

ARE YOU USING ALL 7 OF THESE HIGHLY EFFECTIVE MARKETING TACTICS?

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

ARE YOU USING ALL 7 OF THESE HIGHLY EFFECTIVE MARKETING TACTICS?

By Bob Leduc

ARE YOU USING ALL 7 OF THESE HIGHLY EFFECTIVE MARKETING TACTICS? by Bob

Leduc

Here are 7 well known, highly effective marketing tactics many small business owners overlook when developing their marketing program. How many have you overlooked?

1. BE UNIQUE

The best way to beat your competition is to promote a distinct advantage your customers cannot get from a competitor. This is often called your USP (short for Unique Selling Proposition). If you don't already have a distinct advantage, create one. Add something to your business you're not already doing. One network marketer I know doubled her sign up ratio by providing free sales leads to her new distributors for their first 4 months.

2. USE TESTIMONIALS

Collect and use testimonials. Testimonials from satisfied customers are similar to referrals. Both provide your prospect with evidence that your product or service produced results for other customers just like them. I've performed many tests using the same messages with and without testimonials. Those with testimonials always increased sales, often by as much as 65% or more.

Don't wait for satisfied customers to volunteer a testimonial. Instead, follow up with some customers soon

## ARE YOU USING ALL 7 OF THESE HIGHLY EFFECTIVE MARKETING TACTICS?

after completing a transaction. Ask what they liked best about your product, service or business opportunity. You'll get many flattering compliments. Ask for permission to use them in your promotions.

### 3. MAKE AN UPSELLING OFFER

Upselling is a proven technique you can use to get more money at the point of sale. Customers will never be more receptive to an attractive offer from you than when they're paying you money. Offer your customers or clients the option to upgrade to a better product or service at a special price. Or, offer the option of adding a related item to the

sale for a special combination price. Many will accept your offer. An upselling offer can increase your average sale by 30 percent or more without creating any advertising expense.

### 4. TRIVIALIZE YOUR PRICE

Demonstrate a low cost for your product or service by breaking down the price to its lowest time increment. "\$325 per year" frightens many customers away. "Enjoy all of this for less than 90 cents a day" attracts them to the low cost.

### 5. STRESS BENEFITS BEFORE FEATURES

A feature is what something is. A benefit is what it does. For example, my favorite donuts are now delivered in a re-sealable box. That's a feature. The donuts stay fresh for a week after I first open the box. That's the benefit. Promote the benefits of your product or service before you promote the features of it. People never buy something to get a feature. They always buy to get the benefit produced by the feature.

### 6. FOCUS ON THE HEADLINE

Always include a headline with your ad, sales letter or webpage. Include your biggest benefit in the headline to grab your prospect's attention. Otherwise, many prospective customers won't read your promotional material. When you develop a new promotion, test different headlines to find the most effective one BEFORE you test anything else. After you find the headline that attracts the most readers you can

## ARE YOU USING ALL 7 OF THESE HIGHLY EFFECTIVE MARKETING TACTICS?

test to find the most motivating copy for them to read.

### 7. MAKE AN OFFER

Never advertise without including an offer. An irresistible offer is the number one reason why people buy something. To substantially increase the response to your advertising, substantially improve your offer. Many small businesses advertise without including an offer. This is a costly mistake because it doesn't provide a reason for prospective customers to respond. The best way to get a big response from your advertising is to make an offer your prospects can't refuse.

Are you using all 7 of these tactics in your promotions? If not, revise your marketing program to include those you've overlooked. You'll immediately enjoy a big increase in your sales and profits without increasing your expenses.

## **Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities**

**By Wendy Hearn**

Developing an online marketing strategy is essential before you do any marketing or promotion of your business. Without a strategy it's like stabbing around in the dark, not knowing what you want to achieve. You risk your marketing becoming unfocused and not producing the results you really want.

An online marketing strategy is the general and overall approach you'll take with your marketing and encompasses the big picture. It's the starting point for choosing the most effective marketing tactics to use and then the actions you need to take. A clear strategy helps you make the right day-to-day decisions, saves you time and keeps you focused.

Before doing any marketing of your business, you need to develop your strategy. This gives you a clear picture of what you're up against and what you need to overcome through your marketing. This enables you to choose the best marketing tactics. The tactics are the means of achieving your strategy.

## ARE YOU USING ALL 7 OF THESE HIGHLY EFFECTIVE MARKETING TACTICS?

With so many different marketing tactics to choose from it's too easy to do what many people do and that's just pick any tactic. Just picking any tactic prevents you from maximising your marketing and the results it produces. You may use a variety of marketing tactics to fulfil your strategy.

So, how do you develop an online marketing strategy?

First you need to do an appraisal and gather information about your company, competitors, customers and other industry players. You need a clear picture of what you're up against. This includes identifying your target market/clients and carrying out a SWOT analysis.

**S – Strengths**

What are the strengths of your business?

**W – Weaknesses**

What are the weaknesses in your business?

**O – Opportunities**

What opportunities are available to your business?

**T – Threats**

What threats is your business facing?

Next, define specifically what are the challenges and problems that you need to overcome. From this answer the question, "What will it take to overcome your main marketing challenges and problems?"

Once you've developed your objectives, then choose the strategies to support these objectives. Your strategies could include:

Improve communication

Educating potential clients

Sharing information

Increase awareness of your products/services or company.

Then select the most effective marketing tactics to

## ARE YOU USING ALL 7 OF THESE HIGHLY EFFECTIVE MARKETING TACTICS?

bring your strategies to life. These tactics then need to be turned into an action plan.

Develop An Online Marketing Strategy To Maximise All Of Your Marketing Activities

Is Your Marketing Strategy Killing Your Profits?

Choosing Tactics for Your Web Site Marketing Plan

Alarming Marketing Trend

Seven Simple Questions to Build Your Site's Sales

Forbidden Psychological Tactics

The Buy Impulse

GUERRILLA MARKETING Volume 1

eBartering Tactics

7 Ways to get Great Links to your Website



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**[100% Effective Natural Hormone Treatment](#)  
Menopause, Andropause And Other Hormone Imbalances  
Impair Healthy Healing In People Over The Age Of 30!**

ARE YOU USING ALL 7 OF THESE HIGHLY EFFECTIVE MARKETING TACTICS?

