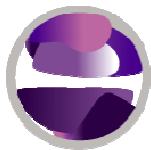
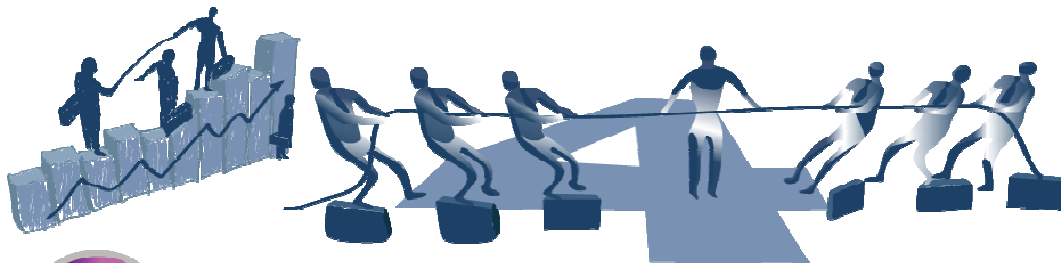


Marketing 4 Results Ltd

# *Helping To Develop Your Business With Proven Marketing Strategies*

## *In This Issue:*

*Marketing Strategies*



**MARKETING RESULTS LTD**

*Maximising Profits With Innovative Solutions*

Maximising Profits with Innovative  
Solutions for Lead Generation, Sales  
Conversion, & Frequency of Client  
Purchase

**Marketing 4 Results Ltd**  
2 Church Walk  
Kettering  
Northants  
NN16 0DJ  
Tel: 01536 412346

[info@marketing-4-results.co.uk](mailto:info@marketing-4-results.co.uk)

[www.marketing-4-results.co.uk](http://www.marketing-4-results.co.uk)

## **In business it's not what you do, it's 'how you do it' that makes the difference**

Many business owners in Northamptonshire and the Midlands have discussed with us their efforts to build their business but they simply don't have enough time to look for clients and maintain their service to those clients.

### **Our Experience at Marketing 4 Results**

Enables us to analyse your Marketing Requirement and then plan and execute a series of processes to generate more leads for your business, convert more leads to clients and to sell more products or services to your existing clients

### **Developing Your Marketing Strategy**

Whether you need is market entry strategy, lead generation, sales conversion, new methods of distribution, we can carry out the necessary analysis of your current situation and project manage the necessary marketing communications on your behalf.

### **Getting to Market**

Successfully launching your service(s) into your Niche Market is vital to your success.

You cannot hope to market your services to everyone, even if you think they all need your service.

By focusing on one or more niches you're able to connect with these people at a much higher level.

I'm sure you've heard people say things like, "This person really connects with me, and they really understand my business."

That's the power of niche marketing. By concentrating on specific groups, you can achieve very high market shares in that particular category because people automatically come to you. You'll "own" the market. You are seen as the only choice because your service is designed to solve the specific problems of those people.

### **Business Development**

Here we'll use the three 'Success Keys'

Each Success Key is a crucial part of the 'success jigsaw' that determines the scale of your business growth.

Each "Success Key" must be combined to produce the optimum results.

So what exactly are the 3 Success Keys?

#### **Success Key One- Lead Generation**

Lead generation is the lifeblood of any service business. You must have a system in place for generating a constant stream of high \*quality\* leads. (Notice the emphasis on 'quality').

Without leads your business will eventually get smaller and smaller until it exists no longer! Why? because every business - no matter how good it is will lose clients or customers for whatever reason.

To replace these lost clients or customers you need to first generate leads. No leads means no more clients or customers- it's as simple as that!

## **Success Key Two- Sales Conversion**

Once you've generated high quality leads your next task is to convert these leads into sales and new clients or customers.

Sales conversion is the simple system you use to logically move' the prospect through to becoming a client or customer.

There are some easy identifiable steps you can take which will help you convert up to 90% of leads into sales.

## **Success Key Three- RE-Selling**

Once you've managed to convert your prospects into a clients or customers, you need to retain their business and maximise the income and profit from each client or customer.

This process is 'Re-Selling.'

It is by far the easiest and most rewarding Success Key because once you gain a client or customer it's very easy to sell more and more services back to them - as well as getting referrals from them.

