

Balance in your Marketing

Summary:

In this month's episode of the MegaMarketer Coachcast, host Justin Jacobs and guest China Morrisette talk about how to balance your marketing holistically. They also go over how you should approach the end of the year season in preparation for 2019 and why retention may be the most important strategy you implement in your business.

Main Questions Asked:

- Did you feel like you were being sold most of the time?
- What should contractors do right now?

Key Lessons Learned:

Marketing

- Hudsons Ink coaches against spending a ton of marketing dollars near the end of the year. People are spending money, but it's mainly allocated for Christmas.
- The smarter contractors are using this time of year to figure out what they should be focusing on and getting organized for next year.
- A lot of contractors look back at what didn't work over the past year and tend to want to cut those activities out completely.
- You should try to balance out your marketing so that when one thing doesn't work, another effort picks up the slack.
- Don't scrap one thing entirely but don't go all in on one tactic either.
- You have to be willing to skip over a large portion of your prospective customer base if you go all in on one direction.
- Having a balanced approach makes it easier to adapt when things do change.
- Every marketing trend will eventually change. At one time email was very effective and exciting but is now extremely crowded.

Even Amazon is circling back with direct mail and print marketing materials.

- When a customer is ready to buy, the first place they go to is the business that communicates with them the most.
- Target your message and use a bunch of different mediums to reach them.
- New customers are not the only way to grow. Your current customer base is a gold mine.
- Past customers want to work with people they know and trust, as long as they know you're there and ready to go you should be their first choice.
- There are three ways to grow your business: you can grow your customer base, increase the frequency that customers buy, or increase the average amount of money your customers spend.
- When it comes to marketing, you need to have an offense and a defense. Without making sure your customers know who you are and staying top of mind, your competitors will take your customers away.
- Be careful with your judgements of what worked. Not every message you send out will get a response.
- It's hard to measure the ROI of a retention strategy, but if you have a good retention strategy in place you will notice the benefits.
- When you look at your customer base you probably think of them as 'your' customers, but do they think of you as their contractor?
- Provide value in your marketing efforts. If every time your customer hears from you and you're trying to sell them something, they will eventually turn away. Even a small extra step can set you apart from your competition.
- Marketing is about momentum and setting up a smart plan and sticking to it.

Sales

- The sales people that China remembers most were the ones that took the time to get to know what she truly needed.
- As the marketing coordinator, you are responsible for establishing the ROI from all marketing activities.

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Links to Resources Mentioned

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