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# **Building A Successful Marketing Strategy**

**Low to No Cost Marketing Strategies  
to Build & Grow Your Business**

***Free E-Book Valued At \$49.95***

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*Bringing balance back to YOUR lifestyle*

## CONTENTS

One Pillar Strategy  
Building a Marketing Strategy Plan  
Marketing Pillars  
TIMO  
Timing  
Implementation  
Optimization  
Monitoring  
Summary

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## INTRODUCTION

As a small to medium enterprise you may be thinking having a marketing strategy is out of my financial budget. In fact when times get tough many businesses 'cut the fat' and the first thing to be trimmed is the marketing budget. Some businesses keep just one marketing strategy going so they are at least 'out there'. In this e-book we are going to identify ways of building a marketing strategy that is cost effective and markets you to your target market for minimum cost. Of course some strategies will have a heftier price tag than others, Once a marketing strategy is in place it is all about reviewing which ones are working, what is profit generating and where do we spend most of our time.

If you take for example a Real Estate Agent, when they market a property for a client they do this in several ways from the real estate internet sites, newspaper ads, bill boards out the front of the residence, calling clients on their books, photos and information boards in their shop window. They are using a marketing strategy to maximize the exposure of the product, in this case the house.

You to can maximize the exposure of your business  
so lets begin.....



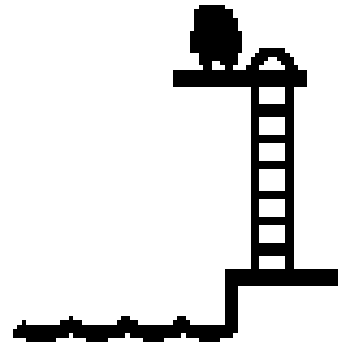
## THE ONE PILLAR STRATEGY

As soon as you hear the word 'marketing' do dollar signs come flooding into your mind? You think to yourself 'I am a small business I don't have the powerful dollars other larger companies have'. 'I know, I will pop an advert in the yellow pages and hope for the best'. Unfortunately, small to medium enterprises have this aversion to marketing as it stems from feelings of cost, lack of knowledge and time.

Let's take a look at this though; this one pillar approach is giving you only one opportunity to seize your potential customer's attention. Now open up the yellow pages and find your ad. **How many** other businesses **same** or **similar** to your own are in that section or on the same page?

Now think about this.....

- Are you relying solely on this one pillar?
- What happens if your competitor has a bigger brighter ad?
- Is your ad compelling enough to make the grade in the eyes of the prospective customer?
- What happens if a new competitor enters your market and places an ad?
- Your competitor undercuts you?
- Your competitor is easier to contact?
- New or similar products or services replace some of your products or services?



If just **one** of these events occurred, your business possibilities could be undermined overnight. Imagine if several occurred at the same time? Take into account other **environmental and financial adverse factors** and it would be difficult for your business to survive. Using a one pillar approach to marketing exposes your business to these **risk factors**.

Now the time is to jump off the diving board and start building the foundations of a well structured marketing strategy.



## BUILDING A MARKETING STRATEGY PLAN

Imagine having a **stable foundation** of marketing to support your **sales and income** through adverse economic, environmental and competitor factors? I guess you are thinking this is going to cost me a fortune, right? Wrong! Marketing can be done in so many ways. From **low to no cost** right through to big money strategies.

Now, Marketing Billionaire Jay Abraham asks: "Is your marketing like a **Diving Board** or the **Parthenon**?"

Jay says, if you really want your business to grow, you need to have multiple support columns like the Parthenon in Athens. He calls it the *Power Parthenon*

Now let's look at the Parthenon:



Pillars supporting the roof

Roof

Multiple Pillars



**FREQUENCY**

**SALES & INCOME**

**MARKETING PILLARS**

## MARKETING PILLARS

As you can see from the diagrams above the **support** from the pillars and the structure have survived thousands of years of wear and tear. Imagine your business being able to **survive** turbulent situations. Let's look at the Marketing Pillars.

Unlike the diving board or one pillar approach the Parthenon approach is supporting your sales and income. If one pillar becomes unsteady or loses its velocity the other pillars help to support the roof – or your income and sales. The Parthenon is supported by dozens of massive, **enduring** pillars. In fact, the structure is one of the **most robust** structures ever conceived and built by man.

Like the Parthenon your revenue is supported by many marketing activities and strategies. Rather than relying on generating business through one single source like the one pillar method or diving board the Parthenon approach **generates** them through the many activities. Using this approach your **results** will be **multiplied** and your business will then be **insulated** against negative and adverse market forces.

