

Agenda - Marketing:

- Target Market - targeting Amazing type customers
- Attracting New Customers
 - Have a Clear Message
 - Marketing Channels – is Social Media a Fad?
 - Communication Channels
 - One of the fastest ways to find new customers
- Tips of how to get on 1st Page of Google
- Action Plan!



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Intro - Jason McChesney

- **PERSONAL:**

- Escaped Enniskillen bomb & Sri Lanka Tsunami
- Head Boy & Rugby Captain at School
- Ran Dublin Marathon & New York Marathon
- Completed half Ironman
- Travelled round the World

- **WORK:**

- Qualified in Marketing, Sales, Business, Training, Coaching
- Set up Eircell / Vodafone Direct Sales Teams
- incl SME National Sales Division 22 people delivering €47M in 1st year
- Experienced SME Business Owner (12 years):
- Grew sole trader design business with €140k turnover to just under €1M
- Set up, expanded & sold Mortgage Broker & Life Insurance business
- Help Business Owners grow their businesses - Specialise in Sales & Marketing



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Targeting more better Customers

Ranking your existing Clients:

- **A** – Amazing
- **B** – Bread & Butter
- **C** – Cannot deal with
- **D** – Disaster or deceased

- **TARGET** the “A” type clients



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How to get FREE Marketing

- **Lifetime Value**
 - how much is your average client worth?
- **Acquisition Cost**
 - how much are you willing to spend on acquiring a new customer?
 - This helps you create / justify a marketing budget
- **Measure Marketing**
 - Eg “May I ask how did you hear about us?” (see sheet)
 - Google Analytics
 - Customer Survey eg www.surveymonkey.com
- Analyse what is working & keep doing it. Stop what is not working.

Marketing Campaign

- See sheet



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Structuring an Advert

- A - Attention
- I - Interest
- D - Decision
- A – Action



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Clear Message - Elevator Pitch

- Define what your business does in 7 – 10 words

eg

- I help Business Owners get results from Sales & Marketing



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Your turn ...

- Get up, ASK a person that don't know that well
- Their NAME
- Their BUSINESS
- What THEY DO (in 10 words or less)
- Keep asking questions until 1 minute is up
- Suggest how you would describe what they do <10
- Then swap over, and they ASK you the questions ...
- Then repeat above with a 2nd person



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Marketing Channels

Where will you find Customers

- Newspaper
- Trade Magazines
- In office – write letter (lumpmail.com), flyer, call, visit
- **Online** (computer, smartphone) - **Email**
- Online – **Google** (find your website or blog)
- Online – **Facebook**
- <https://www.youtube.com/watch?v=QUCfFcchw1w>
- Online – **Twitter**
- Online – **LinkedIn**
- Online – You Tube videos
- Online – Google Plus, Instagram, Pinterest
- Mobile **Text Messages**
- Local – **Networking**, Invite them to an event instore / **seminar** / CPD



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Find New Customers - Host Beneficiary

Also called “piggybacking”

ie Working with another company that you do not compete with and you both have similar Target Market

*Eg Beauty Salon & Hairdressers
both have females as main target market*



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Host Beneficiary

1. Precisely define your target audience
2. Identify local businesses that serve the same market segments
3. Develop a clear offer for each prospective partner.
4. Pitch the plan, highlighting the benefits to the host business.
5. Supply a letter/email/offer for the host's use.
6. Develop a strategy to convert redeemers to repeat customers

Read more:

<http://www.entrepreneur.com/article/185880#ixzz2mSPQkHkv>



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“Social Media Channels – some tips”



<https://www.youtube.com/watch?v=QUCfFchw1w>

by Jason McChesney
BOOST Business Coaching Ltd



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Social Media Channels - Tips

- Facebook (B2C) – Facebook Advertising
- Twitter (B2B & B2C) - #hashtags
- LinkedIn (B2B)
 - Groups (eg ISME_ie group)
 - Grow your network,
 - Advanced Search (get Lead list of names)
 - Send Inmail to anyone,
 - get intros from mutual connections

Growing your Network

- Gather customers emails
- Outlook contacts (Nk2view download)
- LinkedIn – export connections
- Add to your customer database

FREE Tips to get on 1st Page of Google

- Google Keyword Tool – understanding what do people actually search for
- Google Alerts
- **Google Maps**
- Social Media eg Google Plus, Twitter, Facebook, LinkedIn
- Video eg You Tube
- Photos – name them with keywords
 - eg Business-Coach-Ireland-Jason-McChesney.jpg
- Blog
- High ranking sites eg www.gumtree.ie
- Review sites eg www.yelp.ie, Google+, Tripadvisor
- FREE online PR eg www.irishpressreleases.ie
 - www.prlog.org

Website tips

- Responsive design so can view easily on mobile
- Wordpress is now used by 19% of websites
- Blog
- Dlvr.it to publish blog to Social Media
- Social Media links
- Video
- Opt In box
- Analytics
- Media Share buttons
- Sitemap

Summary

- Target Type “A” Clients
- Lifetime Value & Cost of Acquisition
- Measure Marketing “How did you hear about us?”
- Ask Customers what they want eg Email Survey
- Describe your business in 7-10 words
- Be found in various “Marketing Channels”
eg Social Media & Review Sites
- Host Beneficiary
- Google Maps

Finally...

- Any Questions?
- Thank You

Contact: Jason@businesscoach.ie
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