

Quick Tips to Build Your Brand and Your Business



Dorset
Marketing
Collaborative

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As a business owner do you feel overwhelmed when it comes to marketing? Whether you are new to business, or have already established yourself, marketing can often feel like a minefield.

What should you do? What should you say? How should you look? How on earth do you know whether you're getting it right?

We are a group of local businesses who offer a range of marketing services and we've come together to give you some helpful advice. If you don't find the answer to your marketing question here don't be afraid to get in touch!

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Marketing Messaging

Consider how your customer would want to feel once they've worked with you...

We are motivated to buy for a whole range of reasons and most of the time there's more than one at work. There are primitive needs that drive us - hunger, fear, safety. Personal needs - wanting to feel loved, accepted, admired. Then our philosophical needs - caring for the environment, self-improvement. Think about what matters to your customer, how they feel when they don't have it and how they want and expect to feel when they do.

Do the 'So What?' test to see if you current messaging gets them there

For every marketing message you put out there in the world, give it the "So What?" test. Read it back and ask yourself whether your customer is going to care about what you're saying. Does it tap into the pain points your customers are experiencing? Does it make them believe they'll feel the way they want to feel as a result of working with you? Too often we focus on giving customers lots of information about ourselves, but if we focus on what they're buying rather than what we're selling, the message will be that much more effective.

Map your customer journey as they move from stranger to customer

At different stages in the buying journey, your customer requires different messages. As a stranger, who doesn't know anything about your brand you need to get their attention. Visual cues are most important at this stage. Once you have their attention, you need to keep it by gaining their interest by providing something of benefit to them, such as an information blog or paper. Next, as they engage further with you, they'll need to know that what you offer is aligned with their needs - this is solution selling. Finally, to bring the prospect over the line, they need to feel reassured that you can deliver.



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Blogging

A great way of updating your website and boosting your SEO is by publishing a monthly blog post. Give your audience something to look forward to each month. When it comes to blog posts, the trick is to share helpful, insightful advice BUT don't give away too much. You want to intrigue and inspire, but not give all the secrets away so that your audience knows where to come when they want to find out more.

You can get yourself more organised by producing a content calendar for both social media and a blog/ newsletter content calendar. Map out your 12 blog posts and newsletters so you know exactly what to share each month for the next year, taking into account seasonal opportunities too. You should then devise a monthly social media calendar, taking into account your blog and newsletter topics and giving ample opportunities to share blogs both new and old to your social media audience.

Don't forget to inject personality into your content- people buy from people. Be your authentic true self and show your audience WHY they should come to you. This also helps to build trust in your leads. You can lure your audience in through your blog posts and use them as an opportunity alongside your newsletters to really get to know you. Don't forget- know, like and trust!

Stalk some forums online to find out what your audience REALLY wants to know. By identifying and answering pain points, you are able to connect with your audience. Plus, it's a great way of coming up with ideas when you don't know what to share. When you plan your content in advance, you get in the habit of looking for regular inspiration for content ready for the next month.



For more advice on blogging get in touch with

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Personal Branding Photography

Headshots

Make sure your headshot really reflects who you are and shows a little of your personality. It could be your client's first impression of you after all, so it's important to get it right.



Stock Photography

Try and avoid using too much stock photography, original bespoke images speak so much louder to your customers. If you have to use stock remember to ensure it is Royalty Free.

Personality

Remember "people buy from people" don't ever be afraid to show your personality in your business and let your customers know why you do what you do and why they should buy from you. Show the personality behind your brand.



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Identify your audience

Who are you trying to target with your products or services? Once you have identified your ideal customer, you need to get under their skin. What websites do they visit? What do they read? Who are they influenced by? What research do they do before making decisions? This will help you identify how to reach them and the key media to target with your PR messages.

PR is everywhere


Public relations is about your public image. That means everywhere a potential or current customer sees you. From your LinkedIn profile to your website, email marketing or even your business card. There's no point in sending out slick press releases if your existing marketing communications don't back the messages up. If a journalist checks out your Twitter profile, will they think it is worth publishing your story?

Awards for all

Being recognised in awards is a fantastic way to drive awareness of your business – as well as celebrate your success. Some awards can be expensive to enter, but others are totally free. A simple Google search can help you identify awards that are relevant for your business. Always consider your target audience when researching awards. You might feel great if you won an award from within your industry but winning a local business award might actually help you reach more relevant potential customers.

