

The “Marketing Menu”

Ian Brodie

There are a myriad of marketing approaches you could use to generate leads for your business

Website

Advertising

Seminars

Networking

Cold calling

Referrals

Direct mail

Social media

There are a myriad of marketing approaches you could use to generate leads for your business

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Seminars

You need to figure out which approaches will work best for you and how to get them to work

Referrals

Networking

Cold calling

Direct mail

Social media

The Marketing Menu

Client Development

What is it?

- ☑ Getting more business from existing clients

When does it work?

- ☑ Works for pretty much all professionals except startups, or where the service is a one-off (e.g. insolvency practitioners)

Useful Strategies

- ☑ 1st step: “Superpleasing” - making sure client is absolutely delighted with your work
- ☑ 2nd step: Ensure all your team are aware of all your firms services, know what to look for to spot an opportunity, know when they are appropriate, and have confidence in the delivery of the service
- ☑ 3rd step: Create opportunities for discussions with clients about matching their needs with your other services.
- ☑ Ongoing: learn how to “flip” problem oriented discussions to sales discussions

Referrals

What is it?

- ☑ Getting existing/previous clients & contacts to recommend you to new contacts

When does it work?

- ☑ Works for pretty much all professionals except when you don't have an existing contact base

Useful Strategies

- ☑ Create clear & succinct descriptions of who you're looking to be referred to and what to look for
- ☑ Target referrers with contacts in your desired prospect base and credibility to refer (e.g. your clients). Use LinkedIn to identify who knows who.
- ☑ Prepare the field by positioning during relationship. Give advanced warning.
- ☑ Time your request - ensure referrer is confident in your capabilities and motivated to refer. Be specific and get the wording right.
- ☑ Nurture relationships with high potential referrers

Networking

What is it?

- ☑ Meeting potential clients (and referrers) face to face at events

When does it work?

- ☑ Dependent on existence of “reachable” events/forums with a high percentage of target clients and referrers

Useful Strategies

- ☑ Set yourself goals for each event - e.g. “meet at least 6 new people”
- ☑ Learn how to spot “open” groups and a simple entry phrase - e.g. “do you mind if I join you?”
- ☑ Focus on the other person - ask about them, how they got here, how they’re finding the event. Don’t just focus on business. Ask them what they’re looking for from the event - anyone in particular they’re aiming to meet?
- ☑ Have a few words prepared which describe what you do in terms of the clients you work for, the problems you help them with and the results you achieve. But don’t make it sound like a script. Look for a follow-up if appropriate.

Typical Impact: High; Reach: Medium

Public Speaking & Seminars

What is it?

- ☑ Showcasing your expertise (and your personality) on stage

When does it work?

- ☑ If you can speak well and interestingly - and you can find an audience. Works well for “news” type topics, or those of universal interest.

Useful Strategies

- ☑ Make sure you really can speak well in public. Your capabilities will often be judged on how well and entertainingly you spoke. Get to Toastmasters or another speaking club if you're only average
- ☑ Best to create one single, effective keynote you can hone to perfection (but modify when needed) than try to create lots on multiple different subjects
- ☑ Piggyback on pre-existing events. Professional associations and networking groups are often on the look out for good speakers.
- ☑ Make sure your talk has a call to action that allows you to collect the details of interested attendees - e.g. “if you'd like a copy of my more detailed report and to get my regular tips by email, drop your business card in this box”

Direct Mail

What is it?

- ☑ Writing directly to prospects. Allows you to target exactly who you want (rather than hoping they'll be at an event you attend, for example).

When does it work?

- ☑ If you can get a high quality, targeted mailing list, and produce a compelling letter.

Useful Strategies

- ☑ Don't send brochures or flyers. Professional services clients respond best to a well written personal letter.
- ☑ Ensure letter covers off: Problem/issue you're addressing, solution you're offering and benefits they'll get from it, proof your solution will work, and call to action to respond.
- ☑ Best approach is often to use a "hold up your hands" strategy. Use initial broad mailing to identify who is really interested in what you have to offer by offering something relevant for free (e.g. a report). Capture the details of those who respond and focus future marketing on them.
- ☑ Consider a campaign of repeated mailing if prospect is very high potential.

Cold Calling

What is it?

- ☑ Calling potential clients on the phone to try to get a meeting with them.

When does it work?

- ☑ Dependent on quality of contact list - and on likelihood of prospect needing service in near future.

Useful Strategies

- ☑ Set targets for # calls. Dedicate time and get all your material together.
- ☑ Use email first to find the right person to speak to.
- ☑ Focus on selling the meeting on the call, not selling your services.
- ☑ Find some way of making the meeting itself valuable even if the prospect doesn't have an immediate need - e.g. sharing benchmarking information or case studies.
- ☑ Get attitude right for call: purpose is to see if there's a fit, not to sell regardless. Be confident in the value of what you're offering. be positive (stand up and smile!)
- ☑ Be brief: greeting, what we do, value we deliver, reason/value of meeting, ask for meeting.
- ☑ Prepare for contingencies: voicemail, PA, fallback position.

Hospitality & Sponsorship

What is it?

- ☑ Sponsoring events and inviting potential clients.

When does it work?

- ☑ Can work with some senior clients where this is an established practice (although increasingly many clients are not allowed to accept hospitality). Works well for very personal relationship oriented services.

Useful Strategies

- ☑ Ensure event is suitable to allow time to talk with client (e.g. golf day vs opera).
- ☑ Use as opportunity to deepen relationship and learn more about client rather than sell - set follow up for more business-like meeting.
- ☑ Give plenty of warning and reminders of event. Get across message that this isn't something you can delegate.
- ☑ Ensure your team is briefed and ready to engage with clients at event.
- ☑ Consider inviting a mix of prospects and existing/ex clients.

