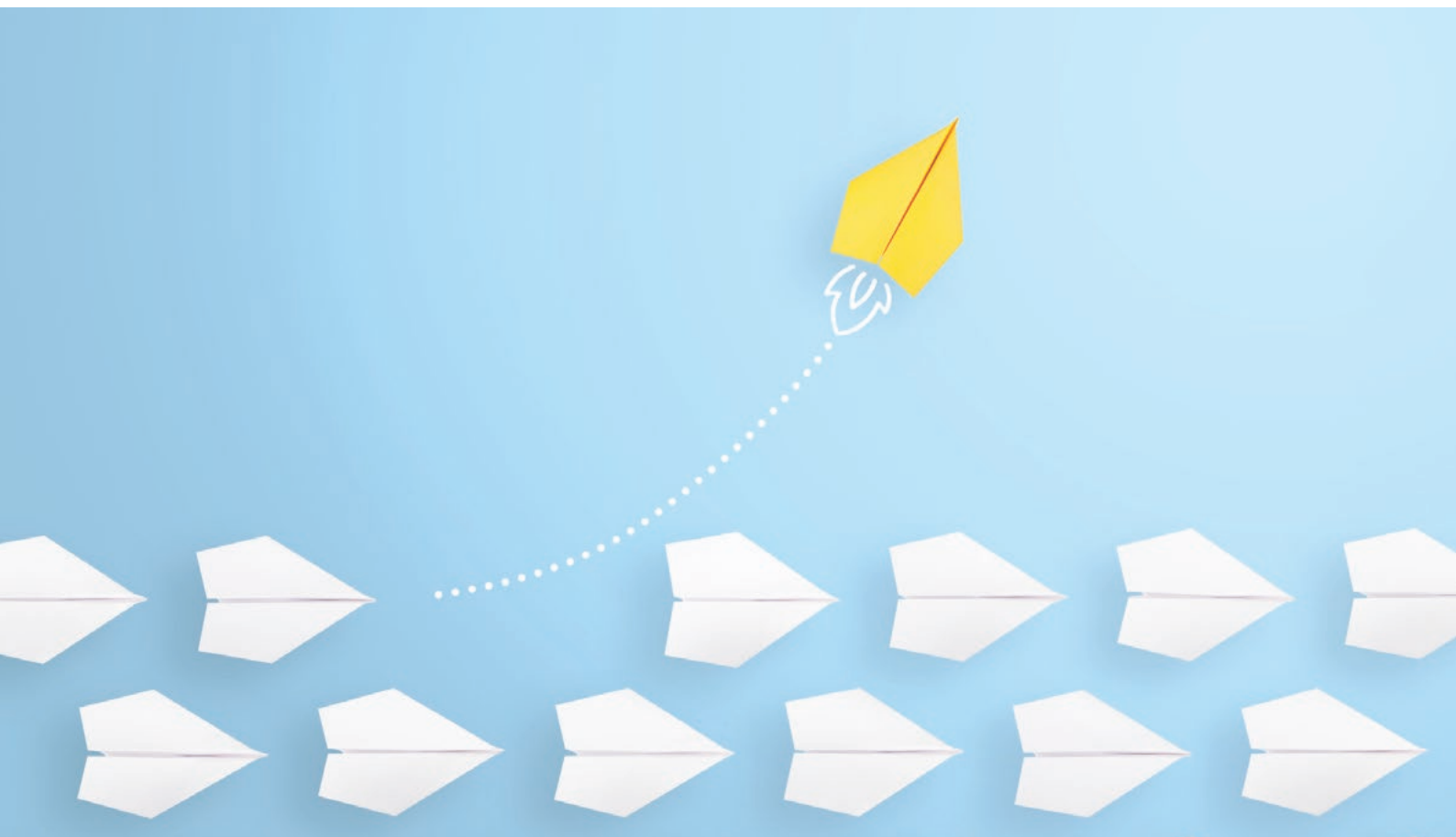


THE **NEW** RULES OF MARKETING



**HOW TO CONSISTENTLY
ATTRACT MORE CUSTOMERS IN
A POST-PANDEMIC WORLD**

BY CRAIG WILSON



MARKETING AND BUSINESS IS ALWAYS EVOLVING, ESPECIALLY IN THE DIGITAL AGE, HOWEVER THE EVENTS OF THE LAST FEW YEARS HAVE ACCELERATED CHANGE FASTER THAN EVER.

As the Covid pandemic swept the planet, lockdowns and social distancing meant that the way we did business had to change quickly in order to survive.

