

HOW TO
PROFIT
&
GAIN MORE CUSTOMERS



JUANITA JAY JOHNSON

AWARD WINNING CONTENT MARKETING STRATEGIST
& PROJECT MANAGER

T.R.U. DESIGN AGENCY
THE REALLY USEFUL & PRINT

INTRODUCTION

You're in business for a reason. Now there are many variations of your why but ultimately none of it matters until your business get that first customer. Without customers a business dies,
It's like having an eager driver but no car to drive.

Customer growth is as important as ever and without it you will have very little chance of success regardless of how wonderful your product or service is.

When a customer receives value your business receives fuel (money) for growth. That is what I like to call the mutual exchange factor. It is what separates us from the con men and loan sharks.

Good business and steady growth is a partnership.
A partnership of a loyal customer to a valuable and worthwhile product or service. One that works well delivers what it says on the tin and so much more.

When what you are selling benefits the user, you are in business.

But how do you grow your customer base?
How do you know who needs what you sell and why?

The answer to that question is to develop a good understanding of your market place using research then advertising & marketing based on your findings. This short E-Book is going to tell you how to do just that and why it matters to your small business ability to churn a profit.



WHY ADVERTISE?

When we set up a new business or website we wait patiently for a visitor or new customer. We do all the suggested actions. We network, have meetings, pitch and have a dab hand in marketing our offer but very often we miss a crucial action.

We don't advertise.

That is we don't make an investment to see our products or services strategically placed in front of the people who actually want to buy it!



Sounds insane but very true

Marketing and advertising is not the same thing.

Marketing raises awareness of your business and its offer.

Advertising invites the prospective buyer to actually buy what is on offer

Marketing - raises awareness of your business, it lets people know you exist and invites them to find out more.

Advertising - creates demand for what you sell by strategically positioning your offer in front of the people that need, want or desire it.

Together they work hand in hand as an awesome team but one without the other will leave your **sales and marketing strategy** array with ineffective and inconsistent costly results.

To advertise when you do not have a sales process is lead generation suicide. You will grab your customer's attention but lose it in the same breath as they realize that your customer service has seen better days. To market and not advertise will leave your brand saying "Hi" to new customers but never closing a sale as you are far too busy having "**conversations**" about your brand and making friends with every follower you gain. Rather than using your marketing and advertising efforts to work and communicate with customers about their **experience** of your product or service.

It is a tricky task to sell and befriend your customer at the same time. You run the risk of your business being **all sales and no service**. Which gets you the initial sale but leaves you with no repeat custom due to a poor sales and/or customer service experience. Or you face a scenario of **all service and no sales**. This is where you give a potential customer everything but no sale occurs leaving you with a fantastic reputation but poor cash flow. Neither of these scenarios is ideal or productive.

The way to overcome this conundrum is to set up a sales and marketing process that takes care of this for you by incorporating public relations (PR) marketing and advertising into your business using an array of on and offline techniques. Which I am going to share with you in this e-book

LET'S EXPLORE PAID MEDIA ADVERTISING

Advertising is a core component of the marketing process. It's the part that involves positioning your business, product, or the services you are offering. It involves the process of developing placement strategies so what you are selling lands in the eye line of the person you designed it for and wants to buy it.

Advertising includes the paid placement of an ad in newspapers, direct mail, billboards, paid social media efforts and mainstream publications including television. Advertising allows you to use the power of the existing influencers in your customer's life. People and brands they already trust to endorse and introduce your product or service to them.

Make no assumption advertising is and will be one of the largest expenses on your marketing plan. Followed by public relations as a close second and market research not falling far behind in the journey. But carried out successfully that



investment can be returned with very profitable and visible results. Giving your customers value, and in exchange giving your business the customer base and income it needs to grow steadily.

But what works best when you begin to advertise?

What is the best way to start and track your action to see return on investment so you can keep growing and serving new and existing customer bases?



Remember ultimately this transaction is not about you!

The aim with any advertising campaign is to identify an audience or customer base with the income and desire for what you are selling. There is no point offering pro golf lessons in a ladies hair salon.

Or Australian lamb chops in a vegan store.

Why?

Because the audience you have identified may have the income but has little or no desire at all for what you are offering.

Every audience or customer base a business has comes in three parts:-

Spectators and Critics

The Observers

These guys are your largest addressable audience or customer bases at any given time. They have the income to buy what you are selling and fit the mould in terms of client/customer avatars and profiles.

They are qualified potential customers all your demographics and market research has indicated that these guys not only care what you have to say but also have a keen interest in what you have to offer. Until they seen your advert they had no idea of your existence and your relevance to their desires.

Now you're on their radar, that doesn't mean that they are ready to buy from you. As you communicate, build trust and offer valuable content to this client group they evolve into our next group.



