

FIND WAYS TO MAXIMISE YOUR MARKETING IMPACT

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By Christopher

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You need to keep looking for new ways to market your product and services. Many clients of mine stick with 2 or 3 types of method, and think that's all they need to do - they just sit back, relax and hope that these techniques alone will pay off.

Alas, it's not enough to hope that a couple of ads here and there will propel your product and make you rich - it's not going to happen.

To be successful, you need to keep plugging away using ads, publications and inventing new ways to satisfy your customers. It's like life-long learning - it never stops, so just accept it. It's less stressful to do that.

There are an infinite number of ways to market a business. Here, for example, are some additional ways to maximise your marketing program:

Thank customers for their business. A Thank You card or compliments slip with every purchase, is a nice touch, and people tend to go where they are appreciated. This also provides an opportunity to advertise on the Thank You card itself.....

Get more referrals. Spend time talking to anyone, help them out (even if you make no profit from the deal) as they will remember. They may know someone that could use your services.

Ensure your marketing is attractive. Often marketing can pull better if you simply improve the look of an ad, upgrading a website, or changing fonts of marketing communications etc. Did you know that the best dressed consultants get paid two to five times as much as the average ones.

Isn't it then worth changing or upgrading your company image?

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Entertain clients. Corporate Hospitality is big business and can be used to your advantage in clinching that deal. A lot of business is done in a relaxed setting, a public house, restaurant, bars etc.

We recently took some clients Go Karting, and we ended up with the contract. They didn't buy because we took them karting - they purchased because they were relaxed, and could think more clearly in a less stressful setting!

Know what you want to be the best at and invest in that. People use you because you are the best at what you do. Success comes from listening to what people want - then providing that differently and with more value than anybody else can or is willing to.

Remember that marketing is a constant thing - not a one time thing.

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### **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.

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

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

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What's Your NICHE market?

Customer Lifetime Value – The Key To Maximizing Your Profits!

Poker Affiliates: Choose The Right Online Poker Room Programs To Promote

The Unique Marketing Force Driving Online Poker Room Growth

Super Six PHP Scripts

147 Killer Epublishing Strategies

David Blaine's Mega Magic Tricks eBook

The Ultimate Ad Tracking Tool

Money Saving ideas



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