

Tip 1

STOP MARKETING

HAVE YOU WORKED WITH customers who actually cost your business money rather than generated a profit?

It does happen. If it hasn't happened to your business yet, then you are an anomaly. The first question we need to ask ourselves when it does happens is, "What am I (and my staff, if you have employees) and the business doing to attract the type of buyers I don't want?"

It starts by understanding who your ideal customers are. From there, pinpoint the characteristics of those clients you don't want to attract. Once you do this, you need to stop marketing to those customers you have no interest in doing business with. This may mean changing the messaging on your website to really hone in on the emotional needs of the customers you love as opposed to a generic message that includes "everyone."

A client of Lift Strategies runs a four-star hotel. One of the challenges they face is not wanting to attract sports teams with lots of young people. While the young people's parents are enjoying the finer things in life at the hotel, such as a nice dinner and drinks in the lounge, their kids are running around in packs having a good time and enjoying their freedom. This scenario presents several challenges. One is the consideration of other hotel guests with regard to noise levels, and another challenge is keeping the young people happy, active and contained to specific areas of the hotel.

Although management has chosen not to turn away young sports teams, it avoids actively marketing to them or putting information on its website to promote or encourage this type of business. In fact, its rates have been adjusted to deter business from sports teams.



What is your company doing to stop marketing to the customers that potentially cost your business money now and in the long run?

Tip 2

IS YOUR MESSAGE MEANINGFUL?

EVER READ AN ARTICLE OR HEAR a speaker who is an expert but they're not willing to share their expertise with you? There is always a string attached. The string is you must sign up for their course, buy their book or tell five friends before you get the golden nugget.

If you want to offer value to your fan club, give them the straight goods. Tell them something useful they can apply right away. Make it meaningful. When you share your expertise, people are more likely to lean in and ask for more.

Take, for example, the insurance business. There is so much information and so many products. It can be quite confusing for the buyer to know what is the right product or service for them. If you offer a regular e-newsletter, blog or website that has success stories of other clients and their situations, then others can wrap their minds around these concepts.

One client I worked with in the hearth industry had subscribers request information on product trends. We built a section into the e-newsletter featuring the most up-to-date product trend information.

When information is relevant to those you are sending it to, the readership and engagement will be higher. Make your messages meaningful and notice the return on your investment increase.



What type of information would be meaningful to your fans and ideal prospects?

Tip 3

USE LAYERING TO SURPASS SALES TARGETS

WHAT IS MORE DESIRABLE? One pancake or a stack of pancakes with fruit on top? What about a four-layer cake with a light creamy filling versus a cupcake?

Although the stand-alone pancake or cupcake may taste great, the stack of pancakes and the layer cake are certainly more impressive and enticing. Stacking, or “Layering” as I call it, is an important principle when applied to marketing your business. The concept of Layering is the “L” in the LIFFT® Process. I developed this process to help business owners learn to apply effective marketing methods while taking their resources into consideration.

Layering occurs when an organization starts with one method of promotion and then builds on it throughout a 12-month period to create a stronger presence and a greater impact among its ideal prospects and customers. You may begin by sending an e-newsletter to your clients and prospects every month. This would be the first layer. Once this is set up, add another promotional activity to the mix.

The trick to layering is to create a minimum of four to five initiatives (layers) that occur regularly at different intervals. Start with one and then start stacking them as you put each in place.

What layer are you going to start with? 