



EFFECTIVE MARKETING



Introduction



KINGPIN
COMMUNICATIONS

Marketing? Mumbo jumbo or dark art? Complicated? A cost or an investment?

Questions you probably ask yourself all the time. Well when done properly it shouldn't be mumbo jumbo, there should be nothing "dark" about it and although there's a cost, it's most definitely an investment.

This guide is here not to give you technical marketing speak, not to put you on a Harvard Business School course, but simply to give you a basic understanding of how to sell your company and its products better. Follow it and you'll get more for your marketing spend.

Web Presence: 10 Steps

1

Get a reliable host //

Try for a guaranteed 99% uptime contract. Downtime not only means lost business but this also compromises your professional integrity.

2

Web Design //

Hire a professional designer. Nothing puts off a potential customer more than a website that looks as if it's been designed by a teenager!

3

Content //

Make it simple, user friendly and relevant. The more pages, information and links you have the more likely you are to lose a browser. Do enough to whet an appetite but not so much as to drown them!

4

Meta Tags //

Add Meta Tags to pages for increased traffic through robot driven search engines.

5

Check your links //

Make sure all links are live and that they work. Broken or mis-directed links can result in lost business, so check them regularly.

6

Reduce graphic file sizes //

Believe it or not but there are still 56k dial-up browsers. By adding huge graphical images it will take minutes to download a page rather than seconds.

7

Promote your site //

No promotion, no visitors! Driving traffic to your site is essential. There are many cost effective ways in which to achieve a high volume of visitors but its is important to target the right people. Generating website traffic is simple, getting the right people is not!

8

Analyse your search engine positions //

Maintain top rank status on search engines.
(See search engine section)

9

Add Data Capture //

Data capture enables a browser to enter his or her details for further information or contact. As a minimum the name, company name, telephone number and email address are captured but this also enables you to capture the reason for the enquiry.

10

Site maintenance //

Keep content fresh and up-to-date. User friendly content management systems are now incorporated in sites which allow employees with no web skills to perform site maintenance.

Search Engine and Keyword Marketing: 10 Steps

1

Understand your key offering //

What do you want your visitors to gain? Download a trial, sign up to a newsletter, visit a seminar? Ensure content matches requirement and adjust content accordingly.

2

Find effective high traffic keywords and keyword phrases //

Choose a list of keywords that define your products or services. These will be matched against engine searches and will lead a browser to your website.

3

Use correctly formatted meta tags on all pages //

Make sure your webmaster has correctly formatted the meta tags on your website pages. These will be picked up by robot driven search engines and listed when a relevant search is in place.

4

Add your URL to the top 10 search engines //

Most search engines will have a website entry tool where you can list your destination URL and description. This is a free and easy way to get noticed although it should not be relied on as a form of marketing.

5

Traffic and Revenue Tracking //

Ultimately, it is not top rankings you are after, but more traffic and sales. This is where your investment in search engine optimisation really pays off. Once you get your traffic-building pages set up, then the pay-off comes in month after month. There are many good tools out there for tracking traffic, with some that will even track revenues.

6

Monitor and improve your site's ranking //

Know where you rank for keywords and phrases that relate to your business's products and services. You should have a list of relevant keywords and phrases that people are searching on. There are software tools which will report your rankings on the major search engines, and then to show you how to improve them.

7

Set up destination pages that are relevant to keywords //

Make sure that if someone clicks through from your keyword that the page they land on has relevant information, saving them time and possibly from losing interest.

8

Set up relevant URLs //

Make sure the URLs coincide with the messaging i.e. If the product is Joe's Software make sure the URL is: www.joessoftware.co.uk/info etc... and not: www.petespages.co.uk

9

Understand your most profitable keywords //

Keep track of your keyword campaign and those keywords that perform better than the rest. This way you can not only adjust budgets to bring in more enquiries from those keywords but also get a better understanding of the market in terms of keyword popularity and those subjects that are ticking all the boxes.

10

Maintenance //

Watch out for keywords that are not performing. Make sure that keywords are linked correctly and most importantly make sure the content on your site remains relevant to that particular call to action.

Direct Mail: 10 Steps

'As with email marketing the basics are the same but with different approaches.'

1

Define a purpose for your direct marketing campaign //

Each wasted mail piece not only costs you money but also jeopardises your professional integrity.

2

Develop a clear call to action //

The call to action is asking a reader to make a certain action. This can be to phone a number and register for an event or be directed to a website for more information.