If we consider some of the pillars you can establish to create your own marketing Parthenon you are limited only by your imagination. Of course, some of the suggestions may not fit your particular type of business. I am sure you will be able to come up with a list to **expand** on the suggestions below:

1. Website
2. Direct email campaigns
3. Brochures
4. Business cards
5. Gift Certificates
6. Product promotions
7. Yellow pages
8. Re-selling clients
9. Radio
10. Public Speaking events
11. Newsletter
12. Cold calling
13. Mail-outs to target market
14. Internet directories
15. Trade Events
16. Joint ventures
17. Affiliate programs
18. Newspaper advertising
19. Flyers
20. Letterbox drops
21. Referrals
22. Produce an information or training CD
23. Fund raising events
24. Target market – advertising in their newsletters (niche newsletter advertisements)
25. Tele-marketing
26. Workshops and seminars
27. Strategic alliances
28. Ebay
29. Reports, e-books or special reports
30. Write a book
31. YouTube
32. Twitter
33. Facebook
34. Blogging
35. Webinars

**WOW!** Above are **35 suggestions** on some of the pillars you can explore. As I explained some may not suit your business type and you may have more to add. Depending on **your business type** as to what strategy will **work for your business**.

All of a sudden you can go from **one to 35 strategies** in a short space of time. Now it would be impossible and improbable to try and implement all these strategies at once. First and foremost you would need to cost out each pillar and determine what marketing budget you have to assist in business generation. You also do not want to take all of your time working on marketing strategies to the detriment of your customer or client base.

If you could effectively implement **3 or 4 strategies** that are **low or no cost** you are well on your way to increasing your marketing pillars. If we take **internet directories** for example, there are at least two Australian service providers being [www.hotfrog.com.au](http://www.hotfrog.com.au) and [www.aussieweb.com.au](http://www.aussieweb.com.au) both offering **FREE** listings for businesses. These providers when googled come up top of page. Now all of a sudden you would have **2 pillars working for you**. The cost is nothing except for your time to upload the information. You basically can leave your listing sitting there long term only needing to change your listing if you have something new to submit or update. I suggest logging on every few months to make sure you are still coming up and checking your information is up to date. If you add new phone numbers, Skype, or email and websites then be sure to update this information immediately.

Now you are significantly less reliant on your single pillar marketing approach. Using additional pillars creates an adjunct benefit to your initial pillar becoming more effective.

Once you start the process of building your Marketing Parthenon it is a matter of, timing, implementation, optimization and monitoring. **TIMO**

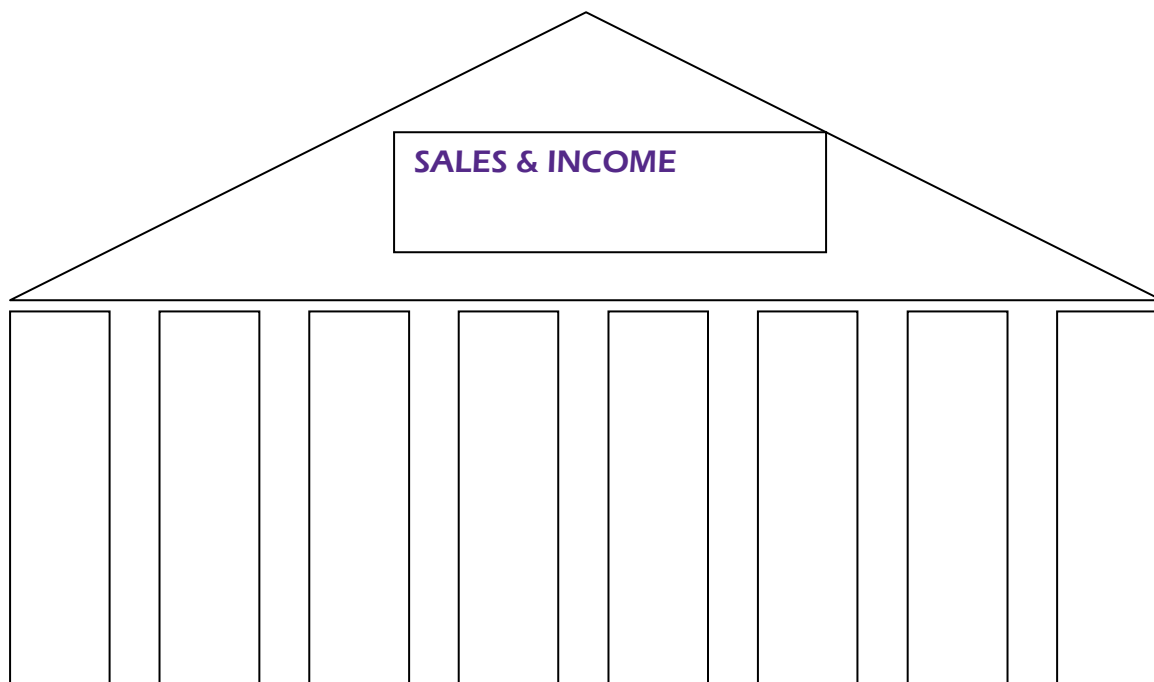
Consider what would happen to your business if over three months you were able to effectively implement 3 or 4 of these strategies.