Our customers became adept at researching and buying online. Services that were once offered in-person suddenly became virtual. The way we work, travel, shop and entertain ourselves changed almost overnight.

For many this was catastrophic. Many businesses simply became unviable and many are still only just getting by.

But for others a new world of opportunity opened up.

Numerous businesses either adapted quickly or had the right assets in place to take advantage of this strange new world.

Quite a few businesses I work with finally saw the real potential of their business as they pivoted from the local “in-person” service we know traditionally to an online offering serving customers nationally or even internationally. In their desperation to survive in a pandemic they discovered a much larger market.

Needless to say, Covid has changed the world and it has changed the way we do business.

While some rules of marketing are timeless, there are also new ways we can now attract and convert more of our ideal customers. Following them can make a huge difference to your business and quite possibly “future proof” you against the next unexpected twist.



HI, I'M CRAIG WILSON

I've been in the business of growing businesses for almost 30 years.

I started with my first business at the age of 23 and doubled its turnover in the first year. I then oversaw the rebranding, marketing and operations systems of a national catering group which resulted in rapid growth, over 70 franchises, and being listed in BRW's Top 100 Fastest Growing Private Companies for 3 consecutive years.

Since 2005 my marketing and advertising agency, Sticky, has worked with hundreds of companies in Australia, New Zealand and the USA.

These days we specialise in helping B2C "health & wealth" (health, property & financial services) businesses attract and convert more of their ideal clients.

We usually do this via our unique and highly effective Growth Marketing Accelerator process. The Growth Marketing Accelerator is a proven framework for achieving outstanding growth that is more focused, more efficient and much much more effective. It helps you automate your marketing and consistently generate as many leads and enquiries and you want or need.

A Growth Marketing Accelerator can see you have a dynamic lead generation campaign launched and delivering results in just 30 days.

Once your plan is up and running efficiently the only decision you need to make is how fast you want to go.



CLIENTS I HAVE HELPED:

Property



Financial

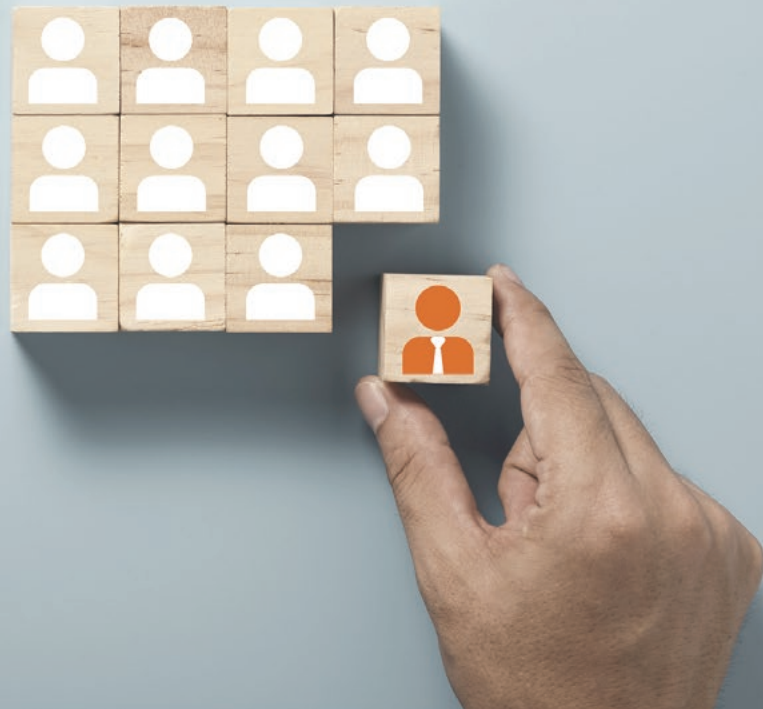


Health



Consulting





FOCUS ON A NICHE.

The age of the generalist has long passed, but recent events have reinforced the value of being dedicated to a narrower audience.

Too often, businesses fall victim to the thinking that everyone should be their customer. This results in time and money wasted that could be better spent.

You need to weed out people who are NOT your ideal customer

Often, if people are just serving everybody they possibly can, they may find that the top 10% or 20% of the people they're working with are providing 80% of the profit, and the other 80% are providing all of the headaches and none of the profit.

Knowing your most profitable, easiest target audience gives you complete freedom to focus all of your efforts on a "let's just get more of the most profitable customers" approach to marketing.

Don't be everything to everyone. Focus your marketing on a single target market at a time. The moment you do, you will have much more clarity in your marketing. Identify one very clear target market who is really well suited to your business. The narrower and more defined the better.

