



7 ESSENTIAL TIPS FOR
more effective
marketing





What are you selling?

Develop a crystal clear picture of what products or services you offer. Be specific. What are your core products? What are complementary, add-ons, or up-sells? By identifying what customers most frequently purchase first enables you structure your marketing efforts accordingly.



What are you promising?

Your brand is built around your promise to your customers. By keeping that promise your brand can grow. Take your customers' perspective – why and how do or could you offer true value for money? What can you honestly promise every customer that chooses you?

Why should your customers believe you?

Humans frequently require reassurance when making a purchasing decision. So remember to provide proof, not only to prospective customers but also existing ones. That might come via customer testimonials, third party reviews, accreditations, or relevant awards.



Who is your ideal customer?

No organisation can truly sell to all people. Those that try frequently fail. So, be as specific as you can be. Age, gender, social demographics, likes and dislikes... the list is endless. But the more you can do to understand who your perfect customer is, the better. It'll not only help guide your marketing but also refine what it is you actually sell.





Where are your customers?

It's easier to scale up once you've got things right than to spread yourself too thinly. Your organisation's location, infrastructure and scale of operations should provide you with an accurate idea of how and where you can feasibly sell your products. Be where your customers are.



What motivates your customers?

Never ignore the (obvious) fact that your customers are human beings. They have needs and wants, fears and aspirations. By putting those into the context of what you're trying to sell will help you form an idea about what is most likely to motivate them to purchase.

Where do you spend your marketing budget?

Too many organisations spread their marketing efforts too thinly across print, digital, press, and social media channels. For your marketing activities to work you need to use the most appropriate channels, i.e the ones where your ideal customers actually hang out. Don't waste time and money where you're likely to gain little reward.





Finally, a simple, hard fact...

Your organisation and what it sells is not unique.

Very, very, very rarely does an organisation not have any competition. In those few instances where an organisation is truly first to market, it's not long before imitators are taking customers away. So, focus your energies on creating a compelling set of reasons and benefits why your customers should buy from you. Communicate them succinctly and effectively. Live up to your promise. And look after your customers, as they'll thank you for it.



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