

tips&resources

Trim Your Marketing Expenses

Cost-effective marketing techniques

Marketing



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Trim Your Marketing Expenses

But still keep up the marketing pressure

1

There's a wise old adage, "20 percent of your customers generate 80 percent of your business." So market to your existing customers—it costs less to convince them to buy additional products or services than it does to get a brand new customer. Many of your existing customers may not be aware of the broad range of services or products you provide. Focus on one thing about your business products or services that is relatively unknown to your customers; then offer a discount on that, to boost sales and get your other services or products noticed!

In direct advertising, test smaller quantities in both printing and mailing. Want to test out a new idea? Mail to a subset or a segment of your market or list. This will save you money and help pre-test new products, services, messages, or marketing approaches to determine effectiveness.

2

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Keeping one aspect (design or message) constant will create continuity in your campaign, but allow for some alteration. Choose either a tried-and-true format with a new message or a favorite message with a new format.

Try a newsletter. Newsletters are a most effective means of communication, particularly if you leave out the marketing fluff. Make the newsletter 100 percent quality content with a nice design (one- or two-color will show your commitment to the content, and four-color will show your superior value and perceived quality in the marketplace.)

4

And finally...

Court your best customers. Clone your best customers. Ask for referrals. Personally visit, call or e-mail your very best customers and often. Ask them for referrals and offer a referral discount to both parties. And don't forget the most important concept of all—give all your clients the best possible product and unsurpassed service.