3

Personalise your message //

This can also be done with direct mail. Where possible always personalise your message by placing the recipients name at the top of the mailing e.g. Dear Mr White. This will increase the chances of the direct marketing piece reaching the recipient rather than a PA opening the message and discarding it.

4

Plan a budget way ahead //

Direct Marketing can be expensive. You will have to budget for the following: Creative design, print, the recipient list, mailing fulfillment and postage.

5

External Data Purchase //

Mailing lists are mainly compiled through publication subscription or independent research. Make sure the data is regularly cleaned and up-to-date. Also ask the data owner for the 'gone away' policy. This ensures a higher level of accuracy and also guarantees a refund policy in the event of any issues.

6

Be Creative //

The purpose of your direct marketing copy and creative is to sell. Make sure you really grab the reader's attention and give them an easy way to respond.

7

Go Green //

Many DM pieces are sent out with non relevant information to the recipient. Globally we use 100 million trees a year to produce junk mail. Try to use recycled paper and envelopes for mailings. For each tonne of junk mail produced 17 trees, 7,000 gallons of water and 390 gallons of oil are used.

8

Deal with response //

Be ready to cope with the responses. You can handle these yourself or get an external supplier to do it for you. Make sure you get further information and orders out in good time. Check the basics too. Do you have enough phone lines to handle the calls you'll get?

9

Data Management //

Try to understand where your response has come from i.e. external or internal lists. It's important to understand how your messages are being responded to from so-called "cold" data versus "prospect" data.

10

Measure Success //

The final step is to work out how successful your campaign has been. This is vital as it'll help you improve next time. Compare the outcome against your original aims. What was the response rate like? If you've gained new customers, how much did each one cost?

Emarketing: 10 Steps

1

Define a purpose for your email campaign //

What are you looking to achieve from the mailing? Do not confuse the issue by trying to achieve a number of goals. One defined message will work far better than offering various.

2

Develop a clear call to action //

The call to action is asking a reader to make a certain action. This can be to click on a link to receive a whitepaper or to phone a number and register for an event.

3

Personalise your email message //

Where possible personalise your email message by placing the recipients name at the top of the email e.g. Dear Mr White. This will increase the open rate of your email as recipients are more likely to open emails that reflect familiarity.

4

Develop an interesting subject line //

Remember that first impressions count with email marketing. Keep this short and sweet but relevant and enticing.

5

Subscribers and opt outs //

Most email lists purchased will be fulfilled by the owner of the data as part of the data price. If you purchase data for internal broadcast always add an option for recipients to either subscribe to future broadcasts from your company or to opt out of any future broadcasts.

6

HTML and Text //

Develop an email message in two styles. HTML is a standard email format. It allows images to be set with text to form an advertisement. A text version is 'text only'. This should be used with the HTML as many HTML broadcasts are too large for the connections of some recipient's and get bounced back.

7

Keep images to a minimum //

Too many or large images will see SPAM filters pick out anything that is too 'heavy'. Reduce the size of the images and use a standard text font e.g. Times for your main body text. Also try not to use words such as 'free' as these will also get caught.

8

Track all email links //

There are several tools that will allow you to see how many people opened, clicked and bounced back from your email broadcast. Email data providers that fulfil the broadcast normally include this service free of charge.

9

Email a "targeted" list //

Guarantee the success of your e-mail promotion by targeting a list of opt-in subscribers who have specifically requested to receive information on a particular topic from you or a third party.

10

External email data purchase //

All external data should be scrutinised. The data protection act is a 'guideline' and not all data owners adhere to it. Data should be opted in, which means the person who owns the email address has given their consent to use their email address for marketing purposes.

Telemarketing: 10 Steps

1

Recruit a reliable agency //

Find a specialist agency that can understand your specific requirements. In-house telemarketing can be expensive and difficult to manage with operators easily de-motivated. Outsourcing to a professional company means your campaign will have full attention and keep your costs down.

2

Source the best data //

Half the success of any telemarketing campaign is down to the data provided. Make sure you don't scrimp and that you provide highly qualified, clean lists for the agency to call. Internal sales lists can be the worst, don't assume your own data is great.

3

Realistic targets //

Don't expect miracles. Work closely with the agency to define market trends within your expectations. Try not to be too limiting in your target audience.

4

Provide detailed collateral //

Operators will certainly need to send out information to prospective customers. Provide decent, local language PDFs, emails and so on to help.

5

Train the operators //

Insist on training the operators working on your campaign yourself (or train the trainer). This will ensure that they fully understand your offering and you can be confident that they are representing your company in the best possible way.

