



The 5 Marketing Techniques That Never Go Out Of Style



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While social networking tools are all the rage right now, it can be easy to buy into all the hype and believe they'll rocket your business to fame and fortune with just one click.

There are certainly examples of businesses converting their social media actions directly into sales, but those brands are often well established with a strong position in the marketplace already and a huge stable of customers to draw on.

Whether you're already involved in social networking and seeing it pay off or are still figuring it out with the rest of us, there are five critical marketing basics that you should be doing that will make your online and offline marketing efforts that much stronger.

1 CREATE AWARENESS.

One of the big reasons small businesses go through feast-or-famine cycles is they don't work continually to create enough awareness among their ideal target market (and you do know

who your ideal target market is, don't you?).

You create awareness online by having a website focused on search engine optimized copy, submitting keyword rich articles to article directories, writing and commenting on blogs, and having a presence on key (for you) social networking sites. Offline, you create awareness by writing articles on key issues relating to your specialty, speaking in front of groups interested in your topic, and being physically present where your target market is likely to be.

2 CAPTURE CONTACT INFORMATION.

It costs a lot of money to attract clients. One way to minimize the expense is to capture contact information from those who are definitely interested in your company. Whether you have a brick and mortar store, a website, or both you're missing a golden opportunity by not capturing visitor contact information.

Website visitors have to be enticed to give you their information. We're very jaded in general but when we're on a website we're particularly skeptical and a little nervous about sharing even basic contact details like our name and email address. You've got to offer visitors something of value (marketers call it a "bait piece") as an incentive and a thank-you gift. The most well received item is a white paper or special report that shares some useful information with the visitor. Other effective gifts include a multi-part "course" delivered via email, or even a series of tips, offered over several days.

3 NURTURE RELATIONSHIPS.

We do business with those we know, like, and trust. We've all been burnt by companies who over-promise and under-deliver. Since it takes an average of 13 to 15 exposures to your message before a prospect takes action,

you need some way to stay in touch in a non-threatening way. Create a simple process to share useful information on a regular basis with your list of contacts. An email delivered newsletter is a low-cost, low-stress way to stay top of mind with prospects and leads as well as past and current clients.

4 INSPIRE ENGAGEMENT.

It's easy to get caught up in the "more is better" thinking that's so prevalent in marketing. We want more followers on Twitter, more friends and fans on Facebook, more visitors to our website. But if none of those people respond to your offers and never do business with you, what's the point? One of the benefits of social networking tools is it's relatively easy to establish a dialogue with your audience. Whether your business is primarily web-based or is bricks and mortar, your goal is to get people to make the decision to do business with you or to realize you're not the right choice for them. Studies by the Gallup Organization have shown the

more clients are emotionally involved with you the stronger their loyalty to your brand.

5 UP SELL AND CROSS-SELL.

Customers may not realize all the ways you can help them. All of your marketing should include a call to action and an offer that's appropriate for that target. For those past customers, you may offer some sort of "next level" service that will help them achieve more. For prospective customers you may offer a low-risk, lower-priced trial period along with a discount for upgrading within a specific time period. The possibilities depend on your business but every communication, every marketing piece, every advertisement should include a clear next step for the target audience to take.

While online networking and marketing tools appear to have been quickly embraced and appear to be much more than a fad or trend, the smart woman business owner knows she needs



the marketing equivalent of "the little black dress" in her skills "wardrobe."

These business basics may seem dull but they're guaranteed to never go out of style and they're the foundation of a great business.

At Your Service,
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The chapter meets the third Tuesday of every month 5:30pm – 8:00pm. For more information about the chapter, our next meeting topic and location or to register to attend a dinner meeting, please visit the NJAWBO Atlantic Cape May Chapter website at <http://tinyurl.com/kt5gyr>. NJAWBO is the largest state organization of women business owners in the country.


MAXIMIZE

your reach by connecting to

WOMEN BUSINESS OWNERS

in Atlantic and Cape May Counties.

Local Dinner Meeting: Third Tuesday of Every Month
Register: www.WhosComing.com/AtlanticCapeMayChapterNJAWBO



Atlantic Cape May Chapter
 For more information contact Chapter President
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