Re-selling helps you get maximum profits for the least time, effort and cost.

However, Re-Selling remains a much neglected part of most service businesses - yet the results are instant!!

Typically traditional marketing techniques rely heavily on lead generation. And as a result you are 66% less effective.

## **Be Wary Of Traditional Marketing!!**

For years, traditional marketing techniques have concentrated solely on lead generation and if you follow this route you are immediately 66% less effective.

Even if a marketing plan or strategy is in place, be aware that traditional marketing techniques will not always maximise the return for your effort.

You need to view sales and marketing as part of the same business building process but don't ignore the Success Keys of lead generation, sales conversion, and re-selling!

## **Creating a Marketing Solution**

Marketing 4 Results Ltd provides a comprehensive service for marketing and communication solutions from planning through to implementation.

Imagine being able to put in place a proven and powerful A-B-C type marketing system that starts working quickly

Imagine an almost 'foolproof' system that ensures you increase your client or customer base...week by week, month by month and year by year...even if your business is new or a recent start-up...

Imagine selling more of your services to new and existing clients or customers, even on a *shoestring budget*.

**Imagine converting up to 90% of your leads** into paying and loyal **clients or customers** using a unique and powerful "sales conversion system."

It doesn't matter what kind of business you operate, At Marketing 4 Results Ltd, we have the "inside secrets" you'll need to maximise the potential of your business. Each business may be different, but a "client" is not!!

## **Building the Brand**

We can help you identify and develop a relevant brand personality and values. The strongest brands are often the most distinctive which is important in the implementation of a corporate strategy.

## **Managing your Corporate Identity**

We can help you develop and implement a corporate identity that is relevant to the personality and values of your brand. A strong brand is a consistent brand that is achieved by managing and projecting a clear identity.

We've all worked in businesses when it's difficult to get the necessary "Buy-In" from senior managers to implement a new marketing strategy...it can be a problem. However, if you want your marketing to change the profitability of your business then chances are that you NEED to be exposed to some differing ideas!!

## **How to multiply your profits & grow your business**

We'd like to share with you three of the best kept marketing secrets available to any business. These secrets are easy to apply, don't cost you a single penny and have been proven time and time again.

### **1/ Follow Up..... No Is Not Always No**

Of all the people involved in winning business:

44 percent give up after the first no

22 percent after the second no

14 percent after the third no

12 percent give up after the fourth no

...therefore 92 % of all people involved in winning business give up after four no's

60% to 80% of customers will say no at least five times before they say yes.

Do you have strategies in place to ensure that you contact your customers regularly in a gentle and meaningful way so that you win their business and their loyalty?

### **Here's some tips:**

- Plan the frequency and method of your follow up

- Ensure that each communication gives the prospect some helpful and beneficial facts...consider the use of tip sheets, case studies, free reports
- Remember all communications “move” your prospect closer to saying yes...a simple letter containing testimonials is great for this.

## 2/ Risk Reversal

If you put in place a powerful guarantee tomorrow, you'll be staggered by the success it achieves for you in the coming days, weeks, months and years. Nothing works better than guaranteeing results for the client or customer.

As soon as you add a guarantee or risk reversal to your business offerings, your prospects will value your services much more. And they automatically assume you must be excellent at delivering your service (why would you offer a guarantee if you weren't great?).

The result is a steady influx of high quality leads many of which convert into clients or customers!

## 3/ Packaging Your Services

One of the reasons why you get into price wars with competitors is the prospect can't see any difference between the products or services you and your competitors are offering.

This simple technique blows your competition out of the water, and allows you to increase your fees/prices at the same time.

Packaging your products or services is the act of describing everything you do for the client or customer for that given price.

## Why Consider “Marketing 4 Results Ltd??

- ✓ You're good at what you do but you spend **80-90% of your time** trying to grow and manage your business, rather than doing what it is you love to do. You're forced to spend more time and money on trying to attract new clients (or keeping your existing ones) just to pay the bills. It's a vicious cycle that's all too common.
- ✓ You may have been taught how to do some marketing, but you're not exactly sure where to start and you are **overwhelmed** with the amount of research on marketing you have to do just to keep up
- ✓ **You're disappointed** with the results of your marketing and at the moment everything you're trying is just **NOT** working (or not working as well as you'd hoped

## Options To Consider

**Option 1:** You can keep going as you have been - spending time and money on business generation issues that may not work and as a result not have the time to dedicate the amount of time you really want to delight your clients

**Option 2:** You can employ a specialist marketing professional. This will definitely allow you to concentrate more on your business. Unfortunately you'd have to pay a salary of approximately £50,000 for a good marketing specialist, plus benefits on top.

