

# The Promotional Mix

## Navigator guide by The Marketing Compass



Think of your marketing strategy as a pizza. At the moment, perhaps you're only using one or two of these slices. Think about expanding your pizza.



Maximise your marketing strategies and you will maximise your profits. We recommend 29 different ways to promote your company; here are some of our ideas:

### Advertising:

Advertising has been around for a long time. If you study the art and science of advertising, you will find that you can apply its rules, techniques and philosophies throughout your promotional mix. Advertising works. Otherwise large companies wouldn't spend so much money on it. When you are on a restricted budget - you simply have to:

- Use your ingenuity
- Think more creatively
- Choose your media carefully
- Repeat your advertising
- Find out what works and what doesn't
- Refine the process



### Alliance Marketing Partners (AMPs):

This is a way to generate more business, without spending money. The AMP concept operates as a two way street. Sales leads can flow backwards and forwards between AMP partners – without finder's fees or commissions.

- Pass on sales leads
- Send endorsed letters to each other's clients
- Run co-funded events, such as seminars
- Provide reciprocal links on their websites

## Books, authoring:



Do you have a book inside you? Would a book help to promote you / your enterprise? For many knowledge professionals, the answer to this question is "Yes, it would". The root of the word 'author' is 'authority'. Authors are presumed to be experts by customers, financial backers, the media etc. You may feel that you are too busy to write a book. However, the benefits can be significant, so why not make a commitment to make it happen?

## Corporate clothing/ identity:

Get your brand out there by producing items with your name on such as; bags, caps, polo shirts, shirts, sweatshirts, T-shirts, ties, umbrellas, badges, or cartoons.



## Direct mail:

Everybody says that they hate junk mail. And yet, seemingly in secret, they open it. All of the research shows that, done correctly, direct mail works. There are countless case studies, which show how effective this medium is.



## Directories:

There are numerous online directories, where you can list your website.

## Internet marketing:

The days of online brochures are long gone. Do you have an internet marketing (IM) strategy? Have you considered your IM objectives, target markets, positioning and differentiation? Are you using professional design, a Content Management System (CMS) and a social media strategy?

- Website
- SEO (Search Engine Optimisation)
- Email marketing
- SEM (Search Engine Marketing, i.e. Google AdWords)
- Article marketing

## Media Relations:

Media Relations is five times more effective, on a space comparison basis, than advertising \*gasp\*. When you stop to think about it, this isn't that surprising, is it? After all, do you buy a newspaper or magazine just to look at the adverts?

Any form of advertising is clearly produced by a particular organisation. They have paid to get their message across. The reader knows that they are being 'sold to'. They will therefore put the requisite 'filters' in place.

On the other hand, press editorial has presumably been independently researched and written by journalists. Er, hasn't it?

The answer is that, by and large, it has. This is especially the case in the national press and for the broadcast media. However, it is quite common to see articles in the trade and professional press which have been written and contributed by companies. Furthermore, the new products and people sections are usually 90%+ the results of the efforts of the PR industry. Beyond this,

you might be quite surprised just what an influence companies, charities, the government, special interest groups and others have on the 'independent' media.

### **Location marketing:**

Market your business away from your usual site by creating displays, signage or take-ones, in order to attract new customers.

### **Networking:**

Have you ever heard the saying: "It's not what you know, but who you know that counts"? Today, although what you know is much more important than it ever used to be, it is still true that contacts matter. Sadly, far too many people leave this process entirely to chance. The first rule of networking is to tell everybody what you do. This is because people like to deal with people who they either know first hand or who have been recommended to them.



### **Printed materials:**

Get the word out by printing materials such as booklets, brochures, business cards, calendars, catalogues and stationery.

### **Promotional gifts:**

Send out free gifts which promote your company such as; diaries, drinks mats, DVDs, mousemats, mugs, pencils or pens.

### **Public speaking (Talks):**

This is one of the best ways of attracting customers. Speakers have credibility, as they are positioned as subject experts. And this is a great way of generating publicity for your enterprise.



Nigel says: "I find a third of my clients via my seminars and public speaking events."

### **Response mechanisms:**

Give your customers a chance to respond to you through mediums such as coupons, email addresses, freephone numbers or hotlines.

### **Sales promotion:**

Create regular sales promotions to attract customers to you. For example, buy one get one free, competitions, discount vouchers, gift certificates, incentives, money off next time or free product samples.

### **Selling**

Selling = making the sale.

This is a competency which is worth learning. Marketing generates business relationships and, in due course, sales enquiries. By using your sales skills, you



can convert more of these enquiries into sales.

## **Seminars**

Seminars can be a highly effective way of reaching and influencing buyers, business partners and the media. The internet has made the process of promoting and administering seminars much easier.

Seminars can be used to demonstrate products and services in an engaging, interactive way. Consider running specific, targeted events.

Here are some seminar ideas:

- Practice your presentation skills, by volunteering to speak at networking events
- Give yourself plenty of time to promote your seminar
- Build a list of contacts in your database. Use this list to promote your seminars.

## **Sponsorship:**

Sponsor people/ events/ places/ products or vehicles to advertise your business.

## **Telemarketing:**

The more calls you make, the more relationships you will strike up. In combination with the rest of the marketing mix - you will soon find that there are plenty of 'warm calls' to make and that the number of people who call you will increase.

## **Vehicle:**

Invest in a branded company car or bumper stickers to market your business on the go.



## **Word of mouth marketing:**

One of the best ways to generate new business is by word of mouth (WOM), as this will generate referrals for you. After all, we're sure that you are happier dealing with someone who has been recommended to you. A referrals system makes sense. By helping to generate more interest and sales, it will contribute to your prosperity. The key is to systemise it and make it part of the 'way we do things around here'.

Are there some of these ideas that perhaps you could be using to strengthen your business?

## **Conclusion:**

Expand your promotional mix! Try out new promotional techniques and remember to measure the results. Continue with the ones which generate the best results and ditch the ones which just aren't working!

Visit: [www.marketingcompass.co.uk](http://www.marketingcompass.co.uk) for more information on the promotional mix.

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