



A COMPREHENSIVE LIST OF TOOLS AND TACTICS TO HELP YOU BUILD YOUR MARKETING MACHINE



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BUILDING YOUR MARKETING MACHINE – THE TOOLS AND TACTICS

Here is a list of potential tactics you can use to build your marketing machine.

With new platforms and tools emerging all of the time, this list will continue to be updated as I discover new and exciting ways to marketing our businesses.

An important thing to note: some tools are used in a number of sections of the marketing machine. For example, social media or websites will be found across most, if not all, of the sections. But in each section of your marketing machine you will use the tools in different ways to communicate with and engage your target audience, depending on which stage they are in at the time.

And take caution: not every tool will be right for your marketing machine. As you look at each one, consider:

- Is this tool relevant for my target audience?
- Do I have the resources available to make the most of this tool?
- Will this tool provide a greater return than the resources I invest?
- Does this tool support my branding and values?
- Is this tool sustainable for my business?

Now, onto the list...

PHASE 1: AWARENESS

In the awareness phase we look for ways to make your target audience aware of your business, product or service.

- WEBSITE (in conjunction with Search Engine Optimisation)
 - Create high converting landing pages for key search terms.
- SEARCH ENGINE OPTIMISATION
 - Optimise your key website pages for relevant keywords and phrases.
 - People will be searching for products and services related to your industry. If your website ranks well on search engines such as Google, you are more likely to be found by these potential customers. As they are already searching for your product or service, they are good prospects to become your customers.

- SOCIAL MEDIA
 - Create Shareable content that your existing followers share with their connections.
 - Participate in groups and forums by answering questions and providing value.
 - Aim to create viral content ie content that will be shared by a lot of your followers.
 - Comment on other people's pages (that share your target audience) as your page.
 - Make sure you add value in your comments. Don't just bombard with sales pitches and promotion of your own products. But answer questions and position yourself as a trusted authority and people will want to find out more about you.
- SOCIAL MEDIA ADVERTISING
 - Target new audiences via targeting (eg creating Lookalike Audiences using your database, website visitors or social media followers).
 - Social media advertising lets you find new people that have similar characteristics to your existing customers and subscribers. Use this opportunity to broaden your network and find like-minded audience members.
- SEARCH ENGINE MARKETING
 - Advertise via Search Engines eg Google Adwords
- CONTENT MARKETING
 - Look for guest post opportunities on blogs that share your target audience.
 - Identify opportunities to be interviewed on established podcasts.
 - Create blog posts / interviews with influencers in your industry, and ask them to share them with their audience.
- COLLABORATION
 - Work with influencers/celebrities who have an established community of your target audience, using opportunities such as:
 - Promotions
 - Sponsored Posts
 - Social Media Posts
 - Brand Ambassadors
 - Product Development
 - Work with other brands / businesses that work with your target audience:
 - Product development
 - Co-promotions / Competitions
 - Joint Ventures

- PUBLIC RELATIONS
 - Generate publicity in media outlets
 - Media Releases about newsworthy topics.
 - Position yourself as an authority in your industry.
 - Look for media and interview opportunities via websites like SourceBottle (www.sourcebottle.com.au).
- LIVE EVENTS
 - Speak at events that share your target audience.
- NETWORKING
 - Attend events that attract your target audience, or other businesses that share your target audience.
- TRADE SHOWS
 - Exhibit at trade shows that attract your target audience.
- ADVERTISING
 - Advertise in media that attract your target audience
 - Television
 - Radio
 - Print
 - Magazines
 - Newspapers
 - Billboards / Out-Of-Home
 - Cinema
 - Mobile Advertising
- DIGITAL ADVERTISING
 - Banner Advertising
 - Advertorial / Sponsored Posts
- BUSINESS DIRECTORIES
 - Look for opportunities to create listings in authentic and relevant business directories.
- LOCATION MARKETING
 - Send offers and promotions (to people who have opted in to specific location marketing services) when they are near your premises.
- SPONSORSHIP
 - Sponsor of teams / organizations / events / charities / individuals that have an influence with your target audience.
 - When assessing sponsorship opportunities, look for access to additional promotional opportunities such as team member appearances, signed merchandise for competitions, social media support and sharing, signage, access to events.

