

Magnetic Marketing



What is Magnetic Marketing?

The first thing you have to understand is that the world has changed. To market your business effectively you no longer need to go out and chase leads and prospects. In fact, doing so might actually cause more harm than good.

That's because your potential customers have become used to being pulled towards an offer rather than pushed towards one.

The average small to medium size business is called on by up to 34 sales reps a month. Of those, an average of 9 secure appointments. As you know, appointments do not guarantee sales but sending your sales reps to meet with qualified prospects will mean a far higher closing rate.

Generating those leads through an inbound, magnetic marketing campaign means that your prospects are primed, ready and willing to buy. They are highly qualified and eager to hear what you or your sales team have to say.

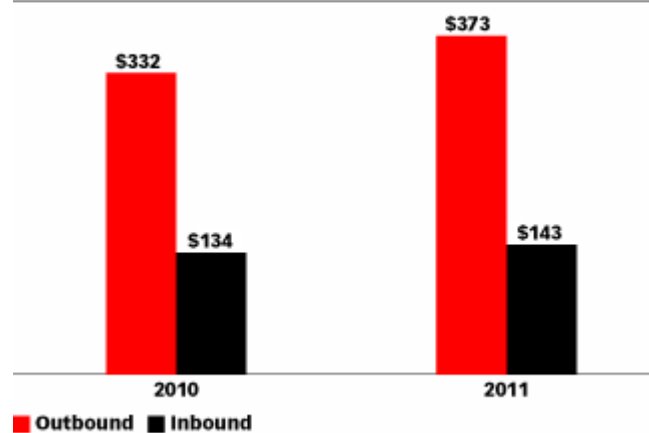
The same holds true for any business where prospects who are drawn to it like moths to a flame because they resonate with the multiple messages that business sends out in a well-orchestrated, synergistic manner.

As Guy Kawasaki, co-founder of the hugely successful Alltop says:

“If you have more money than brains you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing...”

Rather than blasting out marketing messages no-one wants to hear, you can find out exactly what your ideal customer wants and serve it up to them far more easily and cheaply than ever before.

Average Cost per Lead for Inbound vs. Outbound Marketing According to Companies in North America, 2010 & 2011



Source: Hubspot, "The 2011 State of Inbound Marketing," March 2, 2011

125524

www.eMarketer.com

How?

Simple: through the power of the Internet.

But it's not just the Internet that has changed forever the way businesses market themselves. Online marketing, too, has changed radically in just the past few years.

No longer is it enough just to have a simple one-page website. In fact, did you know that of the 50% of businesses that actually have a website only 50% of those have one that is effective?

If you don't have an effective, optimized website in today's marketplace then you are simply not competing.

That website not only has to be correctly optimized for search engines (SEO) but it must also contain and disseminate the right kind of powerful content and perform on any number of platforms.

Done correctly, your website is the lodestone of your magnetic marketing campaign. Done badly, it will actually repel leads, prospects and customers rather than attract them.

You see, your website is your shop window and these days it is vital that it also has that human touch. Jaded by an unregulated online marketplace, and having fallen victim to too many scams, people now want to buy from other people that they feel they know and trust.

These days it's all about you.

There is nothing more magnetic to a customer and the strong, human face of a business that provides a personality with which they can identify and engage.

For a perfect example of this personality driven marketing, think Richard Branson. Branson might have very little to do with his actual companies on a day-to-day basis but his personality and character infuses and embellishes each and every one of them.

He gains column inches and endless television hours with publicity stunts and more serious talks and activities alike.

When people buy Virgin, they buy Branson. Your business needs a similar instant identification and recognition on a human level if it is to stand out in today's overcrowded marketplace.

So why is this human touch so important? Apart from the trust factor, it's all to do with engagement.

You need to engage with your customer online on every level. Their first interaction with you might be through social media, your website or through press releases and podcasts.

Each and every one of these needs to carry through and convey the brand that is you and your business.

And it's all about your business.

Second only to you, it's all about your business. What is your USP? Who is your ideal customer? Where are you going to find your customers or rather make it easier for them to find you?

In order to set up and execute an effective magnetic marketing campaign you need to identify your USP, your ideal customer and the places and platforms where that ideal customer prefers to gather.

You can do this in part by carrying out targeted keyword research, by creating an ideal customer profile, by conducting market research that includes a competitor analysis and by being intimately acquainted with the multiple platforms and mobile devices that now exist.

Effective keyword research drives your SEO (search engine optimization) efforts as well as your related content creation and ultimately a cohesive social media presence.

Extending from your business you need to be able to identify your USP and therefore your lead product. Again, expert keyword research comes into this along with knowing and understanding the needs, desires and buying behavior of your particular sector.

Understanding your customer's buying behavior underpins your sales strategy which encompasses your sales pages, processing systems, mobile optimization and ultimately leads to a clear process that compels your customer to buy your offer.

Magnetic means inbound.