Potential & Desire

The Thinkers

These guys are the section of your addressable customer base that are already thinking about what you're selling. They may have tried a competitor's product and may be dissatisfied or want what you sell but still haven't found the right fit for their need. For example your customer may want to start a diet plan but to date none have worked.

Although it is not at the forefront of your customers mind when they are introduced to your product or slimming support service they are intrigued and click through on that Facebook ad or dial the number on that advert placed in their favorite magazine. They could buy on impulse from you today or even up to a year later but nevertheless they are thinking about your product and brand as something that could be valuable to them now or in the future.

This section of your market is a valuable audience. These guys will like your Facebook page, comment on your blogs and recommend your product or service to a colleague. As they grow to learn and trust your business for their needs they grow into our next group.



Buyers and Doers

The Customers

These guys actually buy from you they have seen you, like you and trust you. They know you have something they need and have had a great experience using, eating or buying your offer. Now they are looking for more of the same, through great service.

An in-depth understanding of their needs teamed with valuable content that keeps them informed. A customer service experience that supports a mutual cycle of value to continue.

Giving you repeat custom income streams and them a trusted supplier for something they want, need and care about.



Now we have identified these three active parts of your potential market that you could advertise to does your marketing and advertising outreach strategies have an external communication strategy to meet your market at all stages of your potential customers buying process?

A great way to create a demand using paid media is to create an advert and place it smack bang in the market that is looking for your offer. Then support the awareness of your brand by incorporating a digital content marketing strategy. Which brings me to our other three categories we need to explore research, earned and owned.

Your first step is Research.

The goal of the research process is to understand **WHO** the individuals and media publications are that exert influence on your target customer. This will help you to identify the optimal paid and earned promotion opportunities that will provide access to your chosen customer base.

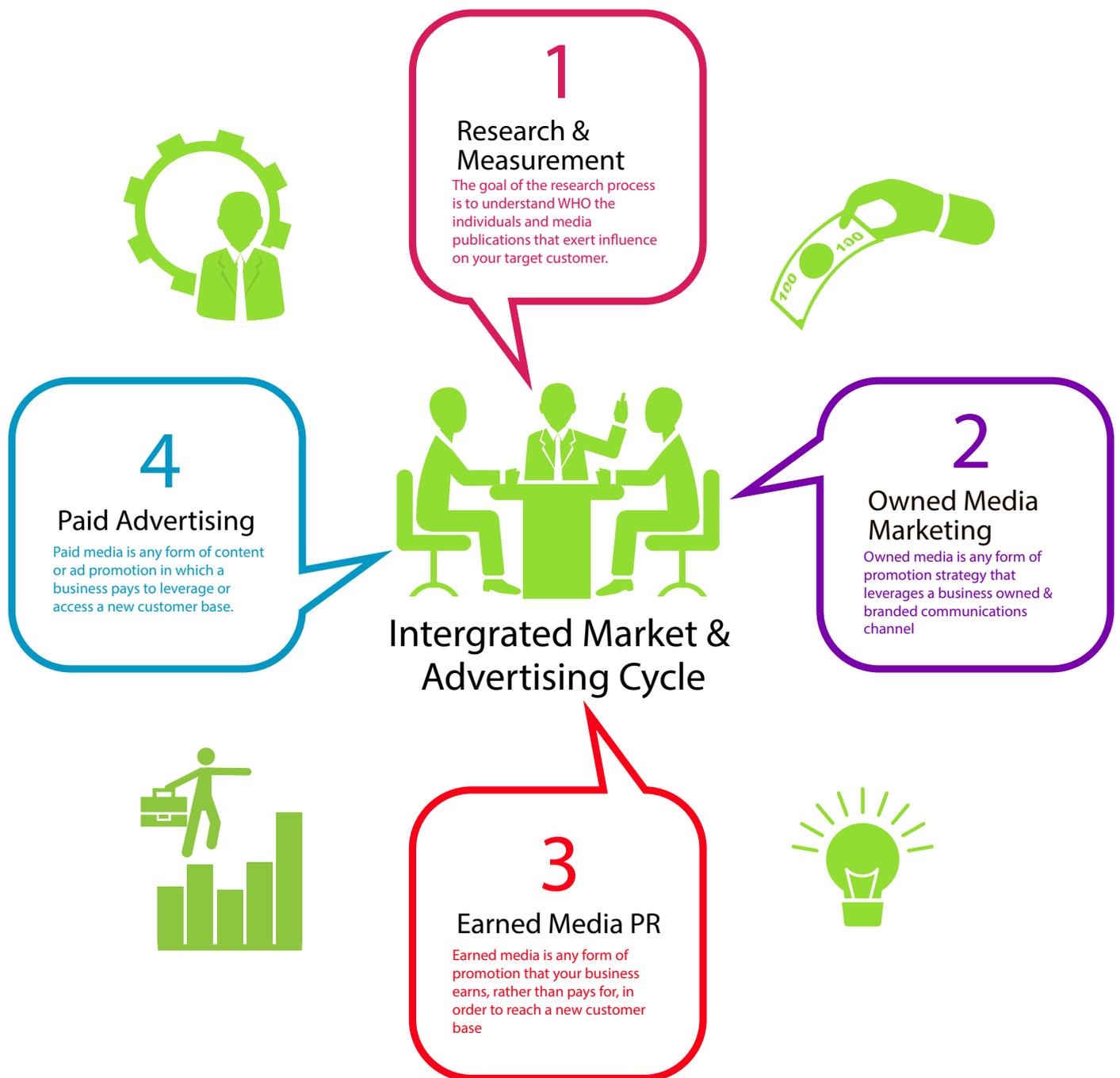
The insights gained will allow you to start building relationships with influencers and paid promotion vendors like journalists and media pros before your advertising or viral content goes live. This research should occur before the actual launch of any marketing and advertising campaign to test the feasibility of your product and to gauge whether you will get a return on your investment from your advertising budget.

