

Okanagan Web Consulting

Online Marketing for Your Offline Business

www.okanaganwebconsulting.com

Recurring Profits for Your Business

Key Principles To Make Your Marketing Program Sizzle

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Introduction

Making real sales and providing real service are the most vital measuring sticks for a business.

In these pages you'll discover the best secrets to marketing any small business and how to integrate your online and your offline marketing to multiply the impact of every marketing move you make.

If you're looking for a book that will show you how to use fancy graphics and pretty logos in an attempt to impress your customers you'll be very disappointed.

Many of the concepts you will learn from reading this short booklet will be new. Some will be familiar and some will be old hat. While there are many ideas and tips that will help you, every business has its own needs and should have a customized solution tailor made to your business.

Okanagan Web Consulting has been created to provide, in a cost effective way, all the services you are about to read about so you can focus on running your business. If you want to do it on your own, this booklet is a great starting point. Most that chose to do it on their own do so because they think that a solution like this must be expensive for it to be done for them.

You would be right if you tried to piecemeal it out. The programs, knowledge and time it takes to put it together can be very expensive if done on your own. However, most people are surprised how reasonable the cost is when done through us. So keep that in mind as you work through this booklet.

The Basics

In this booklet, we'll cover 4 main ways of using online marketing as an **integrated** part of your marketing mix. These include:

1. Lead generation. Getting exposure for your product or service is the first vital key to a successful marketing process.

2. Your sales process. A good sale process educates your prospects on why they should buy from you and educates your customers on why they should buy from you over and over.

3. Your follow up process. If you want a stable thriving business you need to keep educating and following up on your customers after you've made a sale.

Over delivering with high quality products and exceptional service also makes it far easier to use the next key.

4. Getting referrals. Your reward for educating your prospects and clients and over delivering with service and value is a whole pile of very happy people who will be thrilled to talk to others about you.

Lead Generation

Think about the next few paragraphs. It could revolutionize your business.

Most businesses spend all or most of their marketing efforts focusing on new customers. This method is expensive and unreliable. However this is only one way of increasing sales.

The other 2 ways to are less expensive and more effective if done properly:

1. Increase the amount of money your customers spend each time they buy from you.

2. Get your customers to buy from you more often.

Most businesses spend a large portion of their time and money focused on getting more customers.

But generally speaking **there is far more money to be made with far less effort and expense by focusing heavily on improvements in the above:** increasing the amount of money your customers spend and getting them to buy more often.

What if you could target your message to the people that want what you offer?

What if you could follow up on a systematic basis with those people?

You can. And what's more, it is surprisingly inexpensive to accomplish.

Website Marketing

I know that some of you reading this have already taken steps to enter the online marketplace.

If you're running a small business this book will help you completely revolutionize your whole mindset and approach. Your website is simply one of the many aids you employ to do that.

Most of you that have taken that first step and have a website have probably been disappointed in the results. Here's why:

Cost – it is common for a business to spend \$5,000-\$20,000 for a website. This would be fine if it delivered what you expected. For Instance – more sales! Too often it doesn't. Conversely, you may have put up a “Brochure Site” and spent far less. Ask yourself this, is it making sales for you?

This doesn't mean that it is a waste of time. What it means is that your website has not been designed to rank high in the search engines, capture leads, and does not cause potential clients to take action.

Websites need to be attractive, functional, and above all, easy to find.

The reason that most websites fail to deliver are:

1. It's lost in the crowd. If your site can't be found in the search engines, then potential customers will go somewhere else.
2. No clear call to action in the copy of the site.
3. No lead-capture system in place. (Form that will catch name and email address of those interested visitors interested in your offer.
4. Site is not being used in conjunction with other marketing efforts.

Large businesses that spend millions of dollars on branding can afford to have large informational sites. But if you are a small to medium sized business, it makes more sense to be focused on results.

Unfortunately, even the best website with the latest designs and graphics is nothing more than a sign. If that sign is not being read, it is not going to get results.

Think of it this way;

Which would you rather pay?

\$20,000 for a fancy sign that might bring you \$500 in sales a year or 10,000 a year for a part time person who stands on the sidewalk and brings in customers who spend \$50,000 a year. That's the difference between a fancy website and a "direct response" website.