Target Audience



It doesn't mean you can't look at other targets in the future. But you should pick one target market, and make dominating that target market your absolute focus. Then, when you're dominating that single target market, move on to a second target market, and start dominating that one too.

The clients I worked with who narrowed their focus have thrived over the last few years. They became the trusted source for their audience during turbulent times and actually saw sales and profits increase.

RECOMMENDATION: Do an exercise to look at all your clients (and potential clients) then determine which ones are really the best to work with. Areas I recommend assessing are:

- *Are they lucrative?*
- *Do you enjoy working with them?*
- *Is there a big enough market for them?*
- *Do you genuinely have a great service or solution for them?*

If you can tick the box for each of these questions, then they might be your ideal clients.

Once you know who your best prospects are, you'll have a better idea of *"where"* they are and your ideal marketing channels become a lot clearer.



UNDERSTAND YOUR NICHE'S *REAL* NEEDS AND DESIRES.

Most people aren't as passionate about your product or service as you are. They're more interested in the problem it solves. Does it address their "pain" or fulfill their "needs and desires?"

That's why advertising and marketing that talks about your services, features or experience doesn't really resonate with audiences.

The best thing you can do is focus on what your niche audience really wants.

Good marketing doesn't talk about you, it addresses them.

As an entrepreneur, if you don't pay full attention to your audience's problems, you'll never be able to cater to their needs.

Pain points are the issues your target market is currently facing and needs help to resolve before they can commit to making a purchase. When their questions aren't answered and their needs are not met, it leaves room for confusion and doubt and makes it difficult to become a loyal, paying customer.



Although you can think of pain points as simple problems, they're often grouped into several broader categories. Here are the four main types of pain points:

- **Financial Pain Points:** Your prospects are spending too much money on their current provider/solution/products and want to reduce their spend
- **Productivity Pain Points:** Your prospects are wasting too much time using their current provider/solution/products or want to use their time more efficiently
- **Process Pain Points:** Your prospects want to improve internal processes, such as assigning leads to sales reps or nurturing lower-priority leads
- **Support Pain Points:** Your prospects aren't receiving the support they need at critical stages of the customer journey or sales process

It's crucial that you understand which are the main pain points for your prospects and address them in your marketing. The moment you do, your response rates will increase significantly.

RECOMMENDATION: Look at your target market and dig deep on what their "real" pain is (as it relates to your offering). How can you relieve that "pain" and make their lives better? That is their real need or desire. Once you understand this, you will have a much clearer picture of "*what*" to say in your marketing.

The point is to stop using advertising that's about YOU... and start using advertising and marketing that is about THEM.



HAVE A VERY CLEAR MESSAGE.

I am constantly amazed at how many times I see an ad or website or piece of marketing and the overall message is not clear.

You only have a few seconds to grab your prospect's attention, so you need to hit them right between the eyes with your key message...your elevator pitch.

The big mistake most businesses make is, once again, making their message about themselves.

IT'S NOT ABOUT YOU!!!!

It's about your perfect client.

Who are they?

What problem do you solve for them, or what need or desire do you deliver?

How do you do this for them (your offering)?

As soon as your ideal prospect encounters your business they should be left with no doubt that you exist to help them. Hit them between the eyes with a very clear message.

RECOMMENDATION: Try to write a succinct message / elevator pitch that describes who you help and what you help them with. Put it front and center on your website and other media.



KNOW, LIKE, TRUST.

Any potential customer must go through a process of Knowing you exist, Liking what you do and Trusting you enough before they buy from you.

People are more cautious in turbulent times, so you have to work harder to earn their trust before they will do business with you.

Of course, the length of this journey is somewhat relative to the investment and perceived risk to the client. The bigger the ticket price, the more trust you have to earn before winning the business.

You do that by educating and motivating them with valuable content. Newsletters, videos, email drips and Facebook Groups are good ways to share your best information.

But the best way I have found is by offering a free information piece, like a guide or small “book” that addresses their pain or need. This is a **lead magnet** that helps you gather names and email addresses, but it also provides great value to the recipient and let’s them get to understand your thinking, process and experience.

But don’t try to sell yet. By patiently and generously giving value to potential clients you will bring them eventually to the next step.

My team and I have developed such lead magnets for dozens of clients to help attract and nurture more of their ideal customers. It has proven to be an extremely effective approach.

RECOMMENDATION: Try to identify or create a lead magnet for your business. Something that addresses your ideal client’s real needs, provides some value to them and allows them to become aware of how you might be able to help them. Be generous with information to accelerate the Know, Like, Trust journey.



BUILD A LARGE DATABASE OF IDEAL PROSPECTS.

