



Maximising your marketing budget during times of economic uncertainty

Ensure that you are getting the most out of your marketing spend

Table of contents

Executive summary	2
Work out what it is you actually sell	2
Ensure the medium is cost effective	3
Supercharge your website with effective data capture	3
Competitor analysis – why it is important?	3
Test & measure for the best results.....	4
Rewarding loyalty.....	4
Keep your message consistent	4
Conclusion	4
eMailCampaigner – get the most out of your marketing.....	5

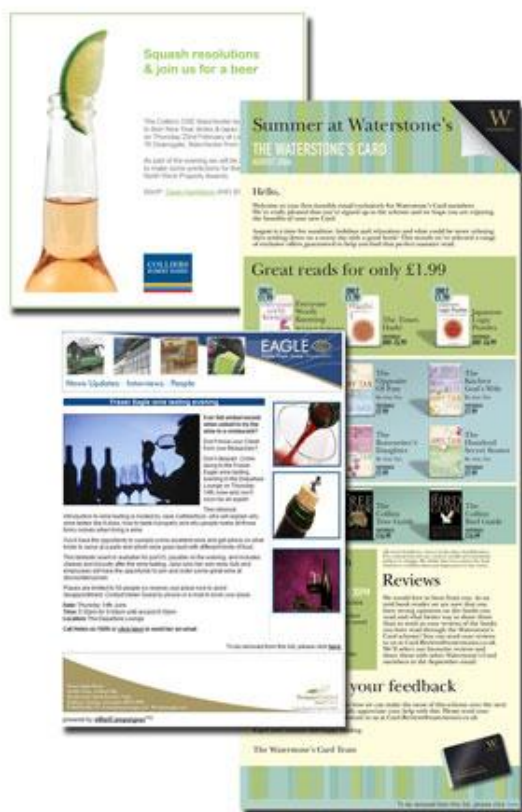


Executive summary

The current credit crunch has led to many businesses and consumers looking for ways to reduce their outgoings through prudent spending. The knock on effect is that some businesses are seeing a downturn in their revenue.

It's not necessary, however, to fall victim to the current economic climate and many businesses are reviewing the channels they use to take their products to market.

We have written this white paper to highlight the subtle changes you can make to ensure you maximise your marketing budget, not only in times of hardship, but also during the periods of great success.



1 Work out what it is you actually sell
 This may sound a little odd that we're telling you that you don't know what you sell - but bare with us for a second and all will become clear.

Many businesses spend so much time talking about themselves that there is very little time to communicate what they actually do for their customers or to put that another way – what problems they solve.

Well here's the trouble. Your prospects couldn't care less about who you are! They want to know what you can do for them and what problems you solve and if you don't communicate this to them quickly - they will just ignore you and move on.

Working out what you actually sell is possibly the most important thing you'll ever do in business. Ask yourselves what **problem you solve** as a business as this will help identify the main reasons people buy from you. To illustrate this point think about the simple examples below.

Product / Service	Actual Purchase
Ice cream for screaming child...	10 minutes peace and quiet for the parent.
Electric guitar for teenager...	Dream of being a rock star.
Distributor who provides timed deliveries...	18% reduction in warehousing costs for their customers.
On-site company physiotherapy service...	Reduces absenteeism for their clients by 15%.

You'll notice in the above examples that the value of the product or service increases dramatically when it moves from the left hand column to the right. Once you work out what it is your customers are *really* buying - you can take advantage of this.

√ Quick Tip!

Talk to your customers and find out why they buy from you. You may be surprised at what you're actually selling them.



2 Ensure the medium is cost effective

As a result of the current climate you may find that it is necessary to reduce your marketing spend - but how can you do this whilst ensuring your marketing reach remains unaffected?

There are several ways to combat this. Firstly, try to utilise web technologies as a channel for your message. For example, instead of posting out printed brochures do it via a reputable email marketing provider. This has many instant benefits. You will be able to significantly increase the number of people you can reach, reduce the time it takes to get your message to your market and tracking who receives and opens your emails will give you a clear indication of who is interested in your product or service and therefore who should be followed up first.

