

# Increase Your Sales And Profits Today With These Top Marketing Tips

- And Also Get Your Profits Working For You



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To my Family and Mentors



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# Introduction

Whether you are an established business or just starting out, it is often the smallest of changes that can make a big difference to any business. A business can go from struggling along to potentially doing great by simply introducing a few small changes in the right areas.

To help you, the following top marketing and business tips used by top marketing experts around the world have been put together to inspire you to start testing out some of them to improve your business. They have been put together so that they are easy to read and implement by explaining the tip, giving you examples, and also giving you a takeaway for each tip.

The majority of these tips can be used in both traditional and online businesses and some are specific to online businesses only. But also consider how a traditional business's sales might be increased by introducing online marketing, advertising and/or sales capabilities.

Please don't let these tips overwhelm you, you don't have to implement all of the tips, or at the same time. Treat this book as a reference book of tips that you can keep going back to. Often just putting a couple into action at a time can have dramatic positive effects on your business.

When you have built up a capital lump sum from your increased profits, see how you can then get those profits also working for your business, rather than having your profits just sitting in a bank earning little or no interest.

So read and enjoy this book and start taking action 'today' to increase your sales and profits and getting your profits to also work for your business.



# 1. Focus On The Benefits Of Your Product/Service

Become an expert in your niche and use your marketing to focus on the benefits of your product or service, instead of the features, it is the benefits that sell your product, not the features. For example, does a person buying an anti-ageing cream want to know that it contains the ingredient Q10 or that it visibly reduces wrinkles and makes them look younger? Think about how you can use the benefits your product provides in your marketing - you can still list the features, but link them to the benefit that the feature will give your customer.

For example, if you have a business selling a course teaching guitar lessons, you might have 3 main features that you could translate into benefits for your students:

Feature 1: Over 50 pages of guitar lessons

Benefit 1: Learn to play the guitar in under 3 hours!

Feature 2: Get training on how songs are made

Benefit 2: You'll be able to create your very own songs!

Feature 3: Practice on over a dozen songs with step by step instructions

Benefit 3: You'll be able to play over a dozen top songs in no time!

Each time, you emphasise what the student is actually getting out of the feature by explaining the end result that they'll receive from the feature.

**Takeaway:** In your marketing, look at how you can emphasize the benefits that customers receive from your service, as opposed to focusing on the features. You can still list the features, as they are important, especially with certain products, but link them to what the customers will get out of that feature. Why should the customer care about that feature - what end result does it deliver to them?

## 2. Use Your Consumers' Language

Business owners often get caught up in their own lingo. More often than not, they forget that their consumers probably don't understand a lot of the technical terms that they use.

The key is to try to dumb down your sales copy, advertising materials, and general sales conversations to use the everyday language of the people you're trying to most attract. For instance, even though a lot of people know that SEO stands for search engine optimization and is a way to help your websites rank better, an equal if not far larger group of people who might be looking for your SEO services don't know what any of that means! Instead of searching for "SEO services" or "SEO tools," they're probably using terms more like "rank on Google tools" or "get better rankings" or "how to show up on the first page of Google" instead. They might even just be searching for something like "how to get more sales online" or "how to get more traffic to my website."

Not only should you consider using your consumers' language in terms of what you're trying to rank for, but you should also try dumbing down your sales pitch/message as well to make sure that you're using the everyday language of the consumers whom you're trying to target. Not only will they be far more likely to come across you, but they'll often be far more likely to buy from you.

**Takeaway:** Try dumbing down your sales messages. Try using the everyday language of your target market instead of all the technical terms that you might currently use.

### 3. The Number A Customer Sees First Can Change The Entire Likelihood Of Whether They'll Buy Or Not

People's mindsets can be easily changed in several ways. One of those ways is when it comes to how they perceive the price of a product.

For example, if someone is buying a car and has a budget of \$15,000 if they see a car that they like for \$30,000, they're unlikely to buy it because it's over their budget by so much. Even if they first see a car for \$20,000, they'd normally be unlikely to budge with their price.

However, if they see that there's a \$30,000 car marked down to \$20,000 through a special promotional deal, they'll be far more likely to spend more than their \$15,000 budget because they think they're getting such a great deal for only a chunk more (they're saving \$10,000 for spending \$5,000 more).

