

A Guide On:

WHAT EVERY BUSINESS OWNER SHOULD KNOW

BEFORE YOU START A MARKETING CAMPAIGN



What Every Business Owner Should Know Before You Start A Marketing Campaign

You've got a great marketing idea for your business and you can't wait to put it into action. This campaign is going to be a big one for your business! Fantastic!

But hold on. Before going ahead with your new marketing idea, there are some very important things you need to consider to jumpstart a successful marketing campaign.

What is the Objective

Every marketing campaign is unique. Some may be to generate leads, some to generate sales while others are used to create brand awareness. Knowing what you aim to achieve before you begin any campaign is vital, so that any proposal put forward to you would have to align to your overall objectives.

For example: Your objective is to generate leads and your new proposed website does not have a lead capture form. This would be counterproductive and a waste of time and money.

Know Your Target Audience

This is quite simple and as the name implies it means identifying the type of individuals you are targeting. Your product or service may be more suitable for a specific person or group. When you know this, your message can be more tailored to target your ideal client. Also your marketing cost can be significantly lower when your target audience is known.

Let's look an example. Your product is golf clubs, so your Target Audience would be men of a certain age and income level. You would not target all men in general. Focusing on a specific group will drastically increase your conversions as you are marketing to a group of people who would more likely purchase your product.

What Forms of Advertising/Marketing worked previously?

If you previously had success using a particular type of marketing, it is best to have this information available to assess why it worked. By doing this you can duplicate your efforts in other campaigns.

So for example, you did a buy 1 get 1 free offer a year ago and it had tremendous success. It would be wise to make a similar offer again because it is already known that your audience is receptive to those types of offers.

Do You Have a Lead Magnet/ Irresistible Offer

When prospects interact with your business online or otherwise, at times they do not take action right away and you may eventually be forgotten. The job of a good marketing agency and campaign is to lessen the chances of this. This is done using something called 'An Ethical Bribe', you give something of value to the prospect in an effort to get their contact information to continue marketing to them.

No examples necessary, if you are reading this guide, you should get the idea.

Do You Have Ideas for a Sales Funnel

The concept of Sales Funnel is the idea of converting prospects into clients via a predetermined set of marketing strategies introduced to the prospect at various stages. The Sales Funnel emulates an actual funnel,

where the top of the funnel is wider and you market to a larger number of prospects, your lower end products. These prospects are filtered as they move through your sales funnel, until your ideal client emerges at the bottom. These clients are who are in need of and are more likely to purchase your higher end products/services.

The different points in the funnel has to be carefully planned in order to move an individual from one stage to the next.

Here's a simple example: A personal coach may start with tips/advice on weight loss and may invite you to his site. While on the site, he may offer a free evaluation. After the free evaluation, he may offer a special discount towards his group coaching. After you become more comfortable with him and his service, he may offer you one of his high end services, like personal coaching.

So there you have it, some key points you must know before starting a marketing campaign. As the business owner, you need to be aware of these key issues, so that you know you are on the right track. Feel free to give us a call if you have any questions about the information given here.

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