

10 Marketing Tips

10 Marketing Tips to Grow Your Service Based Business

1. Your Website Should Talk About Your Customer... Not You

Does your website talk about how you can help your customer or does it talk about you? If most of your content talks about your business, your story and the history of your company then it's time to revise the content to make it more customer focused. Here's the sad truth. You may have built a fabulously successful business, but your potential customers don't care. What they want to know is whether you can help them and if so, how? That's what you need to convey and it should be up front on your home page so they see right away.

2. Determine Who Your Ideal Customer Is

It's important to really understand who your customer is. That sounds fundamental, but it's not unusual for business owners to go after the wrong people. For many of us, we are so anxious to generate revenue that we'll take anyone who walks through our door or comes through our website. That can be ok as you start your business, but eventually you have to move toward a more clearly defined definition of your customer. Don't try to serve everyone; rather look at what you do really well and determine who you can super serve...that's your ideal customer! Once you know who that person is, it's easy to market to them and serve them.

3. Your Messaging Isn't Clear

This is probably the biggest mistake of all! You need to be really clear as to who you are, what you do, who you serve and what problem you solve for your customer. If this isn't clear then how will clients ever find you? People are busy and they are looking for solutions to their problems. You need to quickly and easily explain what you do or they will move on.

I have a friend who owns a business, but when people ask what he does for a living, he tells them it's too complicated to explain. Ugh! What a missed opportunity!

If it's complicated, then figure out how to dumb it down so that people can understand it. You don't have to tell the whole story...just give them enough to peak their interest so that they want to learn more about what you do.

4. You Aren't Consistently Marketing

When business is good, many business owners don't focus on their marketing. When things slow down they rush to ramp it up in an effort to drum up business. This doesn't work. Once business is slow, it's too late. You need to be consistently marketing so that you are always generating leads. This will keep you from experiencing extreme highs and lows in your revenue.

5. You Don't Have a Plan

It's easy to get caught up in the next big shiny object, but that's not always smart. Instead of jumping on the newest marketing trends or buying a special "remnant package" from an advertising rep, put together a marketing plan for the year and stick to it. Create an advertising budget and determine where you can get the biggest bang for your buck. Your plan should include everything you want to accomplish with your marketing including a schedule for posting to social media, updating your website, writing content and reviewing social media.

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6. You Need a Differentiator

Do you know what makes your business different from your competitors? It can't be your customer service or that you do good work. Those are important, but your clients expect that. You need to dig deeper. What do you do that's unique or different? Is it an offering? A service? Your process? Do you do it quicker or easier?

You can't market your business until you have something to say. You can spend thousands of dollars and tons of time on your marketing, but if you don't have a clear differentiator your marketing simply won't work.

7. Don't Forget Your Existing Customers

It's time consuming and expensive to get new customers, so a great way to grow your business is to increase business from your existing customers. Is there another service you can sell them? Do they understand everything you do and all the services you offer? If not, you're missing a great opportunity. A great way to talk to existing customers is through social media and email marketing. Both can be free so take advantage of this opportunity!

8. Share Your Knowledge with the World

You know your expertise would benefit people, right? But how do you let people know that you're an authority? Well, it's easy. You have to share your knowledge in order for potential customers to know what you know. But here's the trick. You can't just tell people what you know. You have to demonstrate it. And the best way to do that is by creating content to share with the world. So write a blog post, create videos, start a podcast, be a guest on a podcast, do public speaking and post to social media.

9. Analyze, Analyze, Analyze!

Once you start marketing, take the time to step back and analyze what you're doing. Take a look at what's working and what isn't. What's getting engagement? What are people responding to? Those are the things you want to continue to do and maybe even do more of. The things that aren't working? Drop them. This is very time consuming stuff and you don't want to waste time doing things that aren't working. Focus your time and energy on things that position you as an authority and bring you business.

10. Get Help If You Need It

One of the hardest lessons I've learned as an entrepreneur is that I shouldn't do everything in my business myself. It's hard to turn my baby over to someone else to take care of but sometimes that's what makes sense to grow your business. For example, if you are an attorney who bills \$400 an hour and you spend ten hours a month working on your website and posting to social media, then you have lost the potential to generate \$4,000 a month in income. You could hire a Virtual Assistant or a marketing coordinator to do that work for you very inexpensively and you're way ahead!! Be smart about where you spend your time and money. You should spend your time on revenue generating activities and let others do the rest.

For more marketing tips visit www.thebrandaccelerator.com or contact Meg Huwar at mhuwar@thebrandaccelerator.com

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