

# Low Cost No Cost Marketing

Village Hotel, Bournemouth

14<sup>th</sup> July 2011

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# Advantages of networking

- **Business is easier to close**
- **There are fewer objections**
- **There is a strong sense of loyalty**
- **Clients stay longer**
- **A higher sense of trust is engendered**

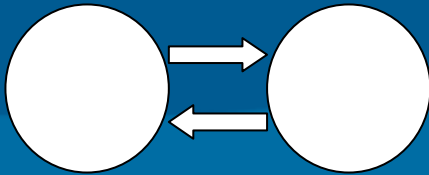


# Advantages of networking

- **Help you to alert a potential client or affiliate to your business proposition**
- **Help you find a potential collaborator or affiliate**
- **Allow you to find out whether attendees know of anything or anyone specific that could be helpful to you**
- **Gain the names of contacts another attendee feels it is worth you talking to**
- **Keep you abreast of general business developments within your sector or local area**

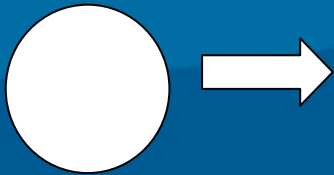
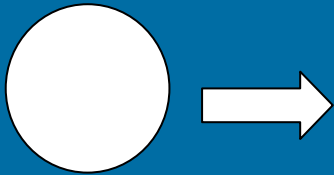


# Networking Body Language



This is a “Closed Two” they are head to head in deep conversation and will not welcome interruption.

Three or more people in this configuration will be similarly unwelcoming



This is an “Open Two” they are standing shoulder to shoulder and looking out into the room, they will not mind you approaching them.

Three or more in this configuration are likely to be all from the same company (or friends/acquaintances) who have not built up the nerve to circulate!

# Icebreakers

- "Where have you come from today?"
- "I don't think we've met I'm (*your name*)"
- "Whose guest are you?"
- "How did you hear of it?"
- "I find these events a bit nerve-wracking, how do you find them?"

**talking to people who**

**know people and opportunities you don't**

**and who are prepared to**

**pass that information on**



# Make sure you

- **Clearly state the nature, products and services of your business**
- **Define who your customers are and what makes you different from the competition**
- **Provide references by the way of stories or testimonials wherever possible**

# Getting away...

- **Keep your glass with just a little liquid and say you are going to get a top up.**
- **Go to the loo...**
- **Say – “well its been great chatting to you but there are one or two other people in the room that I must catch up with so if you excuse me...,” smile, walk away.**

“I want social media for effective business use only and not for idle chit chat or because I’m bored or have no friends or want to change the world...”



- 1. A reluctance to talk to strangers.**
- 2. Lack of a formal introduction.**
- 3. Fear of being seen as pushy.**
- 4. Thinking that other people may not like you.**
- 5 Getting away from people who you have got stuck with**

# Perceived networking reactions...



**“Social networking is  
a bit like a bowl of  
spaghetti,  
you just have to eat it  
and see what  
happens”**



**It took radio 38 years to reach 50 million users.**

**It took TV 13 years.**

**It took the Internet 4 years.**

**Facebook added 100 million users in 9 months!**



# Surveys as Marketing Tools

**They are a legitimate reason to contact your target audience or your existing client base**

**They may give you ammunition for a press release**

**They may give you some material for your blog**

**They can help you redefine your offer or change something about your business in terms of new opportunities or areas that are no longer of interest**



# Survey hints and tips

- **Put interesting questions first and more sensitive questions last**
- **Do not ask someone to order or rank more than 5 items**
- **Do not lead eg “Do you agree that...”**
- **Try a sample on an intended recipient**
- **Handwritten envelopes improve response**

[www.surveymonkey.com](http://www.surveymonkey.com)



# White Paper

- **May offer insight into general industry or local trends**
- **Normally offer a wide perspective culminating in opinions about the future**
- **Typically between 10 and 20 pages long**

Find out local newspaper titles and contacts:

<http://www.newsquest.co.uk/portfolio2/newspapers/>

[www.newspapersoc.org.uk](http://www.newspapersoc.org.uk)

**Upload your own video!**

[www.yournews.itvlocal.com/Default.aspx](http://www.yournews.itvlocal.com/Default.aspx)



# Headlines hints and tips

- **Lose the jargon**

- **Drop your ego** – not Wiggins and Wiggins take on Fred Bloggs as loan officer” but “Why you should grab a fixed rate mortgage”

- **Cut the hype** so no “fantastic new product solves all life’s problems”

- **Remember the editor will be thinking “what’s in it for the reader”**

- **Pitch lists** “Six quickest ways... ten best resorts... 5 most exciting activities”\*

- **Social networkers also love these so use them in your post titles**

# BLOGGING PLATFORMS

[www.blogger.com](http://www.blogger.com)

[www.wordpress.com](http://www.wordpress.com)



My blog address

<http://businessfulcrum.blogspot.com/>



# Marketing tactics for your website

**Prominently display a meaningful call to action on each page**

**“Click here to find out how to market more effectively”**

**“Click here to request the famous free marketing healthcheck”**

**Add downloadable discount vouchers**

**Add recommend a friend**

**Reward sign ups**

**Add links**



# Testimonials

- **Verbal testimonials often have more energy and resonance so write them down and ask if you can use them**
- **Use testimonials that specifically describe the benefit of using your business**
- **Get testimonials that collectively straddle all products, services, sectors etc**
- **Do not use anonymous testimonials – initials will do if you cannot use full names**

# Newsletters will work better if you understand:

- **The challenges your target audience face**
- **The publications they are likely to read**
- **The changing legislation that may affect them**
- **The capabilities they need to run their life/business**
- **Their likely interests and motivations**



# Remember...

...**WIIFM** – from you readers point of view “what’s in it for me?”

...to include a **MEANINGFUL** call to action:

“E-mail us to get three new marketing techniques”

...to use an interesting subject heading in your email



# Entering an Award

- [www.hampshirebusinessawards.co.uk](http://www.hampshirebusinessawards.co.uk)
- [www.dorsetbusinessawards.co.uk](http://www.dorsetbusinessawards.co.uk)
- **The Langtry Manor Business Women Awards**
- [www.hampshiremagazine/awards.shtml](http://www.hampshiremagazine/awards.shtml)
- [www.tvbawards.org.uk](http://www.tvbawards.org.uk)
- [www.winbiz.org.uk](http://www.winbiz.org.uk)
- [www.shell-livewire.org.uk](http://www.shell-livewire.org.uk)

**Don't forget to look for awards in your specific sector eg volunteering**



# Customer Matrix – looking for gaps

	Postcard	Copywriting	Advice	Mentor Scheme
Fred	x	x	x	
Bill	x		x	
Sue	x	x		

# Loyalty Scheme Objectives

- Repeat custom
- Cumulative spend
- Orders for large quantities or with a high value
- Prompt payment
- Length of relationship



# The 4 P's of e-mail marketing

- **Permission** – under the Data Protection Act they must opt in
- **Privacy** – be clear that you are not sharing their details
- **Profiling** eg: who they are; what they want; how they want to be contacted; and how often
- **Personalisation** – send tailored communication rather than overall messages

**Recommended – [www.mailchimp.com](http://www.mailchimp.com)**



# You might also consider

**SMS texting**

**Linking with affiliates to add value to each other's offer**

**QR Codes**



**Thanks for listening**

**Hope it was helpful!**

**Jane Buswell**

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