The power of the internet can't be denied. Look at what the study by Comscore Search Satisfaction Study reveals about local search usage:

- **59 percent were searching for something in their home area**
- **52 percent** were searching specifically for a business phone number or address.
- **Two out of five local searchers (41 percent)** were looking for information on a local service in their home area, including car rental office, dry cleaner or lawyer.

Source: "Local Search Continues to Gain Momentum, According to comScore", a [Comscore.com press release](#), dated October 2006.

With These Stats, If Your Website is at the Top of the Search Engines, And Designed To Get Your Visitors To Take Action, Think What It Could Do for Your Bottom Line

So the first step is to make sure you have a website that can be found by the search engines.

A Short List to Creating a Site That Gets Results in the Search Engines

- Use the correct key words for what you want to be searched for.
- Have content relevant to the key words
- Update content regularly
- Have other websites link back to yours
- Have different page titles for every page

This is just the beginning but it is also very effective. Especially when you target your keywords to the local market.

The second step in making your website work is to develop copy (words) that educates, persuades in a low key way, and has a clear call to action such as coming to your business for a discount or maybe signing up for your discount coupons or free gift. Make sure you also focus in on what makes your product or service unique. Why should they buy from you or hire you over anyone else?

Email Marketing

Email is the second highest use of the internet. Searching is the first. Obviously it is cost efficient. You can send out a thousand emails for instance. What's the cost? Zero. If you sent out a thousand peaces of mail, the cost would be at least \$750.00 each time. More if you have a multi color brochure or newsletter going out. So following up in the traditional way is cost prohibitive. Not with email.

Of course you have to design the e-newsletter, create the content and be systematic enough to update everything and send it out on your preset schedule.

Do you think your prospective clients would appreciate having informative content on your product or service, discount coupons, follow up reminders etc. delivered to their email? You bet they would; especially if they gave you their contact information. They are asking you to tell them more. The possibilities are truly amazing.

Your Sales Process

A sales process is nothing more than pre-selling your potential customers. You will see some examples in a few minutes but for now, just keep in mind that pre-selling is not a dirty word. It is a form of respect for your customers.

Think about it. **The last time you bought a car, how did their process work?**

Probably something like this:

- You ended up in a dealership. (through advertising, word of mouth or familiarity)

- The salesperson found out what you wanted and you began negotiating.
- If you tried to talk them down in price, you probably heard them say “I need to talk to my manager. I will do what I can”.
- If you finally came to an agreement, you walked out with your car.
- You may have gotten a follow up letter from the service department or you may not have.

I am generalizing to make a point but this is a pretty standard way it happens.

Contrast this with a dealer that has a solid sales process;

- You enrolled in their email newsletter through some form of incentive. Maybe a free draw, a friend told you about it, or maybe from their targeted website.
- You have been receiving a monthly newsletter written by the various staff at the dealership. So maybe you have read the words of the service manager and various salespeople on staff.
- This newsletter also educated you about the various features and benefits of different cars every month.
- Now you need a new car.
- Their newsletter arrives in your email box showing the current specials and a special discount only available to their newsletter subscribers.
- You already feel like you know them, the deal they are offering is solid and the discount has come at the right time.
- You buy the car from one of the salespeople that you liked from the newsletter.

So this is what their sales process would look like:

Sales Process

Lead capture through website, contests, give a ways, referrals etc.

Pre-sell with great content delivered through various ways. Email preferred

Personalize content so potential customer can get to know you.

Offer real value in the discounts available to their subscribers

The Result

Happy customers

Decreased costs for dealer

No pressure from sales person

Follow Up Process

Building trust and desire for your product or service is what your follow-up process is all about.

Possibly the most valuable asset you can have in any business is a list of prospects and clients who trust you and are willing to buy from you repeatedly and recommend you to their friends and associates. But most brick and mortar businesses ignore this asset.

Building an email list for your business is very easy. What is difficult is systematically following up with those on it. However, it is also the most cost effective way to promote your business.

Right from the start you need to have the philosophy that you'll give anyone who subscribes to your email list the best quality, highly targeted information, gifts and support.

Remember your clients are “under your protection” and you need to give them the best advice possible.

A follow up system can be developed that makes it easy for you to communicate to both your current clients and potential clients on a systematic basis. Think about how powerful this is.

