

Effective Marketing

No one invests money in a marketing campaign without expecting a return on that investment. Over the past 15 years I have examined hundreds of campaigns and seen both tremendous successes and tremendous failures. What separates the best from the worst; delivering the right message at the right time to the right person. The most basic marketing principle is to have your message connect with your customer. As marketing has evolved, messaging has had to become more and more targeted and personalized to capture the consumer. So how do you build the right messaging? There are five basic steps to the perfect campaign.

Know Your Customer

Your best prospect is your current customer base. Who are they? What is their age, race, marital status, income? Do they own their house or do they rent? Are your customers repeat customers? Were you customers satisfied with their experience? When a customer has a great experience they make referrals. Referrals can be a much easier sell because someone they trust has already purchased from you.

Create a Distinctive Message

After establishing who your ideal customer is create a message that attracts your demographic and demonstrates you know what they are interested in. Cattle call sales with everything must go messages are no longer effective with today's consumer. By doing simple research on the web consumers are easily able to find pricing for a multitude of products and services. Make your message a statement about what sets you apart from the competition. Start building a relationship with the customer through your first communication.

Don't Offer A Toaster For Opening a New Account

Another key ingredient to the success of your campaign is a relevant offer. Many years ago banks used to offer toasters when you signed up for a new account. What does a toaster have to do with banking? Exactly, the offer needs to relate to your business to continue to nurture interest in your business and push the consumer from prospect to client.

Some of the best examples of both relevant and totally irrelevant offers can be seen in the automotive sector. Consider this if two dealerships have exactly the same cars and one is offer \$2500 off and the other is offering a free George Foreman grill which offer is more relevant? If you are truly looking for a car, the \$2500 will get you in the door. The grill offer just invites people to come in and get a free grill and leave. They may have never been interested in a new car at all.

Deliver Your Message Through Multiple Channels

We live in a time of short attention spans, over 30% of households have some sort of Digital Video Recorder to skip over commercials. Commercial production can be costly and ineffective. There are many other media channels to pursue, banner ads, radio spots, website, text messaging. Utilize banner ads, radio spots, and email campaigns to communicate the same message you are delivering in your mail piece. To earn a new customer it is estimated they need to be touched by the product at least 3 5 times to get hooked in on your message.

Don't Drop the Ball

After delivering an effective message and generating interest don't lose traction. Make sure your sales team is aware of the specifics of your offer and when it is expected to launch. There is nothing worse than having a prospect call in or come in and have no one know what offer they are referring to. It makes you look disorganized and it puts your team at a disadvantage.

Have a lead follow up plan. Leads needs need to be followed up on immediately. When the prospect contacts you they are interested. The longer it takes your sales team to contact them the less chance you have of making the sale. Your marketing campaign may have gotten their interest but in order to keep it you need to communicate and close the deal. The market is competitive. Don't lose potential customers to your competition because you didn't follow up.

Summary

Getting the most out of your marketing campaign is simple, communicate effectively to the right customers at the right time. Personalize your messaging to connect with current customers and prospects for better results. Share what you are communicating to your customers with your sales team. A prepared sale team and a strong message will increase the deals you close and the dollars you make exponentially.

About Techström

Techström is a solution company with a 20+ year proven track record of crafting and implementing marketing and operational processes for clients. Through our unique direct marketing campaigns, our Internet Lead Generation tool and Site Kick Tool we have the ability to:

- Generate more qualified, non shared sales leads
- Track, Measure and Increase your ROI
- Provide Better Sales Lead Management
- Increase Customer Retention with Pertinent Messaging

Our marketing goal is clear: To provide you with high quality, non shared leads that quickly turn into sales. For more information about how we can help you achieve your sales goals, call at 1 888 775 0009 or email us at sales@techstrom.com.