- BROCHURES / MARKETING COLLATERAL IN TARGETED LOCATIONS
 - Identify locations that attract your target audience
 - Place Brochures / Posters / Postcards in these locations to enable discover.
 - There are a range of services that can distribute your marketing material on your behalf. Some are industry specific while others have fewer restrictions on the material they distribute.
- REVIEWS / REFERRALS
 - Ask for referrals from customers (see Customer Nurturing for tactics to encourage referrals and reviews).
 - Attract affiliates (offer commissions / incentives for referrals from related businesses in your industry).
 - If you have an online product, it is relatively straightforward to attract affiliates to promote your product. Unique links can be provided that track traffic and conversions from each affiliate.
- PRODUCT PLACEMENT
 - Look for opportunities for product placement in media / television shows / movies that appeal to your target audience.
 - Product placements can be difficult to achieve and are sometimes high in cost, but it might be right for your product.
- POINT-OF SALE / MERCHANDISE
 - Eg Displays at checkout or in-store.
 - When shopping in supermarkets, bottle shops and other stores you will notice a range of promotional point of sale material. Whether it's the "bargain bin" near the checkouts or the promotional price tag in the fridges at the bottle shop, it is the brand's attempt to sway your purchase decision in their favour. If your product is distributed through retail outlets, is there an opportunity for you to make it stand out?
- PRODUCT DEMONSTRATION
 - At events
 - In store
 - In high traffic areas (eg handing out samples at train stations).
- AWARDS
 - Enter awards that are relevant to your target audience that will attract publicity / awareness.
- DIRECT MAIL
- TELEMARKETING

LEAD GENERATION

Once people are aware of your business, product or service, how do you encourage them to engage with your business? How can you move them from “being aware” onto your turf?

- WEBSITE
 - Does your website have a clear call-to-action (email sign-up; free trial; call for information)
 - It is easy to navigate?
 - Is it professional and well-presented? Does it reflect your brand? Is its appearance consistent with your other marketing material?
- EMAIL INCENTIVE FOR SIGN-UP
 - Free download
 - E-book
 - Checklist
 - Mini-course, E-course, Email series (this also is doubles as lead-nurturing)
- PROMOTION / COMPETITION
 - Offer great value prize in return for entry.
- SOCIAL MEDIA
 - Offer an incentive to sign up to your database.
 - Share detailed, high value content that leads people to sign up to your database.
- SOCIAL MEDIA ADVERTISING
 - Drive your target audience to your email incentives / free trials.
- REMARKETING / RETARGETING
 - Target social and search advertising to people who have visited your website, or specific pages on your website.
 - If people discovered your website via SEO or other tactics in the Awareness Phase, you can get back in touch with them and offer them high-value content in exchange for their details. As it's the second point of contact, they may be more inclined to sign up.
- CONTENT MARKETING
 - Create high value content with bonus content for download.
 - Participate in interviews / guest blog posts on other people's platforms, offering additional content for download.
 - Create podcasts with clear call-to-action or additional content for download on subscription.
- WEBINARS
 - Offer webinars / great value content via webinar.

- COLLABORATION
 - Offer exclusive offers / calls-to-action for the audience of key influencers.
- LIVE EVENTS
 - Offer incentives / great content for download at speaking engagements / live events.
 - Create low-cost events that give you the chance to showcase your product / service to your audience that is low-risk for them to attend.
 - We have all seen these. The half-day business workshop for \$50 where you're provided with a lot of great information, and encouraged to sign up for the next "discovery session" or a larger coaching programme. It's an opportunity to give people a taste of the product/service, build their trust in your knowledge and expertise, and then offer a higher value product.
- FREE TRIAL ("obligation free")
 - Trial in-person (eg product trial in-store).
 - Free samples.
 - Free consultation.
 - Free assessment / audit.
 - Open House.
- INTRODUCTORY PRODUCT / SERVICE
 - Create a low-cost, low-risk product that encourages people to engage with your business as a lead into a higher value product or service.
 - This might be a \$20 ebook or other low cost product. It gets people comfortable with purchasing from you and gives them a taste of what you have to offer.
- TRADE SHOWS
 - Special offers for trade show attendees if they sign-up.
- CUSTOMER SERVICE
 - If people enquire about your business via email / phone, how do you encourage them to join your database / try your product?
 - Staff training and incentives.

