

## 10 **Hot** Tips to Market your Business.

*Thanks for subscribing to our free E-Newsletter. Just for subscribing - heres your free brochure offering some ideas to help you and your business.*

*If you are reading this when online, we have also included some links – they are in blue – just click on them. Enjoy!*

**Tip No. 1** Existing customers are cheaper to market to than obtaining new ones.

Did you know it's cheaper to sell to an existing customer than actually bring in new ones? You have already done the groundwork, and that customer has already used your products or services – so don't let them go! – Or more so, keep them coming back! Whether you have only a handful of customers or lots of them, it's important to keep them updated on what new products you have and special promotions or discounts you have got running. And if they were happy with your products and services in the first place, they will come back for more!

There are many ways you can keep in contact with your customers, but the best way is to create a simple database so you can keep track of customer purchases and easily contact them through various ways such as mail outs and [e-mail marketing](#).

**Tip No. 2** Are you up selling?

Well your customer has already bought that cup of coffee – have you sold them a sandwich? – Or your customer has bought a screwdriver, have you sold them the latest new titanium screws you just got in? It's all about Sell, Sell, Sell! – And take every opportunity you can. Lets look at McDonalds, as annoying sometimes the old phrase "would you like fries with that" may seem, they do it for a reason – to up sell! Maybe one in every ten customers says yes, well that's a whole lot of fries at the end of the day! The best thing is, is that your customer may really appreciate the extra advice – maybe they really needed screws as well but forgot to ask!

**Tip No. 3** Have you done a recent check on pos (Point of sale)

I know one of the things we may overlook are the posters and flyers we have hanging around at our stores. I saw a really old one the other day at a clothing store – it was a huge sign placed at the front of the shop, so you certainly could not miss it – it said "Bargain sale" ***This week only***. The only problem is that the sign actually looked like it had been through a few bargains itself. It was quite dirty and faded – The point I am trying to make is that the

customer sees the sign, sees that its old, so obviously the sale wasn't just for "this week only" – its probably been around all year! – And hence that customer may just keep walking by!

Its hard in business to keep an eye on everything, but each week it's a great idea to set five minutes aside to have a visual walk around your store or office and have a look at your POS – you may be surprised at what you find!

#### Tip No. 4 Databases – do you have a shoebox?

Well we probably all have had shoeboxes at one stage or another, but the shoe box I am referring to, is the box you may have stashed somewhere (maybe under your desk), at home, at the back of the shop or wherever) – and this box contains details of all your clients. Don't throw them away! Even if it's only got your customers telephone and name on it – this is a great start to building your database.

The best way to go about your new found treasure is to first check how current the information is. If its fairly current, say up to 1 year, then you can get cracking and make some phone calls to update your clients information. Obviously, its best not to "just call out of the blue" and say I'm updating your details. They may not remember you! - So some good advice is to put together an incentive promotion such as " buy one, get second one free" or "beat the winter blues and coffee's on us!" This way you have more reason to update your client's details. Make sure your offer is valid though!

When you are on the phone, don't forget to get their email address too so you can ask if they would like to be notified when any other promotions arise as well. More than likely, your customer would be happy to find out about new stuff you have to offer from time to time. At the end of the day, your little show box has turned into a terrific, up to date database ready for you to grow those sales!

#### Tip No. 5 Brainstorm Box – have you got one?

I have found a really great way to get brainstorming is to have a folder or box that I keep stored in the office. As I come across anything that looks interesting, examples such as good ads, brochures or anything that I think I might use, I just place it in my "Brainstorm box." When I do get the chance and I am feeling very creative, I just pull out the contents and have a sift through. Its amazing the things you can come across to give you some great ideas!

#### Tip No. 6 Do you really know what your customers want –

Well, this is the six million dollar question! A lot of my clients tell me they know what their customers want, but as soon as we do a little [market research](#), the outcome near shocks my clients. In fact – what you may be thinking right now, may be totally different to what your customers want! – And the best way to find out what they want - is to ask!

Lets take a bread shop for example, you have been baking bread for years, and all of your customers seem happy – but are they really? Did you know that 25% of people living in your local area are gluten intolerant? That could mean that you could possibly be missing out on 25% extra sales. And you can find information like this out by doing a simple survey. Ask

customers what they would like to see when they come in, or leave a survey and box with pens at the side counter. You can even post the survey out, possibly with an incentive for completing the survey, If there's one thing I have learnt in sales and marketing, its not to ever take anything or any one for granted!

### Tip No. 7 Have you got a website?

Heres some staggering information that I recently retrieved from the Australian Bureau of Statistics.

*"The number of Australian businesses using computers, accessing the Internet and using web sites or home pages continues to grow. Computer use has shown steady growth, rising from 49% of Australian businesses in 1993-94 to 84% of businesses at the end of June 2001. In contrast, the proportion of businesses with a Web presence has grown rapidly, rising from 6% in 1997-98 to 16% in 1999-2000 and 22% in 2000-01. The proportion of businesses with Internet access has also risen rapidly, from 29% in 1997-98 to 56% in 1999-2000 and 69% in 2000-01."*

And that's only the business side of it – With householders there's about 50% of homes and growing with Internet access.

Now if that's not a reason to get a website, I don't know what else can convince you! These days, everyone is getting Internet savvy, so there's no better way to promote your business then online. Marketing Mechanics can offer you tailor made websites, unique to your very own business. Just contact us for further information.

### Tip No. 8 Advertising

Have you ever advertised in a magazine or newspaper? I know many customers whom have placed an ad here or there and have sat back anxiously awaiting the phone to ring off the hook. Well if you only place one ad, and the phone does ring off the hook – can you let me know your secret? Advertising is about consumer recall. That is, a customer seeing your ad/brand/logo on a number of occasions. And when they see it a second, or third time, they will feel like they have heard about you, a friend has told them about your business or they cant remember except they know they will come and buy something from you when the need it (or you could have put together a great offer they cant refuse!)

It's important to get the right advice about spending your hard earned dollar. I know there are some sales people in the advertising industry who are notorious for selling you "once only specials" – My advice to you is to carefully think before jumping on this type of offer. Your advertising should be budgeted, planned for and carefully thought about. That way you will ensure you are spending your money well and may see some return on investment.

### Tip No. 9 Business stationary. Hows it looking?

The old saying you are what you eat, is quite the same in this situation-you are what your business card or letterhead looks like. Generally speaking, you only have moments to impress a potential buyer. Whether you have a small or big business, your business

stationary should always be sleek and smart. That's what your customers will see when you are not there, so make sure it's a good appearance!

### Tip No. 10 What are your competitors doing?

The best way to stay on top of your competition – is to know what they are doing. Make a call, drop by - or send a friend to drop by. Check the local papers to see if they are advertising, or walk by to see what they are offering. And don't forget the dreaded junk mail – do they have a brochure in your letterbox?

Once you have determined what THEY are doing – you can do it better!

We hope you have enjoyed our 10 HOT TIPS to market your business.

For further information, call us today on **02 9565 2120** or [email us](#)

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