1. If each activity were to generate **10-15 %** more clients or customers and revenue your business would immediately grow by the multiples of your activity number.
2. You are now significantly less reliant on the initial one pillar marketing approach you originally were using.
3. Your business is more resilient to negative market trends or competitors entering the market.
4. You start to reach new markets as your marketing is more diverse and hitting new demographics and geographical reach.
5. You are easier to find and create more exposure of your business
6. An integrated combination of your marketing will create a greater impact on prospective clients or customers.
7. Each new marketing pillar supports existing and new pillars throughout the life of each pillar whilst marketing of your BRAND, thus creating more Brand awareness in the market place
8. Accessing various marketing mediums expands the reach across multiple generation users. Gen Y, Gen X and baby boomers all rely on different marketing strategies to acquire business and product information.

Adding additional pillars that are simple to implement and low to no cost can provide your business with massive growth.

The benefits to having more clients or customers and revenue include:

1. You can charge higher fees for your service or product – providing it is fair to market.
2. A higher volume of customer or clients increase the viability to generate additional revenue streams through product sales, joint ventures and first to market concepts.
3. You can reinvest your revenue into future marketing campaigns.
4. Investment into product development
5. Investment into brand awareness to promote healthy business growth
6. You can select the profile of the client or customer you prefer to work with.



In each of the pillars above write in your marketing pillar – 8 in total.

Of course, from the list there are 35 suggestions pick 8 that will relate to your particular business type, your marketing budget and your time constraints. Eventually, the aim is to have as many pillars as you can manage both time wise and financially.

# TIMO

We have touched on **TIMO** – timing, implementation, monitoring, and optimization

## TIMING

To effect changes in your marketing it is imperative to implement marketing pillars at the right time. Trying to sell Christmas gifts at Easter or a gift of a free service to mother's during school holidays may not be the best time. Consider if the timing of the marketing is conducive to my customer base or market? Will I get the best bang for my buck? Am I doing this as it is the right time for me not necessarily for my customer base? The timing must be based around your target markets requirements not your own.

Is a competitor advertising at the same time at a more competitive price? Do your research. Some marketing strategies are not tied to timing, for example placing your listing on the internet directory service has no time constraints around it.

## IMPLEMENTATION

Don't sit around waiting to have something **100% perfect**. It is better to be out in the market with some form of advertising even if it is not 100% perfect. For example you may not have a business card to **leave behind** when speaking with new prospects. Instead of thinking this is out of my budget reach with a graphic designer, logos, printing etc, take time to look for alternatives. There are companies on the internet that offer FREE business cards and you pay for the postage and design your card on line. It may not be exactly how you envisaged your first business card. Whilst you are creating revenue generation look for ways of working smarter and cost effectively. [www.vistaprint.com](http://www.vistaprint.com) offer small to medium businesses the ability to market their business with minimal outlay. Vista offer you the ability to brand using their platform and short to medium term it can be a good option to consider. It is better to have something than nothing.

If you think having a web presence is out of your budget think again. There are also website hosting services that offer drag and drop website design with minimal costs associated with a domain name and on-going hosting such as [www.weebly.com](http://www.weebly.com). Again you can brand the website with their platform or import your own.

Set aside an hour a day to solely focus on your marketing campaigns. Set a timer for 60 minutes and this is all you concentrate on. Avoid taking phone calls, going to the toilet, getting drinks, or leaving the office for any reason. All of sudden at the end of one week you have **dedicated five hours** to your marketing. You will be pleasantly surprised as to how much you can get done and how much information you are armed with.

## MONITORING

Once you start forming your Parthenon it is also about monitoring the progress and the energy that each one requires, you need to identify the frequency in which each pillar will be marketed, upgraded and utilized. For example; you may have decided you will create an A5 flyer which you produced, printed and now plan to letterbox drop in your local area.