6

Be Available //

Make sure that you are available for any of the operators working on your campaign if they have questions or if technical issues arise. The quicker you can respond, the more successful your campaign will be.

7

Reporting //

Always clearly outline what you expect and when you expect it but don't be unrealistic.

8

Follow-up //

Make sure you make provisions at your end for following up any leads. A lead that is not followed up within a week will go cold and give a negative image of your organisation.

9

Feedback //

Once your sales team has spoken to the leads, make sure you provide feedback on what was good, what was bad, more information you need and so on. This will keep your campaign focused and the teams motivated.

10

Be aware of localisation //

If you are running a campaign outside of the UK, be aware of country specific differences and pay attention to local language requirements. Take guidance from your agency on these points.

Seminars: 10 Steps

1

Location //

Think about the location of the seminar. It needs to have good access for those commuting. Don't book a venue that is impossible to get to at rush hour or has poor commuter links.

2

Venue //

Don't go for the cheapest, it's like property - location, location, location. Make sure it's the right size for the group, has catering services and also think about good disabled access.

3

Before booking //

Before confirming anything, find out if the market exists. Find out how many people you can market to BEFORE booking the venue and printing/setting up promotion.

4

Think about the objective //

Match the content accordingly. Sales pitches will not be well attended.

5

Spread the cost //

By working with non-competitive businesses that would be interested in working with you.

6

Make sure all registrations are contacted //

At least 3 times after registering (it's OK to do this via email):

- 1 - To confirm registration
- 2 - to give 7 days notice
- 3 - and phone registrations a day prior to event to confirm attendance.

7

Make sure you have handouts //

Also make sure that there is an area for networking after the event.

8

Make the seminar content driven not sales driven //

People are more likely to attend if they feel that they will not become subject to the hard sell.

9

Factor in a drop off rate //

When taking bookings for your seminar, factor in the drop off rate. This is the number of people that will not show up. The average is around 40% but can be a lot higher due to many uncontrollable factors such as bad weather etc...

10

Presence //

Make sure you have enough personnel on hand to answer questions that may arise but do not go mob-handed.

Market Research: 10 Steps

1

Set your objectives //

What will the results of the research be used for? Set outlines for the depth and breadth of the research in order to maintain focus throughout the research project. From the start set timeline and budget frameworks and design your research project accordingly.

2

Recruit a reliable agency //

Find a niche agency specialised in your field who understand your specific requirements. Market research is a specialised area and should be carried out by experts to ensure results remain focussed, credible and results rich.

3

Define demographics //

Who are you targeting? Clearly outline necessary demographics to ensure that information collected will enable attainment of the project objectives.

4

Source the best data //

Once you've outlined who you want to speak to, ensure that you have access to high quality, clean data that fits your demographic profile.

5

Keep it legal //

Whether using external data or utilising names on your company database, ensure that you comply with data protection laws and standards.

6

Choose your method //

Once the audience is identified, your agency will propose the most appropriate methods to achieve the research objectives. Do you need qualitative or quantitative information, or both? Which types of research will provide you with the best results? Avoid lengthy questionnaires and interviews - keep them concise and to the point.

7

Butter-up respondents //

Respondents are under no obligation to provide companies with information. Depending on the research method, respondents could be incentivised with free gifts, services, entrance into prize draws or with cash. Respondents 'valued opinions' and 'expertise' could be called upon in this instance.

8

Train the interviewer //

Once the logistics of the campaign are set-up, it is imperative that the interviewer/s are briefed on the entire research project. Interviewers must be educated in all aspects of the research in order to come across as professional and credible. Respondents are more likely to be forthcoming with information when their point of contact is professional, engaging and informed.

9

Regular follow-up //

Ensure that you are checking results consistently throughout the research process - this will help identify possible problems within the questionnaire, research method and/or sample and ensure integrity of results.

10

Publication of results //

Consider for whom the results are intended before deciding on the ideal method of presentation. Will those with a vested interest in the results prefer a table of numbers and a brief summary or an in-depth, aesthetically pleasing presentation?

Summary



KINGPIN
COMMUNICATIONS

So Marketing really is simple if you follow a couple of steps:

1. Set an objective and work out what would be the realistic result of your activity
2. Work out budget and market size
3. Look at the best route to hit your objectives e.g. a local press advert won't help your brand nationally
4. Implement and review results
5. Learn from experience

It's not a dark art and you shouldn't look at how much marketing costs you, you should look at how much it **MAKES** you.

Happy marketing!

For further information please contact the Kingpin team on 020 7803 1000