

# Marketing Tips

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Noel May & Associates

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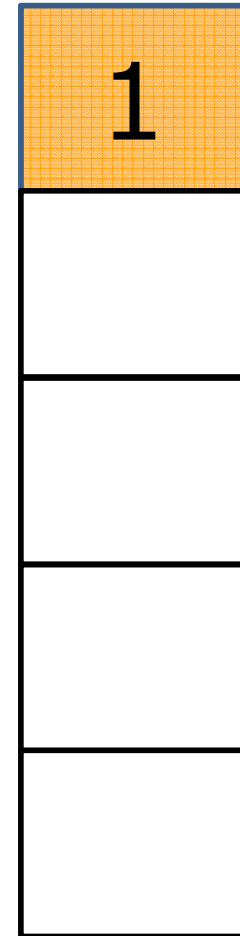
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# Marketing Tips

Clean Your Database *BEFORE* You Use It

- Start with your existing clients first
- ‘Existing client’ database is your lifeblood
- Ensure details are correct for:
  - Customers
  - Prospects
  - Referrers
- Double check best contact person
- Double check spelling



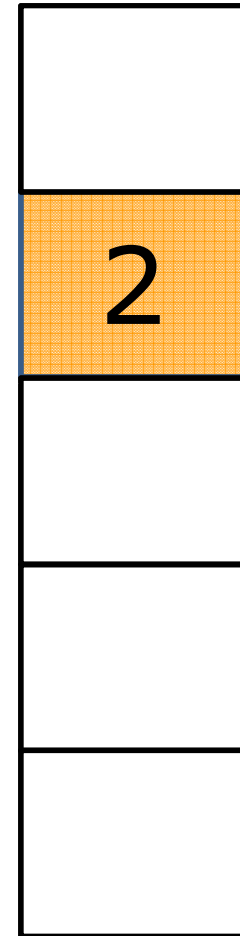
# Marketing Tips

## Consider your promises

- Nothing worse than empty promises
- No use if you can't deliver
- Under promise, Over deliver

It's all about:

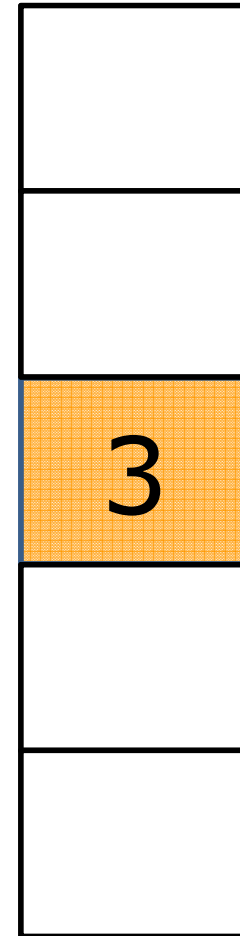
- managing customer expectations
- effectively delivering on your promises



# Marketing Tips

## Measure everything

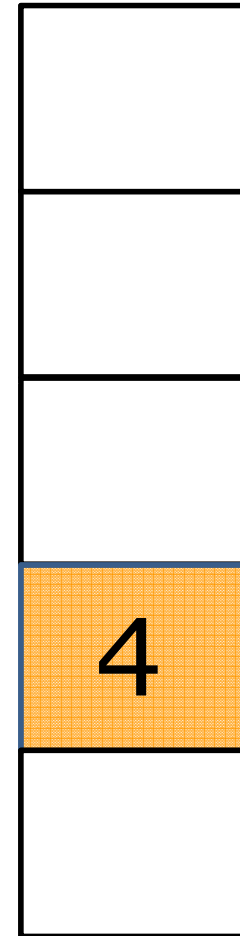
- Treat your marketing spend as an investment
- Return on Investment?
- Be accountable for your spend
- Track and monitor costs



# Marketing Tips

## KISS (Keep it short and simple)

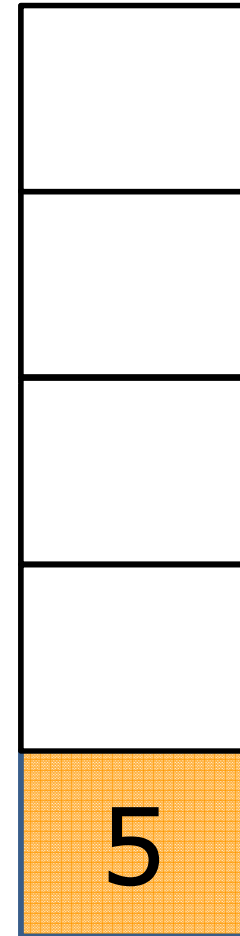
- Everybody is SO busy
- Grab their attention
- Get straight to the point
- Length:
  - Paper – one page
  - E-mail – one screen
- Clear, clean easy to read



# Marketing Tips

Test everything you do

- Find out what works and what doesn't
- Allows you to modify your plan
- Gives a better idea of likely success



# The Law of Self Interest

Everyone, at all times, ALWAYS acts in their own self interest

We are all thinking....

***.....'What's in it for me?'***

Position all of your marketing literature in a way which answers this question.