



10 Top Marketing Tips to help you **win more customers**

A short guide to improving your marketing





Introduction

We all know how easy it is to get caught up with doing the job rather than running and growing the business; trying to keep that fine balance of inbound leads versus delivering the project is tough.

However, by just doing small bits at a time you can soon have a regular stream of inbound leads that will help you grow your business.

We've put together **10 top marketing tips** to help raise your profile and make your marketing work harder for you.

We would love to know how you are getting on so please do pop over to [Facebook](#), [Twitter](#) or [Linked In](#) and let us know.



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Marketing Tip N°1

**Consider
your business
goals**



1. Consider your business goals

We may think this relates more to businesses planning, however it is essential that your business goals are identified before any marketing planning is undertaken.

“Getting a firm understanding of where you want to be will help define how you will reach your goals.”



What are your goals or objectives?

Where do you want the business to be in 3, 5 or 10 years?

Without knowing where you are going it will be impossible to get there. For example, when you get in your car you know where you want to go which is why, despite the sat nav's best efforts, you reach your destination. It's the same with your business. Keep a rolling plan of where you want to be so you always have goals to reach to fuel growth.



Does everyone within the business know and understand the objectives?

Ensuring everyone within your organisation knows where you want to be and how you are going to get there is essential for creating a cohesive team. Your staff are your most valuable asset in your business so getting them onside and sharing your vision will make reaching your goals 100 times easier.



Marketing Tip N°2

Research
research
research



2. Research, research, research

A good marketing plan will be backed up with research. It's the backbone of your strategy, after all, how can you market to people successfully if you don't know what they want or if they are the right people?

“Getting to know your customers is vital to successful marketing.”



Who are your customers?



Where are they? How do they shop? When do they shop?

Getting to know your customers really well is vital to be able to provide them with the products, services or offers that they will respond to. Use all the internal information you have about your current clients and prospects; sales records, accounts, marketing.

It is preferable to also get a view of non-customers, and find out why they don't buy from you (especially if they do from a competitor). Find out what issues they have that you could fix? What new products or service could they benefit from?

Surveys and focus groups are great ways of finding out the information you need. Online surveys can be created quickly and easily using [Survey Monkey](#), and there is a free option.



How is the current market environment?

Keep up-to-date with what is going on in the wider marketing environment for example, new technologies may open up new product opportunities, or new legislation may affect an existing product.

Marketing Tip N°3

Prior planning



3. Prior planning



Does your marketing plan reflect where you are striving to get to?

Just like creating a business plan, marketing planning is also essential to define what channels, messages and mediums you are going to use to help reach the overall business objectives.

Your plan should include: Where you are now, where you want to be, how you're going to get there, who will be included and what are the measurables so you know when you've reached your goals.



Do you know how many customer types or segments you have?



Do you know where each segment hangs out?

A simple way to start is to create a 'Who, What, Why, Where, When and How' chart or spreadsheet.

This will help you begin to see clearly the types of customers you have, how they liked to be engaged with and what influences them to buy from you.

“Define your channels and messages based on your customer segments”

Marketing Tip N°4

Branding and messages



4. Branding & messages

Take a look at the branding and messages you are currently using to promote your business.

“Ensure your branding reflects your business goals”



Do they represent your business correctly?
Do they reflect your company's values and goals?



Do they reflect where you want the business to be in 3-5 years time?



How does your brand make your audience feel about your company? What do you want it to make them feel?



Are your sales team using the same messages as the marketing team?



What is your value proposition and how does it compare to your competitors?

Use the research previously undertaken to identify what matters to your customers, what they value most and how you can help them.

Identify what makes your business unique and develop your brand offering to meet the needs of your customers. Choose only one and do it well. Really well.

Marketing Tip N°5

Think
about your
audience



5. Think about your audience

Marketing to your audience when you don't know who they are or what they want to see is simply wasted time and money.



Find out who are your audience is and if there is more than one type of customer or segment?



What messages do they respond to?



Where do they hang out? What groups or forums do they belong to?



Identify your top 100 ideal customers and find out what they are responding to and where they are. Join the same Linked In or Facebook groups and start contributing to the conversations so they can see you ad your offering.

“Identify your audiences biggest problems and solve them.”

Make sure you know who you are targeting and say the things that they will respond to. What is their biggest problem or pain point and how can you solve it for them? What are the biggest benefits you can offer your customers?

Once you have identified your USPs don't forget to add them to your website and marketing literature so that you are using the right language to attract the right customers.