Or let's say that you're planning on adding a stone retaining wall to your house, and in your mind, you have a budget of \$7,000. If a contractor comes out and says that they can do it for \$10,000, you'll be likely to pass or at least wait until you get another quote. However, the contractor instead could say that normally a wall like what you want would run more like \$18,000 to \$20,000 depending on the stone used, but if you're willing to use a particular type of stone on sale this week and able to start next week when the contractor has a free week by chance, he could do it for \$10,000. That would make the customer think that he's getting a crazy good deal because it's nearly \$8,000 to \$10,000 less than normal, and he's not really losing much by using a particular type of stone (which the contractor could make sure was like the style/look they want anyway) or by agreeing to do it next week instead of this week. Even if it's a few grand more than their budget, they walk away wanting to quickly take action because they think it's such a great deal.

**Takeaway:** The first number a customer sees can determine what type of deal they think they're getting, so make sure to have a compromise or deal where it normally is way more than their budget, but for only a bit more, they can get a huge saving in comparison to how much more they'd pay. For instance, if the budget is \$5,000, don't show a \$7,000 product first. Show a \$12,000 product first that is on sale for \$7,000 for a limited time.

## 4. When To And NOT To Run Social Media Advertising Campaigns

When using Social media to run advertising campaigns you should be posting the adverts to run at least 3 times per week and spread throughout the week, with Tuesdays, Thursdays / Fridays and Sundays typically being the best days to post. This is because many people are usually busy on Mondays, it being the first day back at work after the weekend. Many people are also typically busy midweek with family routines etc, and people are also likely to be busy on Saturdays with recreational and/or family activities etc.

Avoid posting social media advertising campaigns during Religious and School holiday periods, UNLESS it is a seasonal specific campaign.

For example, if you are advertising a general daily routine, domestic or work-related product, there would not likely be much interest when people are on holiday. But if you were advertising swimwear or sun cream etc. during the summer holiday period, then that would likely generate a lot of interest.

**Takeaway:** Place social media adverts at least three times a week, on Tuesday, Thursday (or Friday) and Sunday. Avoid placing social media adverts during Religious and School holiday periods, UNLESS it is a seasonal specific campaign.

## 5. Bundle Your Services To Create A “Package Deal”

Look at how you can bundle your service or products together to create a package deal. This can be a great way to move more products and services and add value to your customers. Customers feel they are getting a great deal, as they are paying less than if they bought each item separately, and you get the benefit of a higher sale price per transaction. Bundling can also help you move slow-moving products and give you an upsell to offer to customers that may have been looking at purchasing an individual item.

For example, if you own a travel agency, offer a package deal where accommodation, flights, several meals and an attraction are all included. For another example, if you own a beauty salon, offer a pampering package, where a hair styling, manicure and massage are offered together. While a customer may have been considering purchasing one or two of these items, if you offer a great deal, they might be persuaded to purchase the whole package.

**Takeaway:** Bundle several of your services or products together to create a package deal. This creates another offering for your customers, with great perceived value, and gives you the opportunity to upsell, move slow-moving products and increase your value per sale.

## 6. Offer Different Packages/Buying Options To Increase The Perceived Value And Sales (Even With No Intention Of Selling The Others)

In many cases, it can be a wise idea to offer multiple similar packages when selling something. However, instead of offering drastically different offerings, which might make your prospects hesitate more due to not being sure which option to get, you can offer similar options where the “value buy” seems like an amazing deal.

For example, let’s say that you’re selling an SEO service to help websites rank better. If your main offer is a done for you package for \$997 where you fix up their site and offer some basic consultations for them too, that can normally seem like a lot of money to some people and can make them hesitate more on if they should buy or not. However, you could offer three options where the “basic” package is for \$697 and only includes a report where you identify the issues but don’t fix it for them, the “most popular” package is for \$997 and includes identifying and fixing all the issues on top of three free consultation calls, and the “elite” package is for \$1,997 and includes everything in the most popular package but also includes unlimited consultation calls for a month.

What this does is that almost everyone thinks that the middle, “most popular” package is the best deal. It’s only a little more than the basic package, but it includes a TON of extra value. Whereas the “elite” package is twice the price but only has some extra consultation calls that most people think they’ll never use. All of a sudden people perceive the \$997 option as being cheap and a great deal! The other options aren’t meant to necessarily get sales. They’re simply meant to help make your main offer stand out more.

And by literally writing something like Basic Package, Most Popular, and Elite Package next to the options, you can help them differentiate between them even more and gravitate towards the Most Popular one.

**Takeaway:** Offer multiple packages like a Basic, Most Popular, and Elite Package where the value of the Most Popular one seems huge in order to make more people gravitate towards it and see it as a crazy good deal.

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