So let's take the car dealership example one step further

Their follow up system before might look like the following:

- After the sale, you may get a thank you card from salesperson if they are any good.
- It is possible an introduction to the service team may follow.
- A periodic letter telling you that you need to bring your car in for maintenance or recall

And that's pretty much it. I am sure some dealers go out of their way to do more but this is what most experience.

Let's see what it could be:

- A thank you card is sent by the salesperson
- He or she subscribes you to their email newsletter where you get tips on car care, interesting articles like how to increase your cars mileage, how leases work etc., links to various useful sites related to your car

- Reminders on preventative maintenance and when to come in for service from the service team
- Invite to the occasional company bar-b-que for their customers
- And of course, reminders to refer them to someone they know that may be in the market for a new car

Can you see how both the dealership and customer wins?

These systems can be implemented for you at a very reasonable cost.

Let's See How Other Businesses Could Benefit

A restaurant could have a weekly drawing of a free meal. Diners who enter and don't win can be sent an email saying "we're sorry you didn't win the free meal but we really value having you as a diner in our restaurant so here is a \$20 meal voucher...our gift of appreciation to you." You put conditions on the voucher to ensure you make a profit when your diner cashes it in. For example you might have conditions like: "Not valid with any other offer." And "Limit of one voucher per table." Since very few people eat alone this means you'll almost certainly make a good profit even if your whole restaurant is filled with diners coming in with gift vouchers.

Most important of all you can also put a time limit on the voucher based on the average frequency your diners come to your restaurant.

If you know your average diner eats with you approximately every 6 weeks you could give them a voucher that expires in 3 weeks time.

That increases the "frequency" that your current clients dine with you...one of the 3 main ways to increase your sales and profits we covered earlier.

The same method can be used in nearly any business where your clients buy from you repeatedly.

Give them a prize that expires...they must use it within a time period that encourages them to come in earlier and more often than they normally would.

A fitness center could give out a low priced or even a free practice session (and make a profit selling drinks and food). Free workout and diet plans sent out on a regular basis could keep them coming in. Maybe even a coupon that allowed them to bring a friend for a free workout or two. That would give you another potential customer

A yoga teacher, naturopath or massage therapist could give a special discount price or a free ticket to an upcoming workshop (and make money selling higher priced products, services and full seminars at the workshop).

A computer servicing business could give a special price on a computer "check up" to help clients avoid a time wasting, costly break down (and make money selling computer upgrades and parts).

A mechanic could give a special price on a maintenance check and/or oil change and make money on any repairs that are needed. Their contact information could be used to follow up with every customer. Provide service reminders in their email box. (I would love it if that was done for me)

A cleaner could offer a special price on special "spring clean" on a home, pool or office and then offer the client a regular long term cleaning contract.

A pizza place could send out a daily email with the current specials.

Imagine if you had a list of say, 1,000 customers or more; all getting a follow-up newsletters or bulletins from you every day, week or month.

Do you think your profits would increase?

What do you think this would do for the resale value of your business?

These are just a few ideas. Every business is different and needs a customized solution. That is what we are for.

Call for a free, no obligation consultation.

There are so many ways to capture email addresses and other details. Here we'll cover the simplest and most obvious

Email Sign up Form on Every Web Page

First, nearly every page of your website should have a form where your visitors can sign up. Use a headline above your form to tell your site visitors about the huge benefit they'll get when they sign up and the reasons they should look forward to opening and reading every email you send.

Ask Your Prospects and Clients Personally

Every day prospects call your business on the telephone or walk into your business premises.

You incur huge expenses in advertising and marketing to get a prospect far enough into your sales process to actually contact you so you need to capitalize on the effort and expense you've already put in.

Every one of your staff should be trained to ask everyone they come into contact with if they'd like the free gift you offer as an incentive for signing up. (Such as a coupon for their next purchase delivered through their email)

Then just collect names and email addresses over the phone or on the spot.

You can also have a form your prospects and clients fill out.

Use Gift Entry Forms or Application Forms

If you charge an entry fee or cover charge for entry in your business you can create a special discount price for members only. And to become a member your clients have to fill in an application form including their contact details. The reduced or free entry fee or cover charge is the incentive for them to fill in the form but you still need to give them a compelling reason to open and read your emails as I mentioned before.

In this case you could tell them you'll send them special member deals and offers by email and mail.

