

Upcoming Events

We are in the process of getting a group training together for the Duct Tape Marketing Program - Social Media Pro. If you want to learn the key skills and strategies around all the social media tools, this is a great, cost-effective way to do so. To learn more visit our website page on [Social Media Pro](#)

About Leading Results

Leading Results helps small businesses to stop wasting money on marketing. Using the proven system from Duct Tape Marketing, we help small technology companies develop know, like and trust with their prospective customers enabling them to more effectively generate try, buy, refer and repeat actions. Visit our website at www.leadingresults.com for more information.

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Tips for Leading Results

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Its a new year, do you know where your marketing plan is?

I recently wrote a blog post titled "The green movement has the right idea..." My point was that Reduce, Re-Use, Recycle – what works for the environment - should also be your marketing mantra.

So to follow my own advice, I am reducing the amount of unique content created for this newsletter (but if you don't read my blog, this is still unique for you). I am reusing a blog post that I think is very relevant and I am recycling ideas and topic areas that work for many of my clients.

So about your marketing plan. Seriously, I know, if you are like a lot of other small business owners or marketing staff, you haven't gotten to it yet. The end of the year crush. Holidays and family. But you have been meaning to. So do it now. Do it today.

Your marketing plan doesn't have to be huge or formal. It doesn't have to look pretty. It just has to be written down (any plan that is not written down is a dream). Or said another way... A plan is worthless, but planning is essential – Dwight D Eisenhower

Here are some suggestions for headings in the plan: Our Ideal Customer; Our Unique Differentiation; Nurture Marketing; Existing Customer Marketing; Referral Marketing; Public and Community Relations; Web & Social Media.

What should go under each of these headings? Here are some thought-provoking questions:

Our Ideal Customer: No, its not anyone with money to spend. It is the customers that you enjoy working with and that value the skills, products and effort you bring to them. If you don't know who your ideal customer is, stop now. You can plan your marketing tactics, but don't spend a dime until you define this... as well as...

Our Unique Differentiation: You should be able to articulate what truly makes you different and special so that your clients or customers love you (and can also articulate the value you bring). This is what you are marketing in your tactics.

Nurture Marketing: What are you doing to stay in contact with prospective customers that have started a conversation with you in the past? What can provide to them in terms of value-added content to help them better get to know you, like you and trust you? What different mediums or venues can you use? Email offers? Newsletter content? Web or in-person seminars? Contests? One size does not fit all here – so try many and measure all. Then focus on the best results.

Existing Customer Marketing: You want to serve more new customers, but new customer acquisition is expensive. You need the cash flow to pay those expenses. Existing customers are a great source. What are you doing to create customer delight (and a community of customers)? What ancillary products or services can you sell to those customers? Have you surveyed your customers to understand what they need or want right now? Have you offered them a free check up/ check in/ tune up/ around the products or services they purchased in the past? (you might be surprised how much additional business comes from that free service).

Public and Community Relations: What groups, that already congregate, can you speak to about what you do – and what offer can you make to them to try you out? If public speaking stops you cold, what groups can you offer free services to, which also will have members that want to purchase what you offer? What news can you put up on your website or one of the press release sharing sites or an industry partner's website to gain additional links to your website and get more viewers?

Referral Marketing: Word of Mouth is probably one of the marketing methods you use, but what do you do to foster it? What industry partnerships – other companies with the same target profile customer – have you forged? Do they know your ideal customer profile (you do have that written down, don't you?) Do you know theirs? Can they expose you to their customer base in return for doing the same for them? And what about your current customers – if they are delighted, what have you done about asking them for a referral.

Website and Social Media: Is your website a good representation of what your customers get from you? Most websites talk about how great the company is, not how much value the customer receives – what does yours do? Is there valuable content on your site that customers want to download or read? Is your last blog entry from 6 months ago? 90+% of all B2B purchases start on the web, and start with search. Your web site HAS to be an information hub to help you and social media outlets are the spokes that help people to get there. How are you going to use twitter? Facebook? Youtube? LinkedIn?

Lots of questions here. Maybe not a lot of answers there. You can't do it all at once, but write down the goals you want to achieve. Make them SMART – Specific, Measurable, Achievable, Relevant and Time Bound. Here's to a great 2010.

Blogs worth your time..

Joe Pulizzi's Junta42 Content Marketing Blog

Our blog to follow for this issue - Great ideas and tips for marketing with value added content. My favorite post so far – "[30 Content Marketing Truths for 2010](#)".

Social Media Tip

Watch the bird-ee

Even if you don't want to tweet, listen to the birds. Twitter has great traffic and is a great source of market intelligence. Just listening (reading) will make you smarter. Download [Tweedeck](#). Follow some people ([add me to your list](#)) and just see what the conversation is about.

A Cool Tool to Use

Make your iPhone work with Outlook

I have passed this one on a lot. You use Outlook at work and want to synch your calendar with your iPhone. If you have a corporate exchanger server and they won't let you (or you want an easy way), use google calendar as the sync-point. [Calgoo](#) offers a free piece of software that syncs the Outlook Desktop to [Google Calendar](#). Google Calendar offers 2-way synchronization with your iPhone. Check it out.