

Mar-comms business check-up

Your Top 20 list of things to consider & cheaply action – beginning today!

1. Focus - Build/Strengthen your brand and always communicate what it stands for
2. Update your Email auto signatures, add some key information as fast facts to make you look better informed – you send hundreds a day
3. Evaluate your lead generation strategies – costs vs. effort & customers gained
4. Develop a simple top line activity calendar so you can visualise marketing activity holes
5. Develop a digital media strategy (as simple as what you engage in, when and why)
6. Get involved in the conversation of our time : Social Media – it's easier to manage than you think (understand the primary roles for Facebook, You Tube, Twitter and LinkedIn)
7. Get someone you know to evaluate your website (a customer you trust), does it represent you well, is easy to navigate and provide enough information to lead to you
8. Make sure your website has all the right “trigger words” on what you actually do
9. Understand Search Engine Optimisation (SEO) and how to rate highly in search activity
10. Learn how to use Google analytics to track website activity – it's free
11. Build and maintain databases, take the time to enter information, it's valuable
12. Actively seek out business referrals and testimonials and use them in new business acquisition activity – showcase them on your website (*with client approval*)
13. Develop content for your enewsletters that is relevant and adds value – showcase clients and their successes where you can
14. Find reasons to engage with your contacts, via enewsletters & even social media – run a small poll or actively seek feedback on an issue then share the results
15. Become an expert on your topic. Talk to your contacts via multiple channels – speak at a Conference, Blog, Twitter updates, LinkedIn, enewsletters, Industry journals, You Tube clips
16. When you can, put out a media release to relevant publications and even media – become a spokesperson on your topic for all forms of media, they are hungry for talent and content
17. Join a Professional Industry Association and Network with colleagues and discuss ways you can reach new customers
18. Make sure you are promoting “you” in Association website links sections or Business Directories and promote yourself (eg. Business Directories) – an exclusive offer can help
19. Develop and run a small event on your business topic for prospective clients, they can be small sessions but will share information your clients may not know
20. Take the time to stay focused on your business mar-coms health, even if just 10 mins a day

Get your Mar-Comms working harder. We will come into your business and provide one to one consulting time with you to identify what is working in your current marketing communications mix and what could be working much harder. **Would you value securing 10 customers at under \$150 each as a good return on a marketing investment?** For a confidential discussion, **make contact with Steve James today.**