

Referral engine:
If you measure your advertising, you'll notice your referrals are probably high on the list of how you get business, yet they cost you nothing. You're receiving referrals but you're not really trying. Imagine what would happen if you built a system to encourage them. Master this and you'll catch momentum, meaning nothing can stop you.

A good business has at least 30% of new business coming from referrals. What's your percentage? Time to make a KPI!

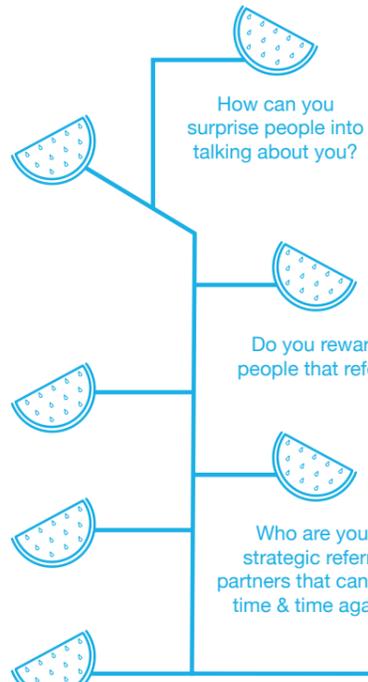
Be remarkable. Read Seth Godin's books.

Business Cards:
Do they have a sales message on the back?

Do people understand your headlines within a split second? Will it really compel them to keep reading or will it go straight in the bin?

Personalised, direct, mailers: Only smart businesses are doing them. Everyone else has turned digital, with very little strategic focus, meaning there's an opportunity to stand out.

What marketing messages can I connect with a promo item? The promo item will become a trigger to remember the marketing message when it's seen.



What referral-kit tools do you have, allowing people to refer you easily?

Does your offline marketing drive your online sales?

Does your stationery cost you money, or make you money?

Company profiles:
Do you have one? A coffee table piece that could last for weeks or months & be seen by many.

What promo items could be used daily?

Be cheeky, not cheesy.

A promo item can assist in your sales process. Use as forms of contact to avoid a salesman becoming annoying :)

Give a low value item with every job. (Free distribution)

Social media:
Are you actively doing this every single day? It's an opportunity to show the culture, behind the scenes, to create a personality & pinpoint your target audience. Now here's the real secret, link your offline marketing to drive your online marketing.

Don't DIY, there's too much to learn & you won't have enough time regardless of your intentions. Hire a specialist.

YouTube channel:
Be the expert in your industry & educate people.

How can people refer? Online? Make it easy.



Blogging:
What channel am I broadcasting to & who's listening?

Offer "How to guides"

How do I plug into my staff's existing social network?

Twitter

Facebook

Instagram

LinkedIn

Be educational

Intensive training programs, hinging around values & sales process.

Mass Print Distribution

PR Media Releases: Hire a professional.

Do my salespeople recommend clients to view & download our online tools?

Is your website a leads funnel? It should be.

Web traffic:
Where is it coming from? SEO? AdWords? Organic, Social? Offline?

Systemised positive reinforcement

Mass Marketing:
A great way to spend a lot of money with no real target or measurement. Not the most intelligent thing to do unless you have deep pockets & strategically you've decided to saturate all markets.

TV commercials:
If an ad agency recommends TV, then be aware, they receive commissions. They may be doing what's best for you, they may be doing what's best for their pockets.

Radio commercials:
Again, if an ad agency recommends radio, then be aware, they receive commissions. They may be doing what's best for you, they may be doing what's best for their pockets.

Mass Print Distribution

PR Media Releases: Hire a professional.

Language:
Is it an office, a shop, a showroom or what else could you call it to entice the right mindset?

Internal competitions with a value based purpose.

Website:
It's a moving target as to what Google wants. It's not something you produce & leave. You've got to keep it moving, keep it relevant with new events, new offerings & new ideas.

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Internal marketing:
It's kinda important wouldn't you agree? After all your staff need to know the direction, be aligned with the values and engage with the personality of the company.

Internal vinyl signage (Positive Affirmations)

Culture will flow onto your customers.

Sponsorship that builds dual relationships.

Don't be scared of breaking rules. Put signs everywhere until you get told off. Only then take them down. Claim innocence.

Footpath signs:
Are they compelling enough to make someone stop and enquire?

Have you downloaded the Printable Colour Wheel? Does the your signage use colours that send the right messages?

How many vehicles drive past every day? Could you be doing more?

Promo Products

Print

Referral Engine

Social Media

Website

Internal Marketing

Signage

Mass Marketing



Colour in a fruit if you are active in this area.