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**3 Key Marketing Strategies To Grow Your Business**

**By Bob Leduc**

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3 KEY MARKETING STRATEGIES TO GROW YOUR BUSINESS

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Each of these 3 marketing strategies creates permanent growth for your business — and obstacles for your competition. You can use them repeatedly to add new layers of income to your business.

**1. SET UP JOINT PROMOTIONS**

Identify the characteristics and activities of your most profitable customers. Look for other non-competing businesses already reaching them. Then devise a way to set up some joint promotions. This proven strategy produces dramatic results — for very little expense.

For example, I once saw a clever joint promotion by a health club and a gourmet restaurant. Both catered to young professionals and business executives in the same town.

The restaurant's menu included several special dishes recommended by the health club's nutritionist. It also distributed discount membership coupons for the club. Even their advertising mentioned the affiliation — to attract health conscious customers who often avoid food prepared in gourmet restaurants.

The health club's monthly newsletters included a reprint of the restaurant's healthy new menu items recommended by the

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club's nutritionist. They also distributed the restaurant's discount coupons to their members.

### 2. UNCOVER NEW NICHE MARKETS

Continually look for new niche markets you can serve. Then develop customized versions of your advertising appealing to the special concerns of prospects in each niche. Offer specific solutions to their unique needs and you'll uncover new groups of customers eager to buy from you.

For example, I recently bought a new computer system for my

business from a company because they catered to my specific needs. An ad in a business publication listed their special web site for small businesses customers. There I was able to order the exact configuration of hardware and software I wanted at the price I was ready to pay. They won the sale by catering to my niche.

**TIP:** One way to find a new niche market is to evaluate your existing customers. Look for groups of customers with similar characteristics you don't currently cater to in your advertising. Then create new versions of your advertising appealing to their specific needs. You'll attract a lot more customers just like them.

### 3. EXPLOIT EMERGING TRENDS

Pay attention to changes you notice in your business and your markets. Try to spot trends you can turn into new sales opportunities -- before your competitors. The first company to identify an emerging trend and take action often becomes the market leader in their industry.

For example, many small businesses took advantage of the Internet early in its development. They used it to attract new customers they weren't reaching off-line and to capture customers from competitors who didn't yet recognize the business potential of a web site.

**TIP:** Don't make sudden major changes in your business to exploit a new emerging trend. Instead, add something to your business to accommodate it. You don't want to alienate customers who aren't ready to adapt to the new trend.

## 3 Key Marketing Strategies To Grow Your Business

Start using these 3 marketing strategies to create permanent growth for your business. Use them repeatedly to continue adding new layers of permanent income without inviting competition.

Bob Leduc is a Sales Consultant with 30 years experience in generating low-cost leads. He recently wrote a manual for small business owners, "How to Build Your Small Business Fast With Simple Postcards", and several other publications to help small businesses grow and prosper. For more info:  
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### **Getting Visitors To Stay Through Web Based Marketing**

**By Martin Lemieux**

9/10 times your web site visitors won't stay for more than 15 seconds. This is how you get them to stay, or should I say, get them to come back!

For most of you, your web site is a great brochure. It probably outlines your services very well. There's nothing wrong with that what-so-ever!

but...

There are creative marketing strategies that you can implement so that you don't entirely loose your clients, you just need to keep them in the loop for when the time comes for them to buy.

"Marketing Online – Is about creative patience"

Being creative with your web marketing ventures is crucial but it doesn't necessarily react like print magazine ads or like newspaper press releases. No, it takes time for something to kick into full force.

This is why you should always keep on top of creating something new because, just like regular marketing, if you don't have another campaign ready to go when your done this one, you'll start to loose prospects on the way and create a slow period for your business.

You want your world online to consistently grow. Don't grow too quickly, just grow and keep growing with all your marketing efforts.

Here are some of the marketing strategies you can implement: Create an online newsletters Give something away for free Create online questionnaires Engage yourself into discussion groups Write helpful tips Create local resources for others Have a section of tips from others in your field Create a forum on your site

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As you can see, these are all marketing strategies that engage people in some way. The key is to create emotion through your visitors. Once you've engaged someone from your site, your site will be imprinted on their mind. It may take them a year to buy something from you but once in a while, maybe even weekly, they will keep coming back to your site.

The important thing to remember is that, eventually, we lose all of our visitors, even more important is to find marketing ventures that keep them coming back from time to time.

Just because someone saw your service today, doesn't mean that he/she is ready to buy what you are offering. Many people "Shop For Tomorrow". They like to browse around, see the options out there before they dig into their wallet.

I hope this article will spawn off some ideas for you!

Martin Lemieux  
Smartads – President  
Affordable Web Design & Web Site Marketing

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Creating Your Internet Marketing Plan  
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Today's Definition of Marketing. Has it Changed?

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