LEAD NURTURING

Once people are on your database, engaging with your social media or interacting with your business, how can you cement the relationship and increase loyalty by providing continuous value?

- WEBSITE
 - Do you provide great quality, consistent content that offers value to your audience?
 - Blogging
 - Video
 - Visual Content
 - Podcasts
 - Answer customer questions and address their challenges with your content.
 - Help make the decision to buy your product or service easier (when the time is right) through your content.
- EMAIL MARKETING
 - Create great quality content offering education, entertainment or inspiration via email.
 - Communicate consistently.
 - Send newsletters.
 - Create autoresponder email campaigns that build loyalty and trust.
- SOCIAL MEDIA
 - Offer consistent, high value content.
 - Curate other people's content that is of value to your target audience.
 - Engage with your audience
 - Answer questions and comments.
 - Comment on other people's pages who share your target audience.
 - Live video.
 - Build a community – Facebook Groups.
- CONTENT MARKETING
 - See the above website tactics
 - Books.
- WEBINARS
 - Offer webinar / great value content via webinar.

- IN-PERSON EVENTS
 - Build community via events.
 - Encourage your community to interact with each other / support each other. Masterminds, networking events or meetups are great ways to make them feel part of something and value their place in the community.
- CUSTOMER SERVICE
 - If people enquire about your business via email / phone, how do you encourage them to join your database / try your product?
 - Provide staff training and incentives for outstanding customer service.
- DIRECT MAIL
 - Create direct mail campaigns to build further loyalty or make a special offer.
 - Personalise communications or offers so they stand out.
- OUTBOUND CALLS
 - Personal calls might be appropriate for some target audiences to help / build engagement.
- CROWDSOURCING
 - Encourage customer engagement by getting their involvement on the ground floor.
 - If people are engaged enough to pre-order / crowdsource your product, they are also likely to share it with their network.
- REWARD AND RECOGNISE
 - Reward people for being part of your community with special offers or unique content.

SALES CONVERSION

When it comes time to sell something to your customer, what are the tools and tactics you use to make the decision to buy an easy one?

- WEBSITE
 - Does your website answer all the questions address all the concerns of you target audience?
 - Does it offer a great user experience?
- EMAIL MARKETING
 - Do you offer clear calls to action and reasons to purchase in your email marketing?

- PRODUCT LAUNCH
 - Do you create time-specific reasons for purchase of your product or service?
 - Are there elements of scarcity?
 - If people think they can access your product or service at any time, they may put off their purchase decision or procrastinate. By adding elements of scarcity (limited time, limited availability) you can increase the chance of them making the decision quickly.
 - Do you offer bonuses or value-adds?
- CATALOGUES
 - Showcase your product and give customers a reason to buy now.
- OUTBOUND CALLS
 - Make personal connections with your audience to answer questions / address objections.
- SPECIAL OFFERS
 - Offer “Subscriber only” offers or discounts.
- REMARKETING
 - Target members of your community with specific, targeted content depending on the actions they have taken previously.
- POINT OF SALE (POS) MARKETING
 - While in the awareness phase, POS may have made people aware of your product. If it was their first encounter with your brand they might not have purchased.
 - Having “reminders” in the shape of merchandise or promotional material at the point of purchase can create an opportunity to impulse purchases.
- PROPOSALS / QUOTES
 - Do your quotes / proposals / pre-sale communication represent your brand?
 - Do they engage your customers and inspire them to purchase?
 - Can they be improved to increase conversions?
- FOLLOW-UP PROCESS
 - What is your follow-up process once proposals have been issued?

