

Marketing Planning - that Works

As I write this, I am thinking of literally hundreds of brochures, leaflets, flyers, advertisements and so forth promoting products and services up and down the country. I think of all the time and money invested in these things that it must easily run into thousands and thousands of pounds, but so many of them look alike and say the same things.

Without a proven method for successfully marketing products and services, most people resort to 'following the crowd' in the hope that someone in the crowd knows where they're going.

The trouble is, there aren't enough people in the crowd who are consistently making profit marketing their own businesses, so it's typical to see the same mistakes being made time and time again.

Here are some of them: trying to sell in space too small to get the job done i.e. a display ad, one page letter or short flyer that attempts to sell a product with just one contact rather than building a relationship over a series of transactions; having a brochure which just informs rather than actually sells; failing to give compelling reasons for buyer; no call to action; failing to engage the reader ... I could go on and on.

The basics

The ONLY marketing plan you need to successfully promote your business, products and or services consists of just 3 very important steps:

- 1 Building your own list of qualified interested prospects through placing ads, press releases, buying mailing lists or doing joint ventures etc, etc...
- 2 Making compelling offers to these leads using sequenced mailings of brochures, events, sales letters or emails or telephone

calls (or a combination of all of them).

- 3 Making additional (and ongoing) sales to the people who have already bought from you by offering additional services, products or third party products and services.

That's it. It's really that simple.

So many business owners and managers struggle to attract customers and sell their services, whilst others, with a great reputation, attract a steady stream of customers and command higher prices.

Well one reason these businesses enjoy the success they do, is because they know how to make the funnel system of marketing work for them.

If you picture a funnel, you know it's wide and open at the top, and tiny and narrow at the bottom. As prospects go through the stages from 'I want to know more about you' to 'I will buy from you' they effectively move through the funnel.

Now lots of people make the mistake of offering something free at the top of their funnel, and then having their key product or service at the bottom of their funnel, but nothing in between.

The trouble with this is, it's asking your prospects to make too big a jump in just one go. For many of the businesses we're in, the risk prospects face in taking us on is not only a financial risk, but an emotional one too.

So the marketing funnel is a great business model. It helps you make your core proposition available at different price points, thus lowering the emotional and financial risk for your customers as they move further down the funnel.

The funnel – or pipeline – system of marketing recommends that you offer your prospects and customers ever more elaborate products and services - and ever more intensive access to you - at ever increasing prices.

In other words, you continually offer people more

ways to spend more money with you. It can be used by any business – whatever its size and purpose

Bringing it all together

In a nutshell the funnel system says: attract new clients and prospects into your funnel, then find ways to add more and more value to them - and as the value increases, so does the price!

If you're 'following the crowd', it's unlikely that you'll have a system. It's far more likely that you'll be printing up a bunch of flyers, spreading the word and hoping for the best. Not only is it extremely difficult to make money that way, it can also be a fast path to LOSING money.


In the next part of this guidebook we will be looking at each of these stages in turn and how they apply to your unique situation.

I hope these moves help. Try them. You will be delighted with the results.

Your feedback is invited. Question: What is your biggest planning challenge? Please note, while I can't promise a personal reply to each and every response, I will devote future issues to the most pressing subscriber concerns.

To read more about strategies to grow your business [click here](#)

Best wishes



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