

Marketing Tips

Strategy

Have you got a marketing strategy?

A clear [marketing strategy](#) revolves around the company's [value proposition](#), which tells consumers what the company stands for, how it operates and why it deserves their business.

A marketing plan helps a company direct its advertising dollars to where it will have the most impact.

- Describes your business and its products and services
- Explains the position and role of your products and services in the market
- Profiles your customers and your competition
- Identifies the marketing tactics you will use
- Allows you to build a marketing plan (the tactics to deliver) and measure its effectiveness.

[Marketing Plan Template](#)

Setting yourself actions to follow

When setting goals, it's important to be as targeted as possible so you can measure the outcomes against what you set out to achieve. Your goals might include:

- Increased awareness of products and services
- Selling more products from a particular supplier
- Reaching a new customer segment

[Research](#) is an essential part of your marketing strategy. Information on size, growth, social trends, and demographics all need to be gathered.

Setting aside the time to look at your marketing, and how it's working

Everyone's needs are different; however, experts say most businesses need to devote a day per week to marketing and sales as a benchmark.

Marketing is constantly evolving. Make your marketing front of mind even though you are busy with clients and customers, you still need to build your pipeline of new clients.

Identify how it's working. Match up customers and clients you've won with the marketing activities you initiated.

Organic Growth

Word of mouth referral

Word of mouth has been identified as the most valuable form of marketing – the one that consumers trust above all others and the most likely to drive sales for your company.

- Engage with your customers, listen to what they are telling you
- Equip your customers, give them reasons to talk. Amazing products, great service, insider knowledge, social elevation, and incredible stories.
- Empower- Give customers different ways to talk and share. Let them know they are important and sharing their opinions is important to you. Help them find ways to share within their circles and ways to improve moving their conversations around.

“Do Us a Flavor” encouraged Lay’s potato chips fans to create a new flavour of chips to hit store shelves. 3.8 million submissions were sent making it one of the biggest marketing campaigns for PepsiCo owned Frito-Lay.

Anything you don't directly spend money on falls under the umbrella of organic marketing:

- Organic and unpaid social media posts
- Blog posts
- Guest posts
- User-generated content
- Email blasts
- Search Engine Optimization (SEO)

Social Media/Digital

Make sure you own all the marketing platforms with the same name

Ideally you want to own the names across the [digital marketing](#) platforms that you use to establish and maintain brand cohesion:

- Social media profiles
- Website
- Video Content
- Blogs

Post on a regular basis

When you post consistently, the [algorithms](#) will favour your posts and more people will see them. You'll then see an increased level of engagement.

Consistency with branding

Establishing brand consistency differentiates your company from competitors in an ever-evolving marketplace. Achieving brand consistency means people recognize your brand wherever they encounter it.

Know what to use and what not to use

Twitter, Facebook, Instagram, Tic Tok...the list goes on, they are all utilized by companies to generate customers and customer engagement. It is important to decide what platforms work for you and use them well rather than using multiple platforms poorly.

Whatever vehicles you decide to use for your digital marketing it is vital that you can measure the success of your campaigns to ensure you are getting the best bang for your buck. [Website analytics](#), social media insights, [custom URLs](#) for campaigns and [Facebook pixels](#) can all be used to measure results. If something doesn't work after a certain amount of time, discontinue it, and reallocate that energy and money into something that does.

Boosting vs Facebook advertising

Boosted posts are less complex than Facebook ads and are easier to get a handle on if you are already used to Facebooks news feed. A boosted post is a regular post you pay to reach a wider audience. Facebook ads offer a range of analytics options, allowing you to target ads to users by age, gender, location, interests, and other criteria.

Using AdWords confidently

The race to reach the first page of Google search results is highly competitive. Trying to reach the first page, even with excellent [SEO](#) may easily take months or even a year.

This is where paid ads ([PPC](#)) come in. [Google AdWords](#) is Googles advertising service that allows businesses to display their ads on Googles search results pages.

Google My Business

[Google My Business](#) is a free and easy-to-use tool for businesses to manage their online presence across Google, including Search and Maps. To help customers find your business, and to tell them your story, you can verify your business and edit your business information.

Messaging

Knowing your target market

Your target market is a broad group of potential customers defined by ranges. This is based on several factors such as, age, ethnicity, gender, and age. To best serve your customers, you must know who they are.

- Analyse your offerings
- Conduct market research
- Assess the competition

Focus your marketing material on your target market

Once your target market(s) has been identified you are able to focus your attention and marketing dollar on reaching and connecting with this segment of the population.

Website

Why a website?

One of the main reasons you should have a website for your business is to increase your organizations credibility. It enables you to stand out from the competition and clearly communicate quality information to your customers.

Having a website is a great first impression. A website showcases your brand, increases your chance of getting leads. [SEO](#) optimization can be built in, and digital marketing leveraged to grow your business and measure your [ROI](#).

A Call to action

A [call to action](#) is the part of your advertisement that tells your target audience what they should be doing once they click on your [PPC](#) ad and hit your website or landing page. “Buy now!!” is a simple explanation of this in action.

The Facebook pixel

The [Facebook pixel](#) is a piece of code that you put on your website that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website. You can use the pixel to make sure ads are shown to the right people.

Marketing automation

[Marketing automation](#) is technology that manages marketing processes and multifunctional campaigns across multiple channels, automatically.

It is a set of tools designed to streamline and simplify time-consuming jobs. Good automation helps you identify your audience, design the right content, and automatically trigger actions based on schedules and customer behaviour. Once results start coming in you can analyse and tweak your marketing plan accordingly.

Site tracking

[Site tracking](#) records all essential actions that contacts take on any of your web assets and third-party tools: Has / Has not Visits, referrals, total page visits, total site visits.

Google Analytics

[Google Analytics](#) is a service offered by Google that tracks and reports website traffic. It can be integrated with [Google Ads](#), so users can create and review online [campaigns](#) by tracking landing page quality and conversions.

SEO

[Search engine optimization](#) (SEO) is the process of improving the quality and quantity of website traffic to a website or a webpage from search engines. SEO targets unpaid traffic ([organic](#)) rather than direct traffic or paid traffic.

Improve your SEO on a regular basis

- Publish relevant, authoritative content
- Use [keywords](#)
- Update your content regularly
- Insert [metadata](#)
- Have a link worthy site (content rich, unbiased, authoritative)

Email Marketing

Set up

[Email marketing](#) is sending a commercial message to a group of people, using email. It involves using email to send advertisements, request business, or encourage sales or donations. Strategies commonly seek to build loyalty, trust, or brand awareness.

CRM

Why a CRM?

CRM stand for [Customer Relationship Management](#). It helps store information about your clients and provides detailed insight into purchasing dynamics. You can create reports from the data, target current customers and [generate leads](#) from your target audience. You can sync calendars, contacts, and social interactions so you have the most accurate information about marketing campaigns.

Traditional Marketing

[Traditional marketing](#) refers to promotion that reaches an audience offline. These are marketing channels like print, broadcast, telemarketing, or direct mail.

Face to face sales process

This is the direct interaction with a customer [face to face](#) to sell the product using their skills and marketing techniques. Adequately equipping your staff to be consistent and knowledgeable through their training is a major factor for success.

What should I use?

There is no hard and fast rule for what works universally. The reality is there are advantages and disadvantages of traditional marketing. The right type for you depends on the [demographic](#) you're trying to reach, your message, your budget, and personal preference.

Knowing what NOT to use

What is important is that your marketing endeavours can be measured. If you see no results from your campaign after a reasonable amount of time, focus your energy and money elsewhere.

- The average duration of a marketing campaign is 45 days