Also, when you really take the time to educate and provide exceptional service to your clients you can use that trust and confidence you build to create a steady stream of high quality referrals.

While you can get subscribers by offering almost any gift or regular prize draw it is far more powerful to offer a highly targeted gift.

You want to give away a gift that indicates anyone who takes it is almost certainly interested in a product or service you're selling.

The gift of a report: "3 Price Killing Mistakes Most Home Owners Make When They Sell Their Home" is a great example. Only people who are thinking of selling a home or know someone who's thinking of selling a home are likely to want that report.

So you know the list you create giving that report away is highly targeted filled with prospects who have a home and probably want to sell it.

If you're giving away a prize you can also keep your lists laser targeted by creating a different list for every different type of prize you give away.

If you have a bicycle shop you give away a top of the line racing bike as a prize. To enter, visitors to your store (or your website) might enter their name, email address, physical address and phone number in coupon in your store or in a form online.

You now have a list of people who you know are interested in that bicycle and probably racing bikes like it for some reason. You can then follow up with them before the prize draw telling them about all the amazing features of the bicycle...what makes it unique...who rides it...why leading racers prefer it. Then after the draw you can send a sequence of emails to everyone who didn't win and offer them:

1. A special price if they buy by a certain date.
2. Special payment terms if they qualify so they can go buy their bike now.
3. Notification that you only have 2 bikes left so time is running short if they want to claim one and you'd hate to see them miss out.
4. An offer of a lower priced bike that has many of the same features.
5. A super budget bike that has a few of the same features.

If you want some spectacular results have your staff call prospects on the telephone once or twice to make these offers.

The key here is to start by mentioning the prize draw then finding out what offer suits the prospect by asking questions. Some will be thrilled to get a discount deal while at the other end some will be thrilled to get a cheap bike anything like their dream bike.

The important lesson to learn here is that by creating a unique list for the prize offer you can target in exactly on the offers that specific list is likely to respond to.

You can deliver these gift offers by email and physically in your business with vouchers or other gift certificates.

Information Marketing

Have you ever thought that if only people knew what you know about your product or service, they would be flocking to your doors? Why not educate your potential clients then?

The one thing people go online looking for more than anything else is information and many are willing to pay for that information.

Creating your own information products to sell or give away online is a powerful strategy for generating business.

Having your own reports, audio, eBooks and videos also taps into our cultural conditioning. We think of authors and people who appear on radio, television and in the newspaper as experts in their field. And when we're looking to hire someone or to buy something we feel more comfortable dealing with an expert or a leader in the field.

Getting Referrals

Referrals and recommendations can be the lifeblood of your business. If you have happy customers who you follow up with and provide incentives to not only do repeat business with you but to bring or tell a friend, your profits can literally explode.

Here are a few examples:

- If you have a restaurant, you can provide a VIP card to your best customers. This card entitles the holder to a \$20.00 voucher or a free desert. Whatever makes sense to you. These VIP clients can give this away to their friends. You will be making them feel special and you will be creating new business for your self.
- You can have a tell a friend form on your website and e-newsletters so that it is easy for your customers and visitors tell their friends.
- Testimonials delivered on an ongoing basis to your customers and potential customers are very powerful.
- Bring-a-friend coupons for a steep discount to your business is another way.

The list goes on. Once you have these systems set up and administered for you, the sky is the limit.

Checklist

By going through this check list you can quickly identify the key areas where you need to improve the marketing in your business.

The most important areas are listed first.

- 1.** Are you capturing the names, email addresses and contact details of your prospects and clients?

- 2.** Are you following up with your clients offering them back end products and services and giving them gifts, thank you notes added service...taking steps to build solid long term relationships?

- 3.** Are you educating and following up your prospects with gifts and offers by email, direct mail phone and/or fax?

- 4.** Are you making it easy for your clients and key people or businesses who are “centers of influence” to send you referrals?

You should focus most of your time and energy on these first 4 steps. If you're doing all 4 effectively you will almost certainly have a very successful and profitable business.

Most of the methods that follow serve one or more of these first 4 vital steps.

- 5.** Are you asking every client and prospect you talk to in person on the phone etc to sign up to your email list?