Journalists are busy people

Like many of us, their time is short. If you do reach out to them, ensure that you have researched their publication/platform first and provide content that is relevant to their readers, listeners or followers. Make a personal approach by email or using social media. Include a well-written press release, with accompanying professional images that are suitably formatted and labelled. Don't take it personally if you don't get a response back, and don't be afraid to follow up by phone or email.

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For more advice on PR get in touch with

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Is it time for a rebrand? Ask yourself

1. Has your business offering changed and does your logo reflect the services or products your business offers today
2. Has your market changed and does your logo speak to your target audience today
3. Is your logo 'outdated' based on the opinions of your target audience

Does your website need an overhaul? Ask yourself

1. What is the competition doing...try a Google search to find out
2. Is your website responsive (mobile friendly)
3. Are there any parts of your website that don't work properly
4. Does your website perform in search engines? Is this important for your business?
5. Check your website statistics (you have them right)?
6. Ask your customers what they think

Does your social media look professional? Ask yourself

1. Does your logo fit your profile picture space properly
2. Do you have a cover image which fits your brand
3. Do the graphics you use on your posts have a consistent look and feel



For more advice on your logo or website get in touch with

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Is your website working hard enough?

1. Consider whether you have ever received any sales leads via your website.
2. Does your business come up on the first page of the search engines when you do a search for your product or service?
3. Did you know that up to 92% do not go past the first page of Google when searching for a product or service, that is a lot of potential enquiries you are missing out on!
4. Do you know how many people visit your website each day, week, or month?
5. If you do not know the answer why not consider getting a FREE Google Analytics page set-up together with conversion goals so you can track the source, you are receiving enquiries from.
6. Have you got a FREE Google My Business listing for your business?
7. By getting an SEO expert to optimise your website you will receive more quality traffic to your website = more sales.

Do you need instant sales leads?

1. Pay-per-click advertising delivers fast, measurable results for your business.
2. No wasted spend as you can target your exact audience – age, gender, location, interests, income band, etc
3. Pay-per-click advertising is flexible, you can turn your campaign on or off or reduce your daily budget instantly.
4. You can target your ideal target audience.
5. The figures speak for themselves – did you know that 7 billion businesses invested in pay per click advertising in 2017.
6. Using an expert to set-up and manage your pay per click campaign will ensure no wasted spend & maximum return on your investment.



For more advice on your SEO or PPC get in touch with

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Telesales

Picking up the phone to speak with your prospect or customer is by far the most direct and human method. Especially in times like these with our physical distancing measures!

Telemarketing is a method of getting a conversation with your ideal customer, if you run the formula of the call correctly, you can build lasting relationships and shorten the sales cycle.

Here are some top tips to get you off the starting blocks!

- 1 Have a clean dataset. Make sure you've worked out who the right job titles will be, ask for the name of the person.
- 2 Smile! Even Dale Carnegie talks about the importance of smiling when holding conversations for relationship building or any kind of phone conversation.
- 3 Be genuinely happy when you get through to the person you wanted to speak to! If someone feels appreciated and important, they are more likely to give you what you want.
- 4 Treat it like you are calling someone you know. In that situation, you would simply say "Hi – is Jane in today?" – do the same, be authoritative yet casual. An authoritative tone will always help you pass the gatekeepers and not be questioned. Lots of people stand, to have more authority in their voice!
- 5 Have the prospect's website open, be aware of topical news which might relate to your call or show that you've put some thought and effort in and that you understand them! You can use these items to build rapport and trust.
- 6 Be gracious if they are helping you.
- 7 Have a notepad, write notes. It is surprising what you might forget.
- 8 Active listening – picking up on the smallest of sounds of shifts in their tone, be conscientious and show empathy.
- 9 Make it easy for them – giving the illusion of choice by saying "How about Tuesday or Friday morning?" They are more likely to pick than if you ask them and make them think.
- 10 Be reliable – make sure you do what you've said you will. "I'll call you on Thursday at 11" – be sure to do that!



For more advice about Telesales get in touch with

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Video for your business

Video is a great tool for building relationships with your audience and telling them about the great services or products you offer. Record a video of yourself, take your clients behind the scenes and share your personality too. By showing up on video and being authentic it enables your customers to know, like and trust you.

Now is a great time to take out that smartphone and work on your video techniques. Get to know your phone and all the functions and features it has. Try different buttons, different angles, test out new kit and keep developing those skills. If you plan on talking to camera you may need to practice that too (it gets easier the more you do it).

Take risks and experiment a little. Have you thought about trying time-lapse video, sharing a photo/video diary, posting at different times of the day or even on a new platform – do it now! Video is such a popular format. More people are trying new things, spending more time online and they welcome new content so give it a go.



For more advice on video for your business get in touch with

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