



# Useful marketing tips

# Marketing tips to remember

Marketing is an essential part of any company, whether it involves spending thousands on radio advertising, or £50 on a parish magazine. In these uncertain times it is essential to focus on the best opportunities to make your marketing spend go as far as it can. This information is meant as a guide as we understand that many of you already execute successful marketing plans. We hope you find the below information useful, and look forward to receiving any feedback.

## Tips to consider...

### 1. Referrals

Word of mouth is by far the greatest form of advertising. When a good job has been done the customer will tell their friends and family (unfortunately they are more likely to spread the word when they are not satisfied, as this seems to be human nature). Why not tap into this free form of advertising? You could offer your customers an incentive. Perhaps think about a recommend a friend scheme where the customer who has recommended you receives Marks and Spencer gift vouchers, or goes in a monthly draw to win a dinner for two at a local restaurant.

### 2. Exceptional customer service

Whilst pricing correctly is important in an installation project, it is not everything. Companies who offer an experience to their customers which is positive, takes care of their needs and goes the extra mile to ensure that they are satisfied to the highest level charge a higher price, continue to survive and thrive because they offer exceptional customer service.

### 3. Guarantees

Heavily promote these to your potential customers. This is an important aspect to your customer which costs you relatively little. This is all part of the “Value for Money” offer which is very important to the customer. They are prepared to pay a premium if they know they are getting benefits such as extended guarantees.



## 4. Unique selling points

Define what aspects of your business and services set you above everyone else. Make people aware of why you are better than your competitors. Quality, workmanship, a one-stop-shop, renewable energies, a green company, knowledgeable, a showroom, the list goes on. Identify your unique selling points and use these in all communications.

## 5. PR and publicity

Have you won an award recently, have you done a prestigious job, have you done something a little different which could prove newsworthy? Could you generate some free press coverage from a local newspaper or parish magazine? Could it even go into a more exclusive local magazine? Are you an expert in a certain field which would be beneficial to someone? The key is to make your story newsworthy, something that is going to be of interest to the average reader AND the newspaper itself. If unique, it may generate some PR. Editorial is worth at least 2.5 times the value of an advert.

## 6. Joint marketing

Combine efforts with a non-competing company and pool resources. Maybe a roofing company which you work with when you are fitting solar or a local bathroom showroom. Please make sure that you do not pass on your customer's details to the other non-competing company for data protection reasons, however, they could send out a promotion for you and vice-versa. There may be opportunities here that would be beneficial to both parties.

## 7. Focus your marketing

When advertising make sure you are focused on what you want to say. When you are writing and designing it, do not forget to look at it from a consumers point of view. Ask your neighbours and see what grabs their attention. Points which you may want to consider:

- Keep it simple and to the point. Don't try to put too much information in the ad. This will only confuse the consumer. Keep it clean looking and pleasing to the eye, so the message is easy to read
- Have a point to the advert. Whether it be one of your unique selling points, a promotion or an offer. Something that will draw the consumer into your advert
- If advertising in a newspaper etc... it has been proven that it is better to advertise on the right hand page. The eye is drawn initially to this side of the publication. If online advertising is used, the eye is normally drawn to the left
- Make sure your headline grabs attention and offers the customer something that they want and need and isn't just your company name.



## 8. Thank your customer

Thank your customer, write them a letter (make it personal, not just a standard response), or give them a quick call. This will impress the customer and the goodwill it generates is priceless. It could also give them the opportunity to give you feedback.

## 9. Advertising with the tools you already have

Many companies spend a lot of money on advertising. Make sure you use the tools you already have which will cost you a minimal amount. Use the installations and servicing addresses you already have. For those jobs that you completed over 10 years ago, send out a letter promoting an offer on changing over to a high efficiency product to reduce their fuel bills. Use these people to create word of mouth by offering a free service etc. For customers who you have installed a system or regular boiler let them know that you also do solar. If you have a website, you will be able to capture the e-mail address of consumers who have a look at your website. Use this valuable information to keep them updated on your offerings.

## 10. Measure, measure, measure

For every piece of advertising which you do, make sure you measure the effectiveness. You need to know what works and what doesn't. This way, you can drop the things that don't, and spend more money on those that do, or try out new initiatives. By simply asking each customer where they got your company details from and trying to delve a little deeper you can really start to measure what is working. Keep this recorded over a month or two, and you will start to see a pattern emerging. This is an essential tool.