Also what happens if things don't work out? It's been an expensive exercise and then you're left to **pick up** the pieces and start drudging through the issues again.

**Or Option 3:** You can engage the services of an interim marketing company to provide you with immediate access to new and innovative marketing ideas to generate high quality leads and convert them to clients using proven, tried and tested marketing strategies.

## **Barriers To Growth That May Be Familiar!!**

### **Growth Barrier No.1 (TIME – Busy Being Busy Is A Killer!)**

How many times have you been in this situation? You've set out at the start of the day to deal with some elements relating to building your business. Before you know it the day is already over and you haven't even done a fraction of the stuff you were meant to do.

The next day turns into the next month and the next month turns into the next quarter and so on. Before you know where you are another year has passed you by!

One thing is guaranteed – every day that passes is another day you can't get back. Your business isn't being given the fuel it needs to grow into the champion it could become. You know it but in the end it becomes an accepted part of your business life. As soon as it gets to this you're in trouble.

### **Solution...We work with you as a 'dedicated' marketing machine**

From day one we will be focused on setting up a marketing system that will work tirelessly for you. Every client needs different things. Here are just some of the things we'll be able to deliver for you...

### **Growth Barrier No.2 (EXPERTISE – You Know The 'What' But Don't Know The 'How')**

How many times in our lives do we put things off cause we're not sure how to get the job done? You know some of the things you should be doing when it comes to your marketing but you don't know fundamental things such as what to do first! Or if it's not the order of things it's the priority of where you spend your money. Whatever it is, you feel like the world's spinning and you want to get off.

### **Solution...You get expert marketing strategies, tactics and results without needing to learn it all yourself**

All success minded professionals have one thing in common... 'knowing what they don't know' The 'how to's that we implement for you are endless but they are the difference between success and failure.

Whether it's 'how to' set up a power packed referral system or 'how to' create a flood of leads via a specially designed lead generation system our expertise will ensure you get the results you've always wanted, without having to wait years to learn it yourself!

## **Growth Barrier No.3 (One Size Fits All)**

One of the biggest mistakes we see by so many business owners make is the lack of routes they create to get to the prospect that they want or need to recruit.

Ask yourself this question...

“How many marketing activities have I got working for me right now?”

### **Solution...We implement multiple ways in which you can build your business in a controlled manner**

You see, by having more than one marketing tactic working for you systematically, you begin to create more chances in how the customer can be contacted or informed.

## **Growth Barrier No.4 (STRATEGY)**

So many people that we meet commit this cardinal sin with their marketing – inconsistent, one off marketing efforts due to a lack of expertise and knowledge.

But that's not what the businesses that are making money today are doing. They've spent a lot of time planning how they are going to get into the hearts and minds of their respective customers. And when they've made their decisions they stick to their initial plans and adapt as they begin to monitor performance.

### **Solution...Adopt 'Strategic' Marketing**

What do we mean by strategy and what does strategic marketing look like? Well let's take the following example. Let's say you decide to send a mailer. Strategy would cover things such as...

1. Who is the best group of people to send it to?
2. What's the unique message?
3. What's the offer?
4. What's our guarantee?
5. Including a number of systematic options into your mailing campaign.
6. Send mailer with initial offer for first time customers testing 3 different headlines with the same main body copy.
7. For non responders you may...
  - a. Modified offer.
  - b. If this creates no response you would send the same offer with an expiry date.
  - c. If this doesn't work you may plan to follow up using the telephone with a particular script the telemarketing team would use.
8. For orders or responders you may...
  - a. As soon as you get an order send a welcome pack with a bonus item and another offer to thank them for becoming a customer
  - b. If they order from this....send thank you letters with 5 best selling products each with its own 'new customer' special offer

**For Further Information On How To Grow your  
Business**

**Tel: 01536 412346**

**[info@marketing-4-results.co.uk](mailto:info@marketing-4-results.co.uk)**