

Winning the Marketing War!

Linda Hailey 

What does marketing mean to you?

- Advertising?
- Promotion?
- Publicity?
- Selling?
- Customer service?
- Image and brand?
- Pricing?

Marketing is a process of matching

- When you market you are matching
 - you
 - your business
 - and your product or service

to your customer's needs and wants,
worries and concerns

- The closer the marketing match the more revenue your business will generate

Remember ...

- Advertising, selling, promotion etc. are just tools in your toolkit to make the matching process happen
- Marketing is the engine that drives the dollars into your business

Winning businesses ...

- Will be customer not product focused
- Won't try to be all things to all people
- Will understand the true value of existing customers

Customer not product focus

- The benefits of customer versus product focus
 - Clearer direction
 - Increased revenue
 - Increased conversion rates

Not all customers are equal

- Develop a profile of the different types of customers you see in your business
- Ask yourself
 - Who are they?
 - Where are they?
 - What are their needs?
 - What are their wants?
 - What are their worries and concerns?

Not all customers are equal

- Evaluate potential markets
 - Most profitable
 - Easiest to reach
 - Most desirable
- Don't try to be all things to all people
- Develop client profiles for your target markets
- Develop marketing initiatives to suit target markets

True value of existing customers

- People most likely to buy from you at any time are existing clients
- A typical business hears from only 4% of its dissatisfied clients
- The other 96% just quietly go away, 91% of those will **never** come back

True value of customer service

- A typical unhappy customer will tell eight to ten people their problem. One in five will tell twenty
- It takes twelve positive service incidents to make up for one negative incident

Why do we lose customers?

- 3% move away
- 5% develop other friendships
- 9% leave for competitive reasons
- 14% are unhappy with the “product” or a particular person
- 68% quit because of an attitude of indifference from the owner, manager or some employee

The importance of existing clients

- Compare the cost of finding new customers with building your business through existing customers
 - How many customers do you have?
 - How often do they use your service?
 - What is your average spend? (revenue per week ÷ number of clients per week)

The \$\$\$\$ potential of customer service

- Multiply Clients x Average Spend x Visits
 - $1000 \times \$120 \times 2 = \$240,000$ Existing
 - $1100 \times \$120 \times 2 = \$264,000$ New clients
 - $1000 \times \$150 \times 2 = \$300,000$ Av. spend
 - $1000 \times \$120 \times 3 = \$360,000$ No. of visits

The lifetime value of a customer

- Average lifetime x average spend x number of visits
 - 5 years x \$120 x 10 = \$6,000

Chart your buying process

- Understand all the steps customers make before purchasing
- Ask yourself
 - Who do customers see?
 - What do customers see?
 - What do customers hear?
 - How do we make them feel?

Ask yourself ...

- Are you missing opportunities for client service?
- Do you over promise and under deliver?
- Was this process developed for the business or the customer?
- Who takes responsibility for customer service?
- Are you reactive or proactive?
- Is there a customer service WOW?

Be a winning business and get
marketing!

Linda Hailey 

SUN MON TUE WED THU FRI SAT
1 2 3 4 5
20 21 22 23 24 25 26

The business plan is dead!

Vision planning is quicker, easier and gets results.

[Find out how you can go for growth using Vision Planning](#)



Information and Inspiration

Now you can beat the daily challenges of business life with quick solutions and great ideas on everything from pricing and customer service to advertising and marketing.



See Linda Live

Linda is a leading motivational keynote speaker. Check out her [seminar calendar](#) to see when she will be visiting your part of the world. Book her for your next event [here](#).

Download Conference Notes

Been to one of Linda's presentations? Download your copy of her PowerPoint presentation [now](#).

Sign up for our email blast and regular dose of commonsense Hailey logic!


Name

Business

E-mail Address


Need Help?

Linda is just a click away and available for mentoring, coaching and consulting projects. [Find out more](#)




Small Business Best Sellers

Marketing made easy & business growth demystified. Two must have books. \$57.90 for both. [Learn more](#)




Watch Linda

Linda is the small business expert on Australia's leading small business TV program. [See the bits that didn't go to air](#)



Listen to Linda Now

Download our podcasts for portable, practical small business advice. [More than 10 pods online](#)



www.lindahailey.com.au

Linda Hailey 