

The Problem with Promotion

Each year, it gets harder to capture and retain the attention of prospects, buyers and business decision makers.

Everyone gets swamped with sales literature, telemarketing and advertising. Research shows that almost people in businesses – and this includes prospects - are bombarded with over 4,000 marketing-messages in one form or another every day!

People are stretched to the limit to attend to the priorities of running a business. Constant interruption wears away time and patience. Interruptions from telesales people become intrusive and can run contrary to relationship building.

Then there is the matter of the ‘Sellers Journey’, in other words the time and effort it takes to win a new customer from well worn marketing strategies. It is said by experts that some 8 to 20 interactions are required to turn a prospect into a customer from the first point of contact.

But what if we could short circuit this in two jumps?

IS THIS NOT THE VERY POINT?

What if someone is impressed by what he sees on your website, or reads an article you have written, or hears you on the radio? Doesn't this actually mean that you have entered the customers' world sooner than planned?

A New Strategy

A good reason why the time has come to

move beyond “messages” and “calls” and look more closely at deploying different strategies to grow your businesses.

Rather than hit the market with another promotional leaflet or even more telesales, what if we aim to add / build a reservoir of leads with tactics in the heart of the niche so as to let your reputation appreciate in the minds of a sufficient number of potential buyers?

It is a known fact that we will never sell our products and use our skills until we are trusted. Until somebody has confidence in us, he or she is unlikely to want to buy from us. For that trust to be created, our prospects must know about us to begin with.

Rather than go searching for customers, our objective is to position ourselves in such a way that they find us.

Pre-requisite Tactics for Living at the Core

1. **A Point of Recognition** –the sales points you offer match the needs of your ideal customers ... it is far easier to be found in a niche with a convincing and a compelling offer and credible point of difference than on terrain with little variation.

It is this positioning that actually underpins credibility – not how well we do what we say we do. This is a separate issue.

2. **Who Needs to Know About You to Come to You?** – So who and how many people need to know about you in order to generate the volume of enquiries you would like to receive?

All this means that it is vital to specify and describe clearly the niche(s) you are in.

3. **What Are Your Routes to Them to Generate A Great Reputation?** - These routes include the 10 broad strategies that we have listed below.

1. **Create a Compelling Point Of Recognition** – for a credible up-market-positioning, support from a message of value, and great offers
2. **Develop A Great Web Site** - that informs and sells with blog and forum posts. Promoted by pay-per-click methods, affiliates and other key areas to ensure traffic generation as well as activities listed below, including; PR, events, word of mouth etc
3. **Communications Calendar and Customer Retention Programme** – to bring news, a sequence of offers, new products/services to attract prospects and benefit customers, media, and other influencers.
4. **Host and Participate in Events, Real and Virtual** - in conjunction with the media, buyers, referral and partner groups
5. **PR** - establish relationships all forms of media with a memorable point of view
6. **Leverage** with a mastermind group and overcome the problem of gaining access to the right people.
7. **Tap Into Your Customers' Goldmine** – with regular communications, great offers, referral systems and means to delight them to support a perpetual relationship and advocacy
8. **Market Research** - Finding out what your marketplace really wants and needs by calling, visiting, or

mailing your customers a questionnaire or a survey

9. **Endorse Other People's Products Or Services** - to produce a flow of new business for you and for the company you're endorsing.
10. **Speak At Conferences, Write Materials; Articles And Books**

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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