(Traditional) Advertising

What is it?

- ☑ Purchasing of advertising space in traditional print media/radio/TV

When does it work?

- ☑ Can work to raise awareness of a new brand or introduce a new service. But can be very costly to use general media. Specialist press can be much more targeted and effective if available for target prospects.

Useful Strategies

- ☑ Consider using as front-end to direct response campaign - e.g. "go to www.yoursite.com/freereport for a free copy of our research report on..."
- ☑ Focus efforts on specialist media used by target clients.
- ☑ See Accenture's long running Tiger Woods campaign as an example of best practice.

Articles

What is it?

- ☑ Publishing articles to demonstrate your/your firms expertise

When does it work?

- ☑ Can be very effective as credibility builder if media can be found which are read by target clients.

Useful Strategies

- ☑ Write with a specific audience in mind. Use you pen pictures to guide you. Develop a point of view (“angle”) and a strong headline.
- ☑ Be specific - “deep dive” articles are more interesting and more likely to be retained than yet another overview article.
- ☑ Use a proven formula: an interview, a top 10 list, a how to guide, predictions, detailed case study, alternative point of view, fad, more/less etc.
- ☑ Keep a notebook handy to jot down ideas for articles. Get all your ideas down - don’t edit until later.
- ☑ Ensure there’s a call to action - e.g. a more detailed free report to download.

Research

What is it?

- ☑ Carrying out proprietary research to make contacts and build perceived expertise.

When does it work?

- ☑ Very effective for breaking into and establishing credibility in new markets. The research interviews themselves are easier to get than sales meetings but build relationships with high potential clients.

Useful Strategies

- ☑ The research must be genuine - not just a way of getting meetings.
- ☑ Have a very specific topic - preferably a number of hypotheses to prove/disprove rather than just exploratory research. Aim for a hotspot of client interest.
- ☑ Find a sponsor who can introduce you to people to interview. Leverage initial interviews to gain more.
- ☑ Do your homework for the interviews - make a good impression.
- ☑ Position the follow-up to generate leads - feedback meetings, presentations, etc.

Website: SEO

What is it?

- ☑ Generating leads via your website via clicks from search engines

When does it work?

- ☑ Works well when clients are aware of their problem and/or desired solution - not so effective when client is unaware of problem. Works particularly well for professionals selling their expertise rather than just their time.

Useful Strategies

- ☑ Keyword research: identify what is being searched for the most in your field (google external keyword tool)
- ☑ Competition research: which keywords are easier to rank on page 1 for?
- ☑ Build content rich website: attracts links, keeps visitors on site, builds credibility.
- ☑ Initiate relationship: give away lead magnet (e.g. report/video) for sign-up to regular updates. Pre-sequence useful tips/case studies/call to action.
- ☑ Build links to site via articles, video, guest blogging, joint webinars.
- ☑ Use Google Places for local search if appropriate

Website: PPC

What is it?

- ☑ Generating leads via paid clicks to your website (Google Adwords, Yahoo Search Marketing, etc.)

When does it work?

- ☑ Immediate impact (vs longer term SEO). Works well for “long tail” keywords and for short-term offers.

Useful Strategies

- ☑ Same keyword research as for SEO - but can target full range of relevant keywords.
- ☑ Use Search Network to target “beginners”, Display Network to target “experts”.
- ☑ Get benefit/problem in ad headline. Narrow applicability in first line, offer in second.
- ☑ Send clicks to specific landing pages with offers or sign-up for newsletter.
- ☑ Test headlines, offers, landing pages. remove unprofitable ads/keywords.
- ☑ You must have a content rich site for google- not just a thin offer/optin page.
- ☑ Keep up to date with trends - e.g. changes in rules for landing pages.

Social Media

What is it?

- ☑ Use of social media - primarily LinkedIn, Facebook, Twitter - to generate leads.

When does it work?

- ☑ Depends on whether target clients use social networks (and on your self control!).

Useful Strategies

- ☑ Use LinkedIn to form connections for referrals. Make your profile and headline client focused. Look at the contacts of your existing connections to see who to get introduced to. Use search to find potential clients and see who connects you. Potentially use Groups/Q&A to establish expertise. Gently keep contacts up to date with subtle status updates.
- ☑ Twitter can work in two ways: get a lot of followers and use as an engine to generate clicks to your website via useful business related tweets. Or focus on a smaller number of contacts and use to chat more informally and build relationships.
- ☑ Facebook ads allow targeting based on demographics and the content of profiles. Sheer user numbers may result in Facebook taking over from LinkedIn and/or Twitter at some point.

Webinars/Teleseminars

What is it?

- Doing live presentations via the web either with slides/video (webinars) or audio only (teleseminars).

When does it work?

- Depends on being able to get potential attendees to sign up. So works either as a follow-up if you've already generated leads - or if you partner with someone who already has many contacts with potential clients for you.

Useful Strategies

- Use dual registration process - registering for webinar also registers attendee for your email list
- Do presentation as per public speaking strategy. Quality of presentation even more important as its very easy for online attendees to "check out"
- Always have call to action to take next step at end. For high value services this could be to arrange a 1-1 call or strategy session to discuss client issues and possibility of working together.

Recap: Develop your portfolio of approaches

- ▶ Depending on how much time you have available, select 3-5 approaches
- ▶ Choose a balance between in-depth and broad-based approaches
 - And between Inbound and Outbound approaches
 - Mainly tried and tested, but also test new approaches
- ▶ Everyone should look first at extending existing client relationships and getting more referrals
- ▶ Balance “what works” with your skills and enthusiasm
- ▶ Review your client personas and use this knowledge to guide you
 - e.g. where would they “hang out”?