

**VERTEXERA** Lead Generation Programs™  
Targeted, Current, Profitable

# 50 Practical Ideas to Improve Your Marketing Efforts and Boost Leads

Part 2

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As you learned in Part 1, successful marketing is never a whim. It is the result of careful planning and consideration. It involves closely examining your market, your message, and your goals before ever creating a single piece of collateral for a campaign.

However, all marketers know that a plan is only as good as the finished product. Below, you will find strategies, suggestions, and tips for turning those well-laid plans into a successful campaign.

## **Developing / Finding Potential Customers: Better Lists = Better Results (continued from Part 1)**

### 26. Avoid CD-Rom lists

While purchasing a vast quantity of contacts for a relatively small sum can be appealing these are usually not the best approach to acquiring possible leads. Because of their format, these lists are rarely updated and are often horribly out of date. In addition, many of these large lists are also difficult to manage and are rarely targeted at particular industries or job titles.

### 27. Develop an in-house list

Obviously, even if you use purchased lists regularly, developing your own list of possible customers is a good idea. Your list can begin with referrals from other clients or contacts made through networking. Of course your list should always include your current and past clients, as they are more likely to work with you again in the future.

### 28. Regularly update your in-house list

With an in-house list, you have the responsibility of keeping everything current, so you'll need to schedule a specific time to update your information. Depending on how frequently things change in the industry you service, you may need to update once a year or several times a year. The easiest method is a simple phone call.

### 29. Assign responsibility for database

All of your in-house list information should be kept on a database and someone in your company needs to be in charge of that database. Not only should they be responsible for the periodic updates, but they should also make sure the information is backed up and kept secure. In addition, they should be the one who enters new information.

### 30. Protect and backup database

Your in-house list is essentially your company's livelihood, so it needs to be protected. Make sure to perform regular back-ups on the information either on a CD-Rom (or DVD-Rom) or a Zip disk. One copy should also be kept somewhere secure in case of fire or natural disaster, so even if your computer network is destroyed, you'll have a list of contacts to rebuild your database with.

## Developing Campaign Content: Creating Prose that Persuades

### 31. Speak in customer's language

When it comes to marketing, one of your chief goals is to make your potential customers feel comfortable doing business with you. If you speak in their language, you immediately put them at ease. You'll need to incorporate their jargon and terms while also addressing their specific concerns. Understanding how to talk to customers in their language also presents you as knowledgeable in the field.

### 32. Sell yourself as a solution

Customers rarely purchase anything on a whim. Generally, they spend their money on things their company needs. If you sell your product or service as the answer to those needs, you are more likely to walk away with a customer.

### 33. Be relevant to their needs

If your customer needs to find cost-effective solutions, market yourself as that cost-effective solution. By demonstrating that you understand what they need, you also show that you care about those needs and about helping them meet them.

### 34. Discuss expertise

Marketing is not the time to be modest. To set yourself apart, you need to tell potential clients why you have the knowledge and experience to handle their needs, but also avoid any comments that imply you are new to the business or have not undertaken similar work before.

### 35. Create an offer/message

Your offer or message needs to be focused on the benefits and solutions, not simply on features. Many unsuccessful marketing attempts simply focus on all the great things about the product without drawing the connection between those things and what they can do for customers.

### 36. Provide easy response

When developing your content, make sure to include an easy way for customers to respond. After all, the easier you make it for them, the more likely they are to follow through. You may want to provide many ways for them to respond so they can select the method they are most comfortable with: phone number, web site, return postcard, etc.

### 37. Read in 3-minutes or less

Keep in mind that your audience is busy and they won't have the time or the desire to spend a great deal of time reading through your message, so make it short and simple. The maximum amount of time your letter, ad, or web site will have a decision-maker's attention is three minutes.

### 38. Give people a reason to respond

You are more likely to attract interest in your marketing message if you give people something in return for their interest, generally something tangible. The best choices are items of a high-perceived value but that cost you only a minimal amount to provide, such as e-books.

## Other Ideas & Suggestions: Boosting Your Successful Potential

### 39. Use event-oriented postcards

Postcards are a great idea for announcing special sales, grand openings, new products, etc. With a postcard, you are forced to provide the facts quickly and succinctly because you are dealing with a limited amount of space. They also require less effort (no letters to open, for example) to read, so they are more likely to get the attention of your audience. Plus, they postage costs are significantly cheaper.

### 40. Develop consistent marketing collateral

When you are designing your brochures and other pieces of collateral make sure that together all the pieces form a cohesive brand image for your company. The tone and look of everything you send out to potential customers and current clients needs to be similar so that they immediately equate those pieces with you.

### 41. Plan advertising carefully

Advertising decisions need to be carefully plotted for several reasons. For one, in most cases, advertising is more expensive than other forms of marketing and require careful ROI (return on investment) consideration. Decisions on mediums must also be made carefully since the difference between audiences of television, magazines, newspapers, and radio stations differ greatly, so choose the medium most likely to attract your desired audience.

### 42. Create a newsletter

Newsletters are an excellent way of boosting your marketing efforts. Not only do they display your credibility and expertise, they also help you reach more potential customers and build good will. As an added bonus, once your newsletter generates a large number of subscribers, you can also offer advertising space and open a second stream of income.

### 43. Consider public relations

Marketing does not have to take the form of sales letters or brochures, sometimes it can also be a simple press release. And the release doesn't need to be published in a magazine or newsletter to be successful, you can simply fax the release to potential clients. The release gives you credibility and is more likely to attract attention than the usual letters and collateral.

### 44. Use simple telemarketing script

If you plan to incorporate telemarketing into your marketing campaign, make sure to create a simple script. The simpler script will make it easier for your callers to sound natural and less like bad actors reciting their lines. Plus, a simple script is easier for them to remember. Plus, if the script is too detailed, callers may have a difficult time figuring out what to say when they receive varied responses.

### 45. Engage in a conversation, not just a script

Too often, telemarketers come across sounding robotic and programmed because they have a set of responses in front of them for each answer they receive. Providing prewritten responses may be helpful during the training process, but a human approach is more effective. Holding a short, but friendly conversation will make receiving a positive response more likely.

#### 46. Keep brand image on web site

Once you develop a brand image for your collateral, you must also make sure that your web site also presents that same image. Unfortunately, many companies try to take a different approach on the Internet which means that customers and clients often have difficulty seeing the connection between your marketing collateral and your web pages. Always remember the importance of consistency.

#### 47. Market your web site

Once you have a web site, you must also work to draw traffic to that site. You can include your web site address in all of your marketing collateral, as well as in signature files attached to every email you send. In addition, you can place links on other web sites, optimize your site's placement with search engines, list your site in directories, and advertise the web site in forums.

#### 48. Keep your site fresh and up-to-date

If you have ever visited a site that was a year or two out of date, you know how irritating it can be and you also understand the importance of keeping your content fresh. You may want to set specific times for updating your site. Also, remember that if any of your contact information changes to immediately change it on your web site also.

#### 49. Ask how leads heard of you

An important part of refining your marketing approach is to find out what works. Ask clients and leads who come to you how they found out about your company, then keep track. Once you find out where the majority of your business comes from, you can focus more of your marketing energies in that direction.

#### 50. Hire professionals

When it comes right down to it, marketing may not be something you want to do completely on your own. Creating the right image, the perfect message, and the best list often require the hand of a professional. In the end, you may pay a little more for an expert's assistance, but the improved results will make it well worth the investment.