

Increase Profits and Lower Marketing Costs By Avoiding These 5 Mistakes



Put Your Name Here

**Written By Hanif Khaki, Founder
Phase 3 Marketing Inc.
www.phase3marketing.com
*Integrate. Automate. Dominate***

How To Avoid The 5 Profit-Killing Mistakes Even The *Smartest* Business Owners Make With Their Marketing!

Hanif Khaki, Founder
Phase 3 Marketing Inc.

www.phase3marketing.com

Integrate | Automate | Dominate

LEGAL NOTICE

© ALL RIGHTS RESERVED. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means - whether electronic, mechanical, photocopied, recorded, scanned or otherwise, without prior express permission of the author.

DISCLAIMER

Every reasonable effort has been made to ensure the accuracy and timeliness of the information contained in this report. The author, publisher and distributor assume no liability with respect to loss or damage caused, or alleged to be caused by reliance on any information contained herein. Further, we disclaim any and all warranties, expressed or implied with respect to the accuracy or reliability of the information contained herein.

Table of Contents

Mistake #1: Not Recognizing the Importance of Having an Online Presence	3
Mistake #2: Not Having An Effective Marketing Focused Website.....	5
Mistake #3: Not Capturing Your Customers' Email Information And Following Up	6
Mistake #4: Creating a Costly Website That Drains Money From Your Marketing Budget	8
Mistake #5: Failure to Employ the Services of Knowledgeable Online Marketing Experts	9
Summary	9

Mistake #1

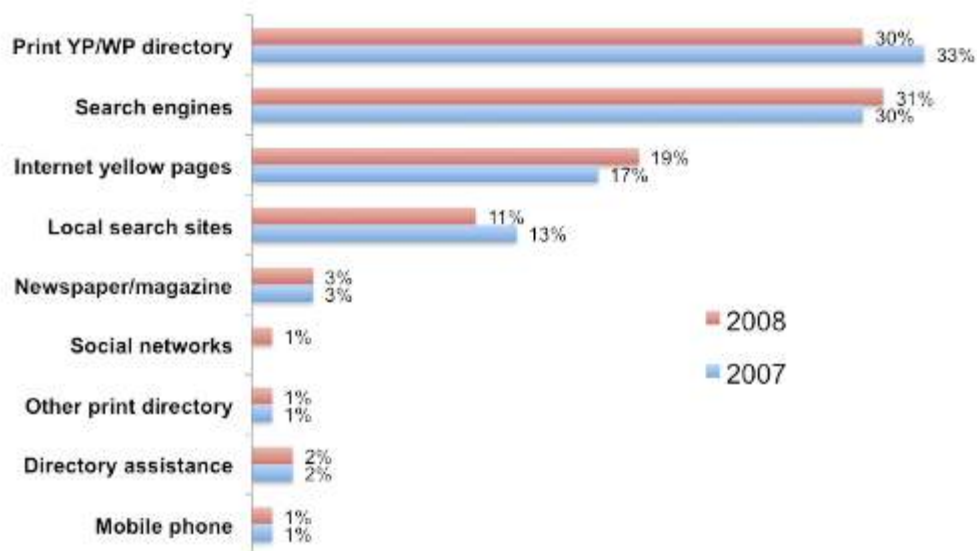
Not Recognizing the Importance of Having an Online Presence

Recent surveys and market tests prove that ever increasing numbers of eager buyers are using search engines to locate local merchant websites before embarking on their shopping trips.

Can your customers and prospective customers find you online? Or are they finding your competitors?

If you have been wondering whether having a website and online marketing strategy is important, let me answer now...having an effective online presence is indeed **very** important, as you are about to find out.

Did you know, since 2008 more people are now using search engines like GOOGLE to find local businesses, rather than the yellow pages or other forms of advertising?



A study conducted by *TMP Directional Marketing* in July 2008, revealed that more people are looking for local information via search engines, while the use of print yellow pages and white pages is declining. That translated into 31% for search engines searches compared to 30% print Yellow/White Page searches.

This means that in 2008, search engines like Google, Yahoo and MSN were the leading source of information for local customers.

And take a look at these statistics on local searching trends...

The TMP study also revealed that large numbers of local searchers **take some type of action**. They call, do in-store visits and even send email to the businesses they feel can assist them.

The best news is...these local searchers (customers) are usually in the final stages of their purchasing decision and are *ready to spend money*.

Another study based on *comScore* data, showed that local queries (searches) increased 76% between February 2007 and February 2008. The data further reveals that the searches per searcher has increased from approximately 6.5 to 11.3 for the same time period.

Want more evidence about the growing importance of an effective online presence?

For every dollar U.S. consumers spend online, they spend an average of \$5 on off-line purchases in local establishments. These **off-line purchases are directly influenced by their online research**. (*MIT Technology Review, 04/2005, "e-Commerce Gets Smarter"*)

NPD Group conducted a survey revealing that 97% of U.S. Internet users gather shopping information online, and that 51% of those consumers **"shop online but purchase off-line"**.