By seeking out significant media outlets and influencers in your industry, you can skip the queue on gaining trust and credibility with your chosen customer and get straight to serving and delivering a great product that keeps them coming back again and again.



The most effective content marketing strategy is one that balances paid, earned, and owned together. Using all three to create plenty of options at your disposal using testing and analytics reports to discern the right balance of each that works for your business.

As I mentioned before there are three types of marketing and advertising communication that together can transform the way you generate quality leads for your business.



Paid: aka (Advertising)

Paid media is any form of content or ad promotion in which a business pays to leverage or access a new customer base. Paid promotion tactics, most of which fall into the bucket of on and offline advertising, offer marketers a high level of targeting and control. They are especially useful for generating immediate returns, whether through impressions or traffic, and, generally speaking, the more you put in, the more you get out.

Earned: aka (Public Relations PR)

Earned media is any form of promotion that your business earns, rather than pays for, in order to reach a new customer base. “Earning” can be somewhat of a misnomer, though, as coverage can be accomplished through a variety of methods, ranging from targeted PR efforts to simply creating & positioning amazing content that industry influencers, journalists are inclined to share.

Earned media offers your business the opportunity for the greatest returns (potentially limitless), but also the least control and predictability. As you have no ultimate say whether or not your brand or business is the story of the day or not.

Owned: aka (Research & Marketing)

Owned media is any form of promotion strategy that leverages a business owned & branded communications channel (such as email subscriber lists, social communities/groups, and RSS feeds) to reach an existing customer base. Often referred to as broadcasting or social media, this is as an opportunity to craft intentional and personalised messages to influence people that are already satisfied customers or fans of your brand. This methodology is fabulous at drawing attention to new and existing products encouraging already happy customers to buy again. Creating relationship with you or your business.

Allowing your customer to feel comfortable enough to tell people within their network about your product or service and making it easy to do so by nurturing a strong off and online presence. If you are using this method It is likely you already have a solid understanding via market research of your audience's/customer interests, needs, and preferences. Owned media promotion can offers small business owners a very high level of target control to create high return on investment on your marketing and advertising efforts. Quite effortlessly but be under no illusion owned media takes the longest to yield results and requires commitment and consistency throughout to really benefit from it's amazing results.

Last but far from least you need to know how you will Measure your results

In this technological age of data and automated analytics, there's no excuse to not measure (and improve/prove) the results from your marketing & advertising campaigns. It's no different when marketing and advertising is involved, and here at T.R.U we believe all business owners should be aware of some very simple best practices.



Define Your Marketing & Advertising Goals: (A Plan)

What are the goals of your campaign?

Will website impressions, qualified traffic that converts to leads, social shares, increased sales, or some combination of the above measure your advertising campaigns success?

Knowing your campaigns **Key Performance Indicators** from the outset will simplify the measurement process and help you track your results.



Budget:
(The Investment)

How much budget is available, specifically for promotion of your marketing and advertising content? This will likely affect your integrated promotional activity by incorporating a neat mix of paid, earned, and owned channels. Less money in the budget, of course, means less ability to rely on paid tactics to gain traction quickly with new audiences. In that case the time it will take to gain traction with your marketing and advertising efforts must be taken into account.



