

## Top 10 ways to get more response from your campaigns

Regardless of whether your campaign is on-line or off-line, advertising or direct marketing, you must constantly be analysing the response to your marketing activities. Here are 10 practical ways to get more response from your current marketing activities.

### 1) Make an offer

A classic mistake made in advertising is the “just wanted to let you know we were here” advert. This is where there is no reason for someone to call you...in other words, there is no offer.

Many people panic at the thought of an offer. That means I have to give things away or a discount on my already tight margins. This is not true...

Why not work with a partner who would also like to talk to the same audience you would like to talk to. You can work together to create an offer which has real value to the customer and which introduces a new customer to both companies – for instance a balloon company and a florist creating a package together.

### 2) Tell them the Benefits not the Features

Too many adverts talk about the feature rather than the benefit to the customer. People only respond to an advert if there is a real perceived benefit to them. They need to know WIIFM – What’s in it for me...

### 3) Communicate a consistent message

Without a large marketing budget you cannot afford to just raise your awareness and build your brand recognition. Although there must be a

familiarity with your logo, the main focus of the familiarity and comfort must be with your message. You must ensure that you are communicating a consistent message which ever media and channels you use. Your benefits, products and Unique Selling Points must be clear and consistent whenever a potential customer sees them.

### 4) Test and measure

You must test and measure all your marketing activities to analyse which produces the best results both in terms of response and conversions to sales. Even if a marketing tactic is generating response you should test variations to understand whether it can be improved. This includes different headlines, offers, benefits and media.

### 5) Understand the value of repeat customers

When you first recruit a new customer, you will have spent time and money recruiting them. Often this means that your new customer will not be profitable until the second or even third time they buy from you. This is why it is important to keep your customers.

### 6) Train your customers to bring you customers

You may know that the best form of marketing is word of mouth. Many businesses believe that they will automatically receive referrals from their

customers; however the truth is that you often have to train your customers to give you referrals. We use the word “train” as this can often be achieved through educating your customer rather than rewarding them financially.

### **7) Analyse your rejections**

When people say no or do not respond you need to look at why this is. It is not enough to look at a 2% response, look at why 98% have not responded. From this you will learn ways that you can generate a larger amount of interest and ultimately response from your audience.

### **8) Never stay still**

You have heard about staying one step ahead to maintain competitive advantage, but it is also true for keeping your response rates high. If you used the same advert, letter, mailing for years and years, your response rates will drop. This is usually due to a number of factors such as the language becoming dated (especially in terms of

technology), the offer is no longer appropriate or the product is no longer unique, to name a few.

### **9) Tell people the success stories**

Testimonials and case studies which are realistic and honest can build enormous credibility with your prospective customers. By explaining how you have helped real people and real companies, you can easily demonstrate the power of your services/products.

### **10) Become an expert in your area**

If you are known as the expert in your area and you are happy to share your expertise with your prospects through advice columns, articles and talks, you will build your reputation and level of expertise.

Through this, your prospective customers will not only become familiar with your products and services but also will trust you and your company.

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