The biggest indicator of the growing trend toward local searches is Google's display of up to ten local searches within their natural listings. As of this writing, Google is becoming increasingly more aggressive with regards to local search and local maps.

Also, if you haven't noticed, local and regional search engines and directory sites are becoming more visible. This is due to the fact that the major search engines are giving them greater ranking in the search results.

This is no fad - it's a highly visible trend. Every day, more and more of your customers or clients are looking for you online. Don't make the mistake of ignoring these trends.

In light of changing consumer habits, it's **highly recommended** that you seriously consider establishing an online presence if you currently do not have a website. If you do have a website that is experiencing less than desired performance - you should consider upgrading to a functional direct response based website designed to generate greater profits. You are about to see why this is so.

Mistake #2

Not Having An Effective Marketing Focused Website

Here is a piece of advice that will save you from wasting thousands of dollars and months of unnecessary and expensive guess work.

One costly mistake many business owners make is to have their email marketing set up and managed by a “web guy” or website design company. This typically always ends up costing you sales. Why is that? The answer is simple but not so obvious until you stop and think about it. Most website designers are brilliant when it comes to programming and creating websites with all the bells and whistles. That’s what they’re trained in.

However, they are *NOT* professional marketers who are experienced in turning *lookers* into *buyers*. Nor are they experts trained in building long-term relationships with customers, and promoting customer loyalty.

Here are some specific questions most web designers will likely not know how to answer.

- What are the two types of business websites? Most people build the first type, but the second type ALWAYS makes more money.
- What small change to a website can increase sales by 12,000%? (YES, 12,000 %)
- What specific types of email subject lines get emails opened 3 times more often than other emails?
- What 3-letter word makes people want to read every word of your email or website?
- What 2-word phrase has been proven to get people to call you and purchase from you?
- What one feature can you include in your emails that will cause your customers to bond with you much faster? (more bonding means more sales)
- What one thing can you include in an email after a customer has bought something from you, that **reduces** returns by 24%?
- What type and size of email fonts increase readability by 36%?
- What one thing can you add at the end of an email that will increase sales conversions by 19%?

The above are just a few of the many marketing related issues that most web designers will not be familiar with, yet the correct answers can mean the difference between successful email marketing, and a costly failures. Remember, it’s *marketing* that will make you money, not nice designs.

It’s important for you to know this because many small business owners make the mistake of paying far too much for non-performing websites. They end up paying dearly for a "branding" website that does VERY little in the way of increasing bottom line profits.

A branding site only seeks to familiarize visitors with your company's name and brand, and is not designed to encourage immediate action from those visitors.

So exactly what kind of website does your business need? You need a highly visible Direct Response Based Website. A site whose primary **focus is on getting your visitors to take action.**

The most sought-after action is to have the customer or client come to your business with cash to spend. The next most sought-after action is for your customer or client to subscribe to your website's follow-up email list. This is done through the use of an **Automated Customer Follow-Up System.**

When you add a properly configured Automated Customer Follow-Up System to your website, it becomes a **Direct Response** website.

If you want fast, profitable results, you *must* implement a direct response website. A branding site will not get the job done unless you have extremely "deep pockets" and a lot of time on your hands. The vast majority of small businesses have neither.

As cited in the response to Mistake #1 - greater numbers of local customers and prospective customers are actively searching for "local businesses", and if you don't have an effective "direct response" website in place, you had better hope your competitors don't either.

It should also be noted that an effective online presence is often the easiest and quickest way to increase your cash flow and customer base.

Mistake #3

Not Capturing Your Customer or Client Email Information And Following Up

Consider these facts: Statistics suggest that 69% of customers are lost due to attrition. Meaning, they went elsewhere because you either didn't, or couldn't stay in touch with them when they were ready to buy. Furthermore, over 90% of customers **DON'T** buy the first time. How are you getting these potential customers to come back to your business when they are ready to buy? How much profit are *you* losing by not following up with them?

Some more facts you may not know...

- **FACT:** 66% of LOCAL shoppers surveyed, said they had made a purchase because of a marketing message received through email. - *ExactTarget, "2008 Channel Preference Survey" (2008).*

- **FACT:** The average customer requires 5 to 8 points of contact before they spend money with you. That means they need to be contacted at least 5-8 times before they can TRUST you, KNOW you, and LIKE you enough to hand over their hard-earned cash.
- **FACT:** Customers who buy from you the first time are typically the least loyal in their buying habits, spend the least amount of money, and purchase less often.
- **FACT:** Customers who have a RELATIONSHIP with you typically spend more money with you, more often, and refer more customers to you.

Now Imagine This Scenario...

