

Top 10 Marketing Strategies For Small to Medium Businesses

Based on experience, here are my top 10 tips for helping you to grow your sales quickly through better marketing.

1. The Golden Rule of Marketing – Target the people who are likely to be interested, don't waste money on mass-market advertising.
2. Measure the performance of every advert – if you can't measure the results of an ad, it's not worth running it. And performance is not just response, it's also number of sales, value of sales etc.
3. Always test two variations of your adverts and keep score of which performs best. Use the best as a "control" and try to beat it you're your next effort.
4. 5 great marketing strategies for almost any business are:
 - a. Professionally written sales letters (2 pages or more)
 - b. Signage on vans & premises
 - c. Internet PPC advertising with targeted keyword traffic
 - d. Customer referral scheme – always ask for referrals
 - e. Promote your services to another company's client list & let them do the same with yours – but obviously not a competitor!
5. Follow up letters with a phone call and you will improve your response rate by double or more.
6. Your business name is not important to anybody but yourself. Make your advertising copy talk to the customer about their problem or situation. Even better, pay for expert help to do your sales copywriting – it will pay for itself over and again.
7. Start adverts with a good headline. Your business name is not a headline, it's of no importance to your customer. Yes, I know you love it, but will somebody who's wants a will writing be attracted to an advert that says "Williams, Goldsmith, Hendry & Co" at the top of it, or would they be more likely to read one that says "How To Get Your Will Written In Just 30 Minutes".
8. Remember that you can't cut costs to grow your business – you must continue to invest in marketing that works. But figure out what works first, before you spend all your hard-earned money on sponsoring the local orphanage calendars or football team.
9. Include a good offer of some kind in your advertising – entice people to call you to take advantage of your generosity.
10. Tell them what to do next – and make it clear – this is called the "call to action" and you must make it black and white for it to work.