unique/different?

How can you connect with your customers/prospects on an emotional level?

Does your brand promise address the WIIFM?

How does your brand connect?



#2. Who Is Your Ideal Customer

"If everyone is your customer then no one is your customer."

Take the time to define your Ideal Client's Profile - here are some characteristics to consider:

- Your Business Background
- Industry
- # Of Employees
- Geographical Locations
- Budgets
- 80/20 Rule

List 5 Characteristics that describe your Ideal Client:

1. _____
2. _____
3. _____
4. _____
5. _____

Mass Marketing = For Anyone, Any Method, Any Topic

Target Marketing = Target Market, Your Methods, Your Expertise

The difference transforms you from being a commodity to being an expert!

Target Marketing Activities:

- Direct Mail Campaigns
- Newsletters
- Write Articles
- Thank You Cards
- Ask for Referrals

#3. Optimized Web Presence

"People come to your site for one reason: to solve a problem."

~ Vincent Flanders - Author, "Websites that Suck"

Ask Yourself:

- What is distinctive about your site?
- Is the content valuable?
- Does your site convey a clear understanding of what you do?
- Is the site's content helpful in addressing your clients' issues?
- Is it focused on your clients' needs?
- Does it have a call to action?

Here are 5 things that will help you increase the traffic to your website and your chances of converting that traffic into actual paying customers.

1. Speak to Your Target Market
2. Keep It Simple
3. Use Your Web Real Estate Wisely
4. Know Your Keywords
5. Track Your Visitors

#4. Staying Top of Mind

There are many ways to stay top of mind with your clients and prospects:

- Newsletters
- Articles
- Direct Mail Campaigns
- Products
- Give-aways

Brainstorm a newsletter/article topic or product/give-away that would be relevant and interesting to your target market.

List 3 benefits or selling features of your new article/product.

1. _____
2. _____
3. _____

#5. Follow-Up

- Develop a Follow-Up Process
- Get Help - Hire a Virtual Assistant
- Friday Mornings - www.phonefactor.com
- Ask for Referrals

Take the first step to boosting your brand and creating top of mind awareness with your clients and prospects, contact Rachel Colic today!