



Bill Gluth, Develop Your Vision

Creative Business Strategy of the Week

The 10 Things Marketing is REALLY All About

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The only job marketing really has is to make the cash register ring.

Doing that requires:

- Strategic planning on the front end to create a compelling story that attracts people who care.
- *Consultative* selling in the middle to turn marketing attraction into dollars.
- A consistent follow up strategy that helps clients buy more from you every year.

Here are 10 things your marketing program must focus on to succeed.

1. **Testing** - Marketing is part art and part science. Understanding what messages and offers your clients respond to is vital to the success of your marketing program.

Regularly test headlines, offers, benefits and pricing to know what's working and what is not.

2. **Client Satisfaction** - The only reason you're in business is to provide value for another person. When someone purchases from you, their satisfaction **MUST** become your primary concern.

Thank them sincerely and often. Ensure that their needs were met. Make sure you exceeded expectations in every phase of the project.

Satisfied clients will want to share you with 1 or 2 associates and friends. Dissatisfied clients will let 10 or more people know about their experience.

3. **The way your telephone is answered** - Make it easy and convenient for people to reach you. Don't make callers wait or listen to a myriad of options before being able to either talk to someone or leave a message.

If voice mail answers when you can't, be sure to have your USP tagline in the message.

4. Your follow up program - Once the sale is made - marketing begins in earnest. The cost of acquiring a new client is high. The cost of selling more to an existing client is much lower.

Develop a consistent, personal and relevant follow up program post-sale and increase revenues by 30% or more annually.

5. Spending time with clients - Who do you enjoy doing business with? Like most people you probably enjoy doing business with people you know.

Familiarity comes from repeated exposure. That only happens by spending time with clients.

Jeffrey Fox, The author of *How to Become a Marketing Superstar*, suggests spending 60% of your day with clients or with people who can become clients.

6. Caring - If we are in business to provide value to other people, it makes sense to let them know you care. Don't tell them, show them. Your words, actions and day-to-day thoughts all project your true business identity.

Make sure your clients know you genuinely care about them; that they are more than a check in the bank to you.

7. Staff training on client care - EVERY member of your staff, no matter what their role, has marketing and client care responsibilities.

ANY interaction a client has with your company affects your relationship with that person. Make sure your staff realizes this fact and knows how you want every client treated.

8. Lifetime Value of a client - Knowing this figure will tell you exactly how much time, effort and dollars to expend in acquiring a new client.

By knowing:

- Your average Sale.
- How many times per year a client can purchase from you.
- How many years you expect them to be a client (on average).

You'll understand the true dollars and cents worth of every client. You'll then be able to calculate how much you can reasonably spend to acquire new clients.

9. The last interaction a customer has with your company on completion of a sale - Make sure the last interaction a client has with you after every sale is fulfilling, from the clients perspective.

10. Have a story that the people you want to do business with care about - The story you tell to clients and prospects is the real reason people do business with you. Tell a story (also called marketing narrative) that is authentic and projects your true values, passions and talents.

Take This Action

1. **Review the 10 areas above.** Analyze where your business needs help and where your business is on track.
2. **Every week, for the next 10 weeks, focus on one area.** Spend just 90-minutes per week doing this exercise. Improve each area that needs attention before moving on to the next.
3. **Once you've gone through all 10,** start from the beginning again.
4. **Accomplishing this exercise ensures your marketing effort is strong,** focused and on-track to accomplish its prime mission - *making the cash register ring.*

If you're lacking a vision or not sure how to go about rediscovering it, check out the *90 Minutes to Better Marketing* program at <http://www.90minutestobettermarketing.com>.

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