

3

COST EFFECTIVE MARKETING CHANNELS THAT GET RESULTS

FOR MANY BUSINESSES, TIMES ARE TOUGH, BUT EFFECTIVE MARKETING CAMPAIGNS DON'T HAVE TO COST THE EARTH.

With a little time, effort and imagination, these three cost effective marketing channels can raise awareness of your brand and attract new customers.

SOCIAL MEDIA

The low entry costs for social media make it a great cost effective marketing tool. Most networks are free to join but require some upkeep, so make sure you use your time wisely.

1 in 6

page views in the UK is to a Facebook page

6 in 10

of all adult internet users now have their own social networking site profile

1 in 3

of those with a social networking site profile say they visit social networking sites more than once a day



- IN THE UK:**
- FACEBOOK 33 million+ members
 - TWITTER 10 million+ members
 - LINKED IN 10 million+ members
 - PINTEREST 200,000 members

MAKE THE MOST OF YOUR SOCIAL MEDIA PRESENCE

Utilise free tools like TweetDeck which allow you to schedule posts in advance, manage multiple accounts in one location, and track the trends that are relevant to your industry.

Build relationships with other businesses within your industry to discover new ways to market your business.

Take inspiration from existing content like sales presentations and marketing collateral for new blog posts.

Analyse which social networks are most effective for your business and dedicate your resources where they have the biggest impact.

PROMOTIONAL PRODUCTS

Promotional products are the marketing gift that keeps on giving. For relatively little outlay, you can put your brand at your customers' finger tips and keep your company fresh in their minds.

Half of buyers prefer to use tried and tested products like pens, mugs and bags



33% use a combination of new products and tried and tested

WHY DO SENIOR MARKETERS USE PROMOTIONAL MERCHANDISE:

- 69% 'targets customers effectively'
- 52% 'brand message lasts longer'
- 46% 'ability to create loyalty'

PROMOTIONAL PRODUCTS CAN MAKE A SIGNIFICANT IMPACT WITH LOW ENTRY COSTS AND CAN BE UTILISED IN A WHOLE HOST OF WAYS:

- to give away at tradeshow
- to say thank you to loyal customers
- to leave with prospects after sales meetings

GET THE GREATEST IMPACT FROM YOUR PROMOTIONAL PRODUCTS:

- Choose useful practical items your customers will keep handy
- Buy in bulk to reduce the unit cost
- Maintain clear branding on all promotional products, including staff uniforms

WORD OF MOUTH

Word of mouth is vital currency for all businesses and in particular those with restricted marketing budgets. If you look, opportunities for networking are all around – and many of them are free!



91% of B2B buyers confirm that word of mouth is the most important influencing factor in the buying process.

Word of mouth is the primary factor behind 54% of all purchasing decisions.

54%



66% On average people speak positively about brands during word of mouth conversations 66% of the time.

The influence of word of mouth on purchasing decisions is higher than information from a website (47%), email sent by a friend (42%) and online review (31%).



HARNESS THE POWER OF WORD OF MOUTH

- OFFER DISCOUNTS to both new customers and those who recommend your business
- ALWAYS REPLY TO FEEDBACK whether it's positive or negative to stop small issues before they develop into huge problems
 - BROWSE REVIEW SITES and social networks to see what customers are saying about your brand
 - SEARCH FOR FREE OR LOW COST NETWORKING opportunities like local breakfast meetings, free trade shows or events held by local business groups