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Simple marketing techniques that increase business

By Frank Williams

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In today's fast paced business climate, change is inevitable. Marketing people in touch with customers know that their customer today is just as likely a competitors' customer tomorrow. Gaining consumer loyalty is getting harder. Technology compresses product life cycles into months and sometimes weeks. Information is more accessible, immediate and current through channels such as the Internet and the ubiquitous world−wide−web. And new innovation claims appear daily. All these factors create customer confusion.

Findings creative ways to retain your customers' attention is an on−going and complex marketing problem.

Long−term strategic plans and programs must not be mortgage for short−term results. However, savvy marketers realize that part of a well thought out marketing strategy in the 21st century includes doing some things faster. Balancing the two is key to driving growth and enhancing profits for the organization.

In this article Global Marketing address' some short−term ideas to compliment your firm's longer term marketing strategy. These are simple to implement and will produce results.

Consider the following ideas:

Keep things fresh − constantly seek ways to add newness to your products, information and brand

Every time you add something new to your business you create an opportunity to get more sales. For example, something as simple as adding new information on your web site creates another selling opportunity when prospects and customers visit your site to see the new information. Don't forget to advertise these additions. Press releases are easy, low cost ways to keep your brand and name in front of customers. Use your timely newsletter (if you don't have one create one today!) to mention these new additions.

Other quick ideas might include reconfiguring a product, or bundling two options together while charging a lower price, or changing the pricing for a limited time. All of these are news worthy and take little effort while creating new sales opportunity.

Position your firm's expertise

Look for ways you can be a resource for your prospects and customers. Supply them with free information. Today's web technology is easy to implement and exceptionally cost effective in allowing you to provide huge amounts of information. Let your web site provide application notes, product literature, or white papers on topical issues that add value to your customer relationship. Find ways to help your customer do things faster, easier, less expensively. Your programs should always make it

easy for your customer to do business with you. How many times does the phone ring before someone in your firm answers it? Remember you get a fresh opportunity to sell something every time they come back to you for help.

Separate yourself from your competition − continually declare your Unique−Selling−Position

What is the reason you went into business? This usually defined your competitive differentiation or unique selling position. It is the reason you are different than what your competitor claims. In marketing terminology this is called the USP. For example, do you provide faster results, superior products, easier access, personal attention or a better guarantee? Whatever your USP it must be a common thread throughout all marketing and sales material.

Promote that advantage in all of your advertising. Give your prospects a reason to do business with you instead of with your competition and you'll automatically get more sales.

Promote benefit, not features!

Buying customers don't want your product or service. They want the benefit produced by using it. Construction workers want holes not a drill. Painters want a certain color on a wall, not paint. Car buyers want convenient transportation with a certain image. Dental patients want healthy and good−looking teeth without suffering any pain. Make your web pages, sales letters and marketing programs a consistent in message with fresh content as to the benefit your customer receives by doing business with your firm.

How many more ideas can you think of?

Are You in the Marketing Big House?

By Reggie Brown

Are You in the Marketing Big House? by Reggie Brown

Marketers Online are truly a curious bunch. Some are successful beyond belief − earning thousands seemingly at will. These guys live the dream of every aspiring Online Marketer. They are very talented promoters that use classic marketing techniques that are complex yet simple.

What do I mean Complex Yet Simple?

Marketing techniques are only complex to the marketers who aren't familiar with them. The old saying remains true..... Practice Makes Perfect. To experienced marketers who use classic marketing techniques (Guerilla Marketing) often; marketing is a piece of cake. These guys are commonly called Marketing Gurus / Experts.

Who says you can't be a Guru?

Are these so called experts that much different than you or I? Don't they bleed red blood, pay taxes and put on their slacks one leg at a time like everyone else? Please don't allow personality and status get in the way of your Success. Anyone that can use classic marketing techniques can be successful. So−called Marketing Gurus don't own the rights to Success Online.

So who's in the Marketing Big House? Definitely not the successful Gurus. They live life to the limit. After all these marketers are more than likely rich − at least the ones who aren't lying to their loyal customers. The ones in the Big House are the marketers that don't understand very basic and doable marketing techniques − such as two step ads, effective sales letter writing and direct mail / email. They are trapped in what I call No−salesville. Don't laugh. I've been there and its no fun at all.

Everything the Marketing Gurus touch as far as marketing and sales turn to gold. They are living on a level most of us will never see. They network with other marketers − form alliances that make them even richer. The others are the ones I refer to as being in Marketing Big House. They can't sell their way out of a wet paper bag. They wouldn't know good copy if it

slapped them in the face. They spam the Net with worthless offers − they are in essence clueless to the art of Online Marketing and Marketing in General.

I don't mean to be harsh − we all had to start somewhere and I for one am not white as snow − although I'm trying. Some as we know don't care. They are in it just for the buck but usually end up with about 1 cent for every dollar they could have made if they had did it right. Pure Email Marketing done the right way will make 1000% more than spam. This is a fact. Don't believe it? Try doing it right. Never email anyone without their confirmed permission. Establish a real relationship with the people you contact. You'll make more sales and less enemies guaranteed. I'm willing to bet if you follow that simple advice; Today will be your last day of spamming me or anyone else. Thank God!

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