Timing: (Current Market Place Trends & Blips)

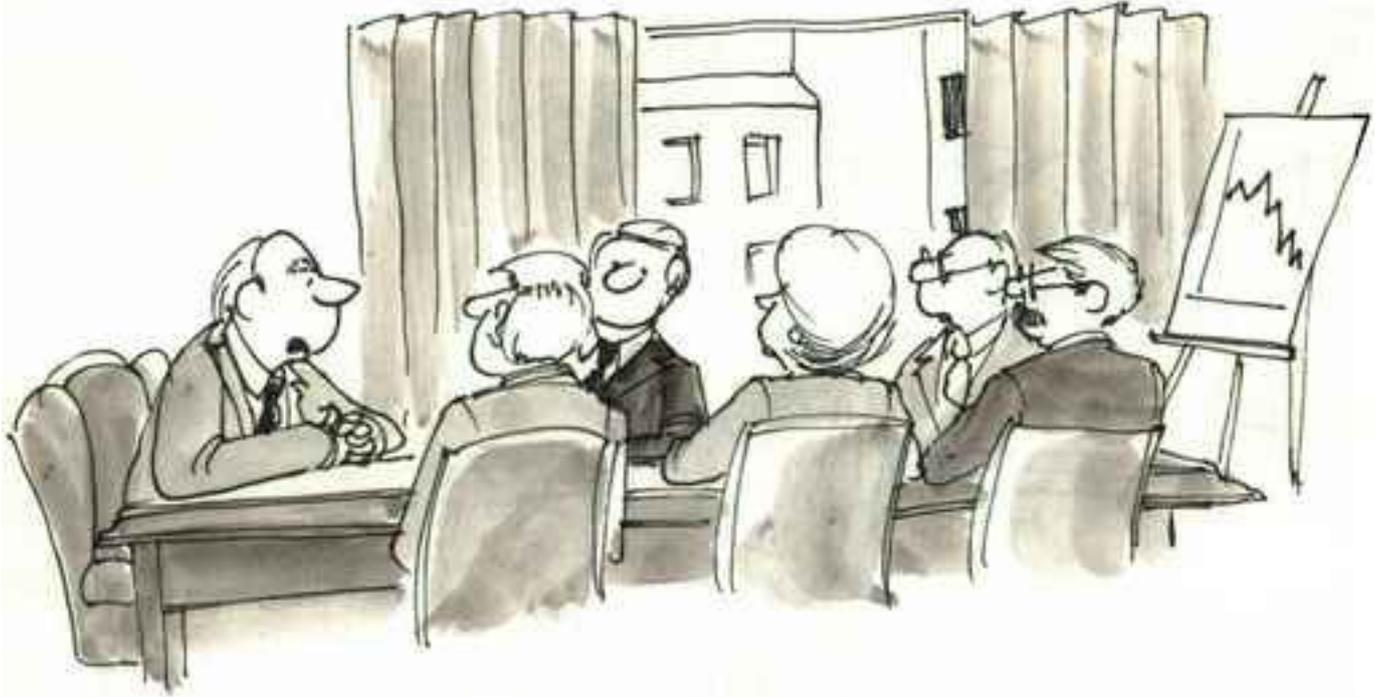
Timing is critical in an integrated marketing and advertising strategy. Some campaigns are time sensitive, like sharing a promotional offer or offering an early bird price on an event. All advertising campaigns have to be considered within the entire time frame of **research, planning, production, and promotion lead times**. Timing for earned media efforts can be especially challenging, as you will often find yourself at the mercy of someone else's marketing calendar or publishing agenda. Which might not necessarily tie in with the launch of a new product or service.



Synchronisation with existing marketing efforts: (Partnership & Joint Ventures)

What other marketing and outreach campaigns are you running at the same time? Is there an opportunity to work together to maximise an outcome? Are any of your joint venture partners' and/or influencers running similar campaigns or projects that clash or compliment your offer. Synchronising your campaigns with others can give your campaign the boost it needs to make an impact with your new customer base.





“Well, now we know what not to do.”

Marketing and advertising is no longer just about creating the right content or sales copy; it’s about making sure your ad content is positioned in the right place at the right time to build relationships with and influence your potential customer base most effectively. An integrated promotion strategy bridges the gap between the two approaches, and it’s the key to getting the results you want—and deserve—from your marketing and advertising investments.

Here at T.R.U Design and print agency we use real knowledge from our experience of working with our clients to illustrate how small business can actually up their advertising efforts and step up promotional activities to build a platform for better results.

New to the marketing and advertising world and fancy getting your feet wet before you dive into the pool. Why not test out your newfound knowledge with one of our £500 really useful marketing & advertising products.

Get your business the customers & recognition it deserves today. Click on any of the products below to learn more:-



Like what you have read and would like to find out how to start advertising your business profitably and effectively.

Click here to talk to a T.R.U marketing and advertising project manager today & get a paid, earned and owned media strategy to reach your customers now.

T.R.U. DESIGN
THE REALLY USEFUL & PRINT **AGENCY**

www.trudesignandprint.co.uk
myteam@trudesignandprint.co.uk
0121 2855 855

 /trudapa

 /trudapa

 /Trudesignandprintcouksolutions

 /company/the-really-useful-tru-design-&-print-agency