6. Do you have a sign up form for your email list on every one of the pages on your website?
7. Do you offer a huge targeted incentive for prospects and clients to join your email list?
8. Are you using prizes and/or gifts to build targeted lists?
9. Are you using time limits on claiming some of your gifts to increase the frequency your clients buy from you?
10. Do all of your front-end lead generation offers and gift offers have matching high priced or highly profitable back end offers?
11. Do you have your special incentive to join your email list on the back of your business cards?
12. Are you printing business cards for your employees to give out with the special incentive on the back?
13. Are you regularly adding pages to your website with highly targeted, high quality content optimized for lucrative long tail keyword phrases?
14. Are you gathering testimonials from your happy clients and posting them on your website?
15. Are you using images with carefully chosen file names to match the keyword phrases they represent to increase your search engine traffic and give your site more visual impact?
16. Do you have captions that draw your readers into your body copy underneath the images on your site?

17. Are you using information products like your own valuable report or audio as a lead generator for your business?

18. Are you following up with your prospects and clients by emails leading your prospects and clients to high quality content on your website, and/or gift offers they can claim by contacting you or coming into your business?

19. Are you suggesting in your emails that your prospects and clients forward them on to their friends and associates to help them go viral?

20. Are you adding the personal touch by sending handwritten emails, letters and notes to key prospects clients?

21. Do you have a system for answering your business email within 15 minutes of receiving it or at worst at least twice a day?

22. Are you using a special event calendar to create exciting ongoing promotions for your business that you can send by email, direct mail, do in house or by phone or fax?

23. Are you constantly brainstorming ways to improve your marketing, profits and the ways you affect your prospects' behavior on your website, over the phone and in your business?

Of course not every business will use every one of these strategies. Again, that's why a customized solution is important.

Conclusion

Strategies change. Markets change.

The way we do business today is almost unrecognizably different today than it was in the year 1900, even the 1950s. The internet and way we use the internet to do business will change too...you can rely on it.

One great business philosopher said “the only enduring business is the business of change.” And good marketing is always about reviewing and improving your sales and follow up process. Change and adapt.

But there is one principle that never changes...one guiding light you must always keep your eyes upon.

Ultimately business is always about people.

- Find out what your prospects and clients really want and what they need.
- Find out why they chose to buy from you and not from someone else.
- Find out what their problems are and what solutions they'll be willing to pay handsomely for.

When you take the time to really get to know the people you do business with, and the people you hope to do business with, you will always have your finger on the pulse of the market.

Your chance of being caught by surprise will be very slim. You'll know exactly how to pre-educate your prospects and follow up with your clients to give them the information they need to buy from you and to get the most from doing business

with you. And you'll know exactly where to change and adapt your business and where to find a whole world of new, lucrative opportunities.

Ultimately business will always start and end with the major goal of serving living, breathing people.

That is the secret you must always remember.

In Closing

These strategies that you have spent a few minutes scratching the surface of can literally revolutionize your business.

- Imagine having increased stability in your business because you are following up on a consistent basis with information, discounts, specials etc.
- Your clients are so pleased with your products and service that they regularly refer people to you.
- When someone is looking online for something to do with your product or service, they see your website at or near the top of the search listings.
- An e-newsletter delivered regularly displaying new products and or information to your current and future customers.

As a busy business owner, you may be asking yourself 'I can see the benefits to an integrated approach to my marketing, but how on earth will I find the time to do all this?'

You may be tempted to go to your website developer. Only problem with that is they are website builders and designers. A long way from being marketing specialists.

You may have heard of SEO (search engine optimization) that can be helpful but expensive. It also only touches on one part of the process.

What about your local newspaper? Well, is it getting the results you desire? They sell space in the paper. Again; useful but not a very effective approach.

This is why **Okanagan Web Consulting** has been created, to help small business owners integrate all there marketing efforts together in one, effective package.

Because every business is different and needs a customized solution, we can't quote a standard price. But let's just say you will be pleasantly surprised how affordable this can be.

Call 1-888-410-4639 or email Paul at pbrand@telus.net for more information or to schedule a Free Consultation.

Services Provided

- Website optimization (so it can be found in the search engines)
Let us build or fix your website so it works for you
- Email newsletter services

- Content production for your site and newsletters
- Information product development
- Customized strategies and recommendations to cover all your marketing efforts
- Marketing campaigns focused on what this report covers
- Ongoing service and updates