The second most valuable thing you can have behind guaranteed regular customers is a long list of potential customers who you can nurture.

Most advertisers make the fundamental mistake of spending most of their time and money trying to drive people to their website and convincing them to buy “now”.

But “now” is not the same for everybody. It is very important to appreciate that, while many people might be interested in your offering, they might not be ready to act yet. So why ignore them and waste your advertising only speaking to those who are ready today?

The crucial thing to appreciate is that only a small percentage of your prospects are going to do something “now” compared to the number of people who are going to do something later.

As a rule of thumb it is safe to assume that, of those leads who will buy something, only around 15% of them are likely to do something in the first 90 days.

Which also means that around 85% of those who will buy are going to do it later. Maybe 6 months, 12 months or 2 years.

So the key is understanding that “not now” doesn’t mean never, it just means, “maybe later”.

And that’s OK, because the real value is in the long game - as long as they’re on your database.



The more people you have on that list, who pay attention to you and read your emails and communications, the better your odds are that, at some point, it's going to be the right time for some of them.

During the last two years I have seen many of my own clients manage to survive and thrive because they had a healthy list of prospects who they were able to talk to. In some cases they changed their offering to suit the current situation, in others they just kept nurturing through to the sale. The key is that they had already established a relationship with their audience.

That's why, instead of ignoring those who don't buy straight away, I always tell my clients that what they should be doing is nurturing, adding value, building relationships and inviting people to take the next step when they are ready.

RECOMMENDATION: Start using your advertising to identify prospects and encourage them to join your list. Of course, you need to give them a good reason to do this (like the lead magnet) but having a nice long list of qualified leads who have shown interest in your offering is the next best thing to money in the bank.



HAVE A PLAN TO NURTURE YOUR DATABASE.

This is where so many marketing dollars are wasted. People don't go out of their way to buy from you. They need to be prompted and reminded.

You need to be really disciplined about lead nurture.

Capture leads then nurture them. Remember, only a small percentage are ready to buy "now". Your marketing needs to also allow for those who are more likely to buy "later".

That's where the gold is buried.

Create a process to follow-up leads and previous enquiries in order to convert as many as possible, so that you are always on the top of their mind.

You should also have a process for following-up and frequently communicating with your existing clients to ensure they're doing as much as possible with you. To maximise their lifetime value.

And, wherever possible, these processes should be automated for consistency and efficiency.

My team and I have developed such lead magnets for dozens of clients to help attract and nurture more of their ideal customers. It has proven to be an extremely effective approach.

RECOMMENDATION: Once you have a process for capturing leads, set up an email drip of useful content that reinforces your ideas and message and shows them the way forward. Don't use it just for announcements or to sell overtly. Add value first and then invite them to take the next step "whenever they are ready".



MAKE IT AS *EASY* AS POSSIBLE TO GET STARTED.

This step starts when you have your first interaction with somebody who's motivated to move forward and do whatever it is that your business does. So, that could be a call, a meeting, an event and appointment etc.

Don't make it difficult for them to start doing business with you. Understand what their ideal outcome (solution) might be and find a way to present to people the service that you offer, in a way that makes it effortless for them to get started.

You see, in every business transaction there's always somebody who has to take a chance.

Typically it is, "You pay me or hire me, and then I'll do the task that you requested."

And that can lead to a lot of indecision for the client who is expected to take a "leap of faith" when selecting a business to, hopefully, solve their problem.

But it's crucial to understand that most business relationships aren't a one-time purchase, they're a long term relationship. You don't just want the initial sale, you want the lifetime value of the relationship.



The question is, how can you minimise their risk and begin the journey to delivering them the result they want so they can deliver value to your business sooner?

Solve that and the gap between lead and client closes dramatically.

This can often be what I call a “Hero Product”; an offering that makes it as easy as possible for them to get started with you, with minimal risk to them, so that you can demonstrate your expertise, generate a desired result and build on the Trust.

A great Hero Product addresses the buyers reluctance, reduces their risk, is packaged nicely and doesn't necessarily require a long term commitment. Doing this well makes it so much easier for them to get started with you.

RECOMMENDATION: See if you can develop a Hero Product. Look at your offering and break it down into its parts. What is the usual first step in the relationship? How can you make it as easy as possible for someone to take that step without necessarily committing to the full relationship yet?

If you do a good job with that step, they will be highly likely to commit now and to much more later.



LAUNCH, TEST, IMPROVE.

It is rare that any marketing is immediately “perfect”. Assumptions must be tested. Ideas must be polished.