TRANSACTION

Now that your customers have decided to buy from you, the marketing process is not over. The experience they have at this time – when they are separating from their cold, hard cash – will have a huge impact on their feelings towards you. This will impact whether they will buy from you again, or recommend you to friends and family.

How many times have you bought something only to feel disappointed that the care and consideration the company showed while trying to win your business disappeared once you decided to buy.

Don't miss this opportunity to exceed your customers' expectations.

- WEBSITE
 - Does your user-experience make it easy for people to buy from you?
 - Does each step (product/service page; checkout; confirmation page; confirmation emails) create an experience that is consistent with and supports your brand?
 - How do people feel when they go through your processes and systems?
 - Do you offer payment options that your customers want? If not, are there improvements that can be made?
 - Are your shipping rates reasonable?
 - Are your customers hit with any unexpected charges on checkout?
 - Do you capitalise on the communication opportunities provided by your sales process – are there messages you could communicate on invoices / receipts? Packing slips?
- DELIVERY OF PRODUCT OR SERVICE
 - Does your packaging contribute to the experience for your customers?
 - Does the delivery process add to the customer satisfaction?
 - Do you show appreciation for your customers?
 - For services, is the information provided in an easy to understand, digestible format?
 - For services, how do your staff interact with your customers as they are providing the service? Is this interaction a positive experience?
- CUSTOMER SERVICE
 - Can you Remove roadblocks / frustrations from the process?
 - Offer Staff Training
 - Provide the knowledge and training to answer questions.

CUSTOMER NURTURING

Once your target audience becomes your customer, the experiences they have and the support you provide can help them become raving fans, driving repeat business and referrals.

- FOLLOW-UP
 - Do you follow up with your customers to get feedback on their experience?
 - Do you respond to any issues or complaints quickly and efficiently and in a positive way?
 - How could you improve your ongoing relationship with your customer to make it an easy decision for them to buy from you again?
- WEBSITE
 - Does your website provide relevant information that can be easily found for customers? FAQs?
- EMAIL MARKETING
 - Do you have email newsletters that can help your customers enjoy their purchase / provide more information / make life easier?
- CONTENT MARKETING
 - Do you have content available that supports their decision and helps them enjoy their purchase.
 - Podcasting
 - Blogging
- LOYALTY PROGRAMS
 - Do you have loyalty program / incentives to encourage repeat purchase and loyalty?
- RE-ORDERING / REMINDERS
 - Do you offer scheduled reminders if your product / service requires regular refills / repeat visits.
 - A few years ago I bought a water filter from a local company. The filter has a few different components all of which have different shelf lives. If it was up to me, I would never remember when I had to replace certain components. I receive an email every 3 months or so with a reminder of which components need replacing, and with a 20% discount if I order within 7 days. It takes the responsibility away from me and I have ordered each time I received that email.
 - Dentist appointment reminders, skin checks etc all operate under the same principle. Is there an opportunity for you to do the same for your business?

- **OUTBOUND CALLS**
 - Is there an opportunity to make personal contact with your customers to see how they are going or make special offers?
- **SOCIAL MEDIA**
 - Are you creating great quality, shareable content that your customers and raving fans will share on your behalf?
- **REQUESTS FOR REVIEWS / REFERRALS / TESTIMONIALS**
 - Are you giving your customers an opportunity to provide reviews / referrals / testimonials?
 - Can you offer tokens of appreciation for those customers who refer new customers to you?

So there are a range of tools to get you started in building or reconfiguring your marketing machine. Don't feel overwhelmed and think you have to implement them all at once. The best machines are built piece by piece, making sure they all fit together and support each other.

Identify one tool you can put in place to support your priority business objective, and build from there. In time you will have a solid, sustainable, effective marketing machine.

WANT TO STAY IN TOUCH?

For more information about marketing, web design, social media and building your marketing machine, please stay in touch.

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