Putting a magnetic sales strategy in place again demands a complete and clear understanding of the fundamentals of inbound marketing.

Inbound or magnetic marketing is essentially lead generation via content, social media and web presence rather than having to go out and drum up sales.

The most effective marketing campaigns today are all based on stellar content. Knowing what works and what doesn't work in terms of powerful content is crucial to the success of any business that has an online presence.

Before you ever create that content, however, or have someone create it for you, you need to put in place a carefully constructed online marketing plan.

This plan should pull together everything I have previously mentioned so that it works synergistically and powerfully to immediately identify you in the mind of your customer, to show them who you are what you stand for, what you believe in, and what they can expect from you so that they can buy from you with confidence.

Creating this clearly defined mission for your online presence means that your customer will have a similarly clear and seamless journey through your website and attendant

social media platforms that will result in them confidently navigating your buying process.

Essentially this means that you will sell more easily and your customers will feel far happier about the entire experience.

This holds true whether you are offering products or services, whether you are a small, medium sized or even multinational enterprise.

With a coherent plan and strategy that ties everything together you will be creating irresistible momentum to your business that drives and feeds the selling process.

The best selling processes make it as easy as possible for your customers to buy your lead product or products, following those up with your front end products, your back end products and on into your continuity systems if you have them.

These rules apply whether you are a plumber specializing in boiler systems who also supplies services and components for entire heating systems and offers an annual service package on top, or a restaurant that offers daily specials along with a standard menu and a discount loyalty scheme.

If you sell products via your website then you will, of course, have your specials and lead offers backed up by your regular stock and can then offer a discount coupon for those customers who sign up to receive regular newsletters and updates.

When a customer arrives at your website you need to be able to demonstrate that you immediately understand their pain, problem or passion and that you, as their trusted advisor can recommend which of your products or services will provide the best solution for them.

To be able to do this you need, of course, to have identified and researched your ideal customer so that you will then be able to treat them as a fellow intelligent human being who can make the right decision.

Knowing your ideal customer means that you will also be able to serve them up the kind of content that will reinforce their trust in you and your expertise as well as their desire to engage with you on a regular basis.

One of the best ways to do this is through a blog which posts material tailored to your ideal customer that contains relevant CTAs (Calls To Action).

Regularly contributing to a blog means that you also have a constant source of valuable content to re-purpose and use in your social media efforts, emails, short reports, whitepapers and other forms of lead generating publications.

Of course, you do not need to create or publish all of this yourself and it is wise not to attempt a magnetic, content driven marketing campaign without expert assistance.

Why?

Because although you may have requisite expertise to run your business, it is unlikely that you will have the in-depth knowledge required to successfully leverage the increasingly complex network of sites and sources that feed an effective online marketing campaign.

It takes skill and experience to be able to turn visitors into customers and to put the right product range, offer or palette of services into place.

It is nearly impossible to identify those magnetic parts of your brand objectively when attempting to do it yourself and, as this lies at the core of your business, you need to get this right first time.

You also need to be able to understand how your brand extends to your PR efforts, press releases, podcasts etc and how it also encompasses special events such as contests, giveaways and so on.

Google Local and mobile optimization are both essential parts of magnetic marketing because they help people not only to find you but to glean essential information about you and even to buy from you.

Knowing how to set up effective sites and campaigns on both Google Local and mobile platforms is another crucial skill you need to be able to apply in order to reap the considerable rewards both offer in terms of vastly increased online presence and hordes of new traffic.

Although inbound marketing, or magnetic marketing, is extraordinarily effective it is not sufficient on its own. You need to combine it with effective outbound marketing techniques such as PPC (Pay Per Click) or paid advertising in order to maximize the impact of your campaign.

Organizing a PPC campaign requires that you understand how to balance your cost per click versus your resultant profits and, again, requires a considerable amount of expertise.

A complete beginner should never attempt to set up and carry out a PPC campaign without at the very least obtaining some expert advice.

In the new online marketplace your role is to help leads and buyers find you. In this whitepaper, we have shown you the most effective ways to do so which require minimal investment and provide the maximum ROI.

Magnetic marketing relies on the best inbound and outbound marketing techniques to produce the killer combination that results in the boost to profits and reputation that is the lifeblood of any business.

There is one more element that is vital to your marketing efforts and that is measuring your results.

Unless you are able to accurately analyze the effectiveness of your marketing campaign you cannot calibrate it to produce even better results. Knowing which metrics matter is another skill you need to master if you are to get the very best ROI (Return On Investment).

Setting up a magnetic marketing campaign and then adjusting it to make it even more powerful is the most cost-effective way of promoting your business today. No other approach can beat magnetic, inbound marketing for impact, reach and the ability to make a real difference to your bottom line.

Call Us Now To Find Out How We
Can Help You Set Up A Magnetic
Marketing Campaign Today!

Telephone: 0044(0)1789 550945