A big mistake a lot of businesses make is that they quit a campaign too soon if it’s not delivering ideal results.

But quite often the best results come after testing and improving the campaign based on real world feedback and responses.

It’s not that the whole campaign is bad or wrong, but possibly parts of it aren’t quite right... yet.

Fortunately, in the digital age you can create and launch campaigns quickly and cost-effectively. You can test the assumptions and then tweak the campaign as required.

Is the audience right? Adjust the targeting.

Not enough ad engagement? Change the copy.

Good engagement but not enough responses? Adjust the call-to-action.

Good response rate but not enough sales? Review and adjust the value proposition.



A good marketing campaign is like a well-oiled machine. Improve each component (one at a time) and steadily watch performance increase.

Once your campaign reaches peak performance it can potentially run for months or even years with minimal extra effort. Just slight fine-tuning along the way.

We've seen numerous clients enjoy great success during the last few turbulent years by staying the course and making steady improvements.

It is easier to get this right when you have a steady flow of leads in your pipeline because every adjustment delivers a clear outcome.



BE NIMBLE.

The onset of the pandemic saw two types of businesses: those caught like a rabbit in the headlights, and others who made rapid changes to suit the times and their audience.

The most nimble businesses are those who know their audience extremely well. They understood their needs and they knew how this crisis would affect them. They were also able to communicate with them quickly and effectively due to their valuable databases.

This meant that within a very short amount of time the nimble businesses were able to adjust their offerings to help their customers today, even if that meant in a very different format to yesterday.

One of my clients operates in the immigration sector. Border closures saw their revenue evaporate overnight. But they understood their audience and we helped them quickly adjust their marketing strategy to work with the people they still could help. These changes, while significant, happened within days and made the difference between closing the doors and survival.

Know your audience. Have a large list of prospects you communicate with regularly. Be nimble.



CONSIDER A VIRTUAL OFFERING.

For some businesses the pandemic was a blessing in disguise.

Forced to close their doors to a physical offering, many quickly looked to alternative revenue streams. Some will never go back to their previous model.

You see, we all hold a certain amount of intellectual property in our business. It's just that many of us have relied on traditional methods of delivery up until now.

But by packaging that intellectual property and offering it in a different way it can be possible to take your business to another level.

You can potentially service a bigger market, be more recession-proof and be able to deliver more cost-effectively.

This usually is the outcome of a virtual offering.

A client of ours does exercise programs for cancer patients. The pandemic meant their facility couldn't open. So we helped them package their IP online and started marketing it Australia-wide. The response was incredible and could be the future of the business.

A firm of nutritionists we work with packaged their knowledge into an online offering and took their business from local to national.

Even as the world (hopefully) returns to "normal", I'd be encouraging you to look at your business and at least sketch out what a virtual offering might be. How can you serve an audience if you can't work face to face or in a traditional way? The answer might be better than your current model and might protect you from the next big interruption.



WORK WITH SPECIALISTS, NOT GENERALISTS.

Just as you should focus on a niche for your services, it's better these days to work with marketing suppliers who know your industry or specialise in delivering the outcome you require.

The era of the marketing generalist is over. Why pay for a team to learn your industry and try to create a solution when there are others who already know how to do it.

Such marketing partners are able to deliver results sooner and more cost-effectively.

The truth is that no agency is good at everything.

If you need branding, go to a branding specialist.

If you need PR, go to a PR agency.

If you need lead generation, go to an agency that specialises in it...ideally with a track record in your sector.

The specialist agency will better understand your real needs, will be faster in delivering results, will be more nimble and will quite possibly see the opportunities for you in your industry that you might have missed.



Would you like to develop a dynamic marketing plan to generate more of your ideal clients in just 7 days?

That's what my Growth Marketing Accelerator is all about.

If you operate in the health, property or financial services sectors, my team and I can help you:

- 🎯 identify your ideal target market
- 🔍 identify their real needs & desires
- 💬 create your messaging
- 📄 draft a Lead Magnet to help them Know Like & Trust you
- 🗺 map a Lead Nurturing plan
- 🏆 identify or create your Hero Product to make it easier to get started with you



Sound interesting? Then let's talk

What we'll do on the call is discuss your current situation...how you generate leads, how you convert sales & how you deliver your services.

Then we will explore how we could potentially grow your business.

The discussion is free....there's absolutely no obligation.

And to be honest, I only make recommendations for people I really believe we can help. So if it's not a good fit...I'll tell you straight up. You'll still probably leave with a few handy suggestions anyway.

But if it is a good fit... and you like what you hear, we can discuss the best next steps to match your situation.



SELECT A TIME TO TALK