Marketing Tip N°6

Create
great
content



6. Create great content

Content is still king. It is intrinsically linked to your search engine ranking and how credible Google (and other search engines) think you are. Creating great content will not only help improve your Search Engine Optimisation (SEO), but it will also enable you to give something of value to your prospective and current customers.



Do you have a content plan?

Grab a cuppa and sit down for 10 minutes and start to write down all the key topics you could create content on. From there you can start to add bullet points to each topic that will lead to content. Next, think about relevancy in terms of your calendar - are there particular times when certain topics are more relevant?

Keep adding to your content bank and you will soon have a strong collection of content that you can use so you don't waste time about thinking what to write each week.

“Creating great content provides your audience with relevant and interesting information that influences their behaviour.”



What types of content do you have?

Content can include social media, blogs, vlogs, newsletters, guides, case studies, videos, PR, white papers, magazines, e-books, infographics, podcasts, news articles, industry data, tutorials, demos, FAQs, testimonials, webinars, checklists, reviews, apps, microsites - the list is almost endless!

Marketing Tip N°7

Share
your
content



7. Share your content

Now that you have all this amazing content use it to help start conversations and build relationships with customers, prospects and people of influence.

Linked In, Facebook, Twitter, Instagram and Pinterest are all firm favourites when it comes to sharing although you need to choose the right ones for your business. Scheduling your content can take up a lots of time so a couple of good tools I use are [Hootsuite](#) and [Edgar](#).



Are you using the right social media for your business?

Again, it's finding out where your audience is and being in the same place as them. It is no good being on Facebook (although you might like it) if your potential customers are on Linked In. Look at joining groups where your target audience are.



Do your profile and cover pictures look professional and credible?

Good quality, interesting content can really boost your business. The key is to provide your followers with content that is valuable and useful to them. This in turn builds your credibility as a professional in your area of expertise and then when your readers are in the position where they need to hire someone, they remember you.

“Use your content to engage and influence your audience.”

Be aware though that you don't own your pages on these social networks so please do not rely on them solely as you never know when, or what, they might change.

Marketing Tip N°8

Stay
in
touch



8. Stay in touch

If you haven't already got one, start an email newsletter; it is a great way to keep in touch with your customers and prospects. The obvious is to promote your products and services, but why not use it to show off your expertise? Share valuable tips and advice on how your audience can improve their business.

“Keep in contact with your customers - you never know when they'll need you next”



Do you have a database you can email out to?



Have they all opted-in to receive information from you?

Start creating your own list by asking all your current customers and prospects if you can have their email address. You need to be sure you have asked their permission to contact them with product updates, news and offers.

Other ways include offering something valuable (a guide download?) in return for their details, or a competition to win something of value. This route can also include a 'refer a friend' option to capture more data.

Ensure you have a sign up box on your website and blog. Include social icons and forward to a friend buttons so your recipients can easily share your emails with their contacts.

Get started with [MailChimp](https://www.mailchimp.com) - a free easy to use email marketing tool.

Marketing Tip N°9

Don't be
afraid
to ask



9. Don't be afraid to ask

It's unusual for your audience to forward emails, social, blogs, literature etc. onto their contacts without a prompt so don't be afraid to ask them to share your posts.

The same goes for prospects and customers; ask for a referral. Even if a prospect didn't become a customer, they might know someone who could.



Who are your top 10 customers?

Start by making a list of your top 5-10 customers and / or contacts and ask them if they know of any other businesses that would benefit from your products or services.

It doesn't even have to be incentivised. The best referrals are the ones that genuinely value your service without a free gift.

“The best referrals are the ones that genuinely value your service.”

Try adding a line at the bottom of your email signature or sending out an email to remind your customers to send referrals your way.

Marketing Tip N°10

Use
persuasive
designs



10. Use eye-catching and persuasive designs

Attract the attention of your audience with amazing literature and marketing tools that reflect your brand.

Keep them interested with compelling information about what your product or service can do for them and why they should sign up or buy now.



What types of image does your audience respond to?

Creating attractive visual content will entice prospects to your business; after all we all like to look at something attractive, just make sure it has a relevant and clear call to action to ensure conversion.

If you are unsure what images to use then try doing an A/B split test and see which images and copy work best for each customer segment or type.



Does your audience know what to do next?

Don't forget to include a strong and clear 'Call to Action' to maximise your responses. Making sure your 'Calls to Action' are clear and compelling will help motivate your audience to take the action required.

Good design takes the reader on a journey that incorporates the benefits and values with clear sign posts of what to do next.

“A clear ‘Call to Action’ will ensure your reader knows exactly what to do next.”



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