## MONITORING CAMPAIGNS

MARKETING CAMPAIGN	YOUR TIME	DOLLARS	MARKETING COST	TOTAL	QTY	REPSONSE	ROI
<b>EXAMPLE ONE</b> A5 Flyer	3 MAREKTING HOURS	\$50 PER HOUR	1000 @ \$80	Time: \$150 Flyer: \$80 TOTAL: \$230	1000	0	0
<b>EXAMPLE TWO</b> A5 Flyer	3 MARKETING HOURS	\$50 PER HOUR	1000 @ \$80	Time: \$150 Flyer: \$80 TOTAL: \$230	1000	6 Responses 3 purchased	3 new clients @ \$140 per hour Total \$420 Less \$230 Equals = \$190

The above table is a guide as to the type of information to capture. I much prefer the use of an excel spreadsheet. For the purpose of this report I have included a table to help identify the main areas. **Your time** – which can be costed out according to your administration costs as opposed to in this case a consulting fee. The **production costs** of the marketing strategy and combining the **total costs** to establish the true cost to your business. Then we analyze the response **rate conversion** to a sale or new client. From this we can then work out our new **hourly rate** or in the case of a product what the **sale price** was **after marketing**. You then have the ability to analyze each marketing strategy against each other and benchmark a strategy against itself after multiple executions of the strategy.

Some business owners could look at this in several ways. In example one you may look at this as a failed marketing strategy as there was no generation of new business. You can also look at it that your business was out in the market place 1000 times more that what it was last week; It is also hard to quantify how many people will hold onto your flyer until they need your product or service.

Example two can also be seen as a success or a failure. Failure in the fact your hourly rate dropped from \$140 per hour to \$95 per hour. If you are to look at this as a **success** you can glean from this example that:

1. You have three more **customers** than you had yesterday
2. You have three more opportunities to **'up sell'**
3. You have three more opportunities for **referrals**
4. You have three more **opportunities** for continued sales and service.
5. You have **\$190 more revenue dollars**

Whether your glass is half empty or half full it imperative to maintain a monitoring system for your marketing. It assists you in identifying where to **spend your time, your money and critical resources**. A simple excel spread sheet or table is all you need to keep a handle on what is working and what is not. Sometimes, you find the least costing **marketing strategy** is the most cost effective in bringing your product or service to your specific target market. Your monitoring system will also provide you with the tools to ascertain how many times a strategy should take place in a year, how much time you should spend on the strategy, and how much expense. Be careful and remember that some strategies have a longer turn around time than others, so **don't be too quick to judge**. You may find that after 3-6 email marketing campaigns orders or enquiries start to flood in as the end user is now more familiar with you and your product or service.



## OPTIMISATION

Develop alliances with similar business to optimize your own marketing campaigns. Utilize any resources you find that can be a benefit to your business and your increased growth potential.

Most local governments and state governments offer small to medium businesses access to a website like the Victoria government have [www.business.vic.gov.au](http://www.business.vic.gov.au) utilize the information they provide. They generally offer a range of webinars (seminars conducted over the web/internet), seminars and other valuable services.

Offer the customer or client a **reason** to be visiting your website, reading your newsletter and buying your product. Once you have the client remember it costs 5 times more to market to a new client than it does an existing one. What can you offer as incentive for your customer or client to refer you to their family and friends? It maybe a no to low cost offer or even simply a thank you email or letter. Tried and tested offers of 20% off their next purchase are always good to keep up your sleeve if you run out of ideas.. You will be able to establish a **WIFM** – What's In It For Me for your own clientele. Keeping a client and how to conduct a WIFM program is a complete program in itself.

Optimizing each marketing pillar is about researching the pillar and ensuring you are making the most of the pillar of choice. Using your 5 hours per week will help you to build a strong marketing foundation and optimize it to its fullest potential.



## IN SUMMARY

- Avoid relying on a one pillar strategy for your marketing
- Build a foundation for your business using a Marketing Parthenon
- Building the Parthenon helps to support your sales and income
- Build enduring pillars
- Expand on ideas that can formulate your Parthenon
- Implement over the course of the year breaking implementation up into small bite sized manageable actions
- Creating more brand awareness
- An ability to reinvest into future marketing campaigns
- Practice **TIMO Timing, Implementation, Monitoring & Optimization**,
- Timing – be mindful of the timing of your marketing campaign
- Implementation - don't sit around waiting for 100% perfection
- It is better to have something than nothing
- Optimization – develop alliances
- Optimize each marketing pillar to its fullest potential
- Monitoring - monitor your campaign strategies for cost, timing and effectiveness, be prepared to discard ineffective campaigns and ramp up effective campaigns.



For further information or to have a one on one business coaching session please contact:

Contact Lee for further details on the Mastering Media With Clarity Seminars run Live and available via webinar series.



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