The average business has anywhere from 50 to 1000 people pass by or enter their business every day. (You may want to plug in your own numbers here)

- If you collected the contact details of just 20% of those highly targeted prospects, that would be 10 to 200 prospects added to your email list every day. Or 70 to 1,400 a week. Or an astonishing **300 to 6,000 highly targeted prospects a month**. And when we call them highly targeted, we really mean it. These folks got dressed, got out of their houses, drove or walked to your business, and came in. **THEY WANT SOMETHING!**
- You've now built your list of 5,000 customers, potential customers or visitors. (this is a very conservative number)
- You create a relationship with your list. (I'll go into more detail on these methods in a few minutes.) .
- If you send just 5,000 targeted prospects an email with a well thought out offer for a highly targeted product or service that you know they are interested in, you are of course going to make some sales
- Even if a very conservative 1% of people buy something, that means 50 sales. If the item they bought sells for a minimum \$20, that's 50 X \$20, which is \$1000. And remember, that's with only 1% of people buying a minimum \$20 item. If 2% of the people buy, you've doubled your sales to \$2000. Some clients get email response rates of 20% and more. And many people purchase items that are worth considerably more than \$20.

What if you duplicate this process once or twice a month, test different price points and offers... would an extra \$1000.00 or more a month make a difference to you?

And remember, that amount grows month after month, because your customer list is growing every month!

NOT having a follow-up system is one of the most common and most costly mistakes a business can make. Primarily due to the fact the few business owners know about an amazing technology that allows them to do automated customer follow-up.

The technology I am speaking about is related to the email list mentioned in the response to Mistake #2. It's referred to as an **Automated Customer Follow-Up System (ACF System)**. In simplest terms, it's a web-based marketing tool that allows you to capture your customers' contact information (Lead Capture). In this case the most common information collected is the customer's First Name and Email Address.

This ACF system makes it possible for you to get your offers, sales, specials and other news in front of your customers **very quickly** – usually in **under 5 minutes**. It also allows you to make a very good first impression on new customers by providing fast, professional responses to their requests for information about your business.

Once customers or clients voluntarily subscribe to your Lead Capture System, they can automatically begin receiving notifications of specials, sales, discounts and other news you wish to convey.

These notifications would generally be in the form of a newsletter that delivers value to your customers or clients and prospective customers or clients. It also gives you the opportunity to educate your customers or clients about your business.

This automation aspect is the greatest benefit of an **Automated Customer Follow-Up System**. Your messages and information get delivered to your customers and prospects **even while you sleep!**

Mistake #4

Creating a Costly Website That Only Drains Money From Your Marketing Budget

Do you have a "*hidden*" website that nobody can find? It's not uncommon.

A lot of business owners (you may be one of them) had expensive websites built with the **hope** of ultimately reaping huge financial benefits. For the overwhelming majority, those hopes never materialized. Unfortunately, the sites were built by individuals or companies who simply had no understanding of effective online marketing principles.

Due to the fact that the sites were never properly implemented, search engines never listed them, and visitors and customers rarely, if ever, visited and interacted on the website. If customers and visitors never see your website – you lose out. It's like **NOT** having a website at all.

Even worse, if your competitors are drawing new customers away from you with highly effective websites - you're losing out in a **BIG** way.

However, there is **Great News!**

If you are the owner of one of these websites, **you may very well be sitting on a “goldmine”**. But without the proper tools and knowledge to extract that “gold”, what you have is non-productive website. No different than an employee who just sits there and does nothing. A qualified and experienced Internet marketing professional can uncover this “hidden gold” and make it pay off for you.

Mistake #5

Failure to Employ the Services of Knowledgeable Online Marketing Experts

The care and feeding of a profit-producing direct response website is no simple task. Not to mention the proper development of an effective online-offline marketing strategy.

A productive website and marketing system demand constant attention and they must remain flexible enough to adapt quickly to the latest Internet and web-based technologies.

Unless you have advanced (or at the very least, moderate) skills in website engineering and online marketing techniques - it's best to allow a professional to create, configure, maintain and manage any comprehensive online marketing and customer follow-up program you choose to implement.

Money spent on an effective website and online marketing program is an investment, not an expense. Making the correct decision regarding this matter will save you considerable time and money.

Summary - The statistics and numbers speak for themselves...

Large numbers of eager local buyers with cash money are using search engines like Google, Yahoo and MSN right now to find a business similar to yours. If you have no online presence or a negligible presence, they will never find you.

If they never find you, you have no opportunity to sell to them. Multiply this “missed customer” scenario by 100, 1,000, 10,000 over a period of weeks, months and years. You would be missing, and will continue to miss out on a staggering number of potential customers and thousands of dollars in profits!

As you may have realized, it is of vital importance that you make a decision and implement some type of optimized local online marketing presence and follow-up system. If your competitors get established before you do - or they are already established online, you should place an even higher priority on taking action.

To Your Great Success,

Hanif Khaki

Hanif Khaki
President
Phase 3 Marketing
Tel. 416-858-5374
hkhaki@phase3marketing.com
Online/Offline Marketing Integration

Integrate | Automate | Dominate