Secondly, there are many free website portals that allow you to upload press releases, case studies and 'how to' guides. These are a great way of getting your message read by other businesses whilst at the same time helping position you as a thought leader for your product or service. Visit the example web sites below and see how they could help you promote your business.

- www.businessballs.com
- www.utalkmarketing.com
- www.thedrum.co.uk

3 Supercharge your website with effective data capture

Your website is often the first port of call for a potential customer. Many businesses spend large chunks of their marketing budget promoting their website - yet the website itself falls at the first hurdle through lack of data capture.

Using data capture is a great way of finding out exactly who is visiting your website. For example, a short web form requesting the name and email address of the visitor in return for further information (e.g. a relevant case study) is a simple yet effective way of generating the contact details of somebody who is interested in your product or

service but might not be ready to buy at that instant.

For more hints and tips on how to improve your website success, email john@doc-net.com and request the white paper:

"How to turn cold website visitors into hot paying customers".

√ Quick Tip!

Don't make your data capture form too long and time consuming as this will affect how many people will complete it.



4 Competitor analysis – why it is important?

Knowing what the competition holds within your marketplace can be an invaluable tool. Businesses should keep abreast of how their competitors promote themselves and the messaging that they use.

It is also worthwhile having an idea of how similar your competitors pricing is, though this doesn't mean that you have to beat them on price and the more you develop a unique sell proposition and understand the problem you solve as a business the less you will have to do so.

To request a free bespoke competitor analysis



report, please email john@doc-net.com

5 Test & measure for the best results

Testing and measuring your marketing campaign every step of the way will provide true insight into your marketing potential.

Each time you send out your message, make a candid assessment of the important elements. What was the cost? What was the conversion rate? Was the target data clean and accurate? This approach will help you to reduce the amount it costs you to acquire a new customer.

√ Quick Tip!

Once you have something that works don't be tempted to change it until the results dictate that you need to.

6 Rewarding loyalty

Rewarding loyalty may seem a simple concept and it is one idea that can be taken advantage of without costing too much time or money. No matter how thin your profit margins there is always a way to reward your best customers. Maybe not with discounts but special offers or services will help you increase the lifetime value of your customers.



√ Quick Tip!

Use email to send an invite to your best customers for private events, focus groups or exclusive training. Even if the customer has to pay for the trip, at least they'll feel appreciated, and many of them will go out of their way to attend.

7 Keep your message consistent

Don't run the risk of confusing your customers. Keep the tone of your communications consistent so that they can easily recognise you and identify with your beliefs.

Make sure all your marketing to existing customers is clear and direct. The saddest thing in the marketing world is an advert or brochure that leaves people scratching their heads and wondering what your company is trying to sell.

√ Quick Tip!

Keep your branding and message clear and concise on all your communications including your website, email marketing campaigns, direct marketing campaigns, brochures and all other online and offline advertising.

Conclusion

The seven strategies outlined above offer simple yet effective solutions to maximise your current marketing spend.

If you have noticed a downturn in business recently due to the media doom and gloom concerning the UK economy, you may feel that you have to tighten the belt, and it's usually marketing activity that is reduced first.

If this is something that sounds familiar then look at how you currently market your business and try to utilise marketing channels that are cost effective and can offer a better reach to speak to your potential customers.



eMailCampaigner – get the most out of your marketing

eMailCampaigner™ is a practical solution to your permission based email requirements that helps you manage, create and monitor your e-marketing program.

Let us show you how you can:

- **Dramatically reduce costs** through switching from direct mail to email marketing
- Use advanced reporting in real-time to **enjoy a faster sales process**
- **Increase profitability** with highly targeted campaigns
- **Reduce production time** spent creating projects with our friendly template system

Just some of the great brands that trust us to achieve their marketing objectives:



Call us on **0870 770 4990** to find out how we can help you meet your business objectives or visit www.eMailCampaigner.com to find out more today or contact

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