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MARKETING GUIDE

November 2023



**LEARN HOW
TO PROMOTE
YOUR
BUSINESS**

WHAT IS MARKETING?

Marketing is the process of promoting and selling your services. It involves any strategy you use to attract potential clients or retain existing ones.

Before diving into tactics, it's important to cover some key steps first. These initial steps form the foundation on which successful strategies are built.

Key steps:

01

Identify your target audience:

Understanding your target audience is key. Carefully consider the demographics, preferences, and needs of the people who you want to target. This will help you understand where to promote and what content to produce.

02

Set your goals:

Establish clear, measurable goals for your marketing efforts. This enables you to monitor progress and see the effectiveness of your strategies. Without defined goals, it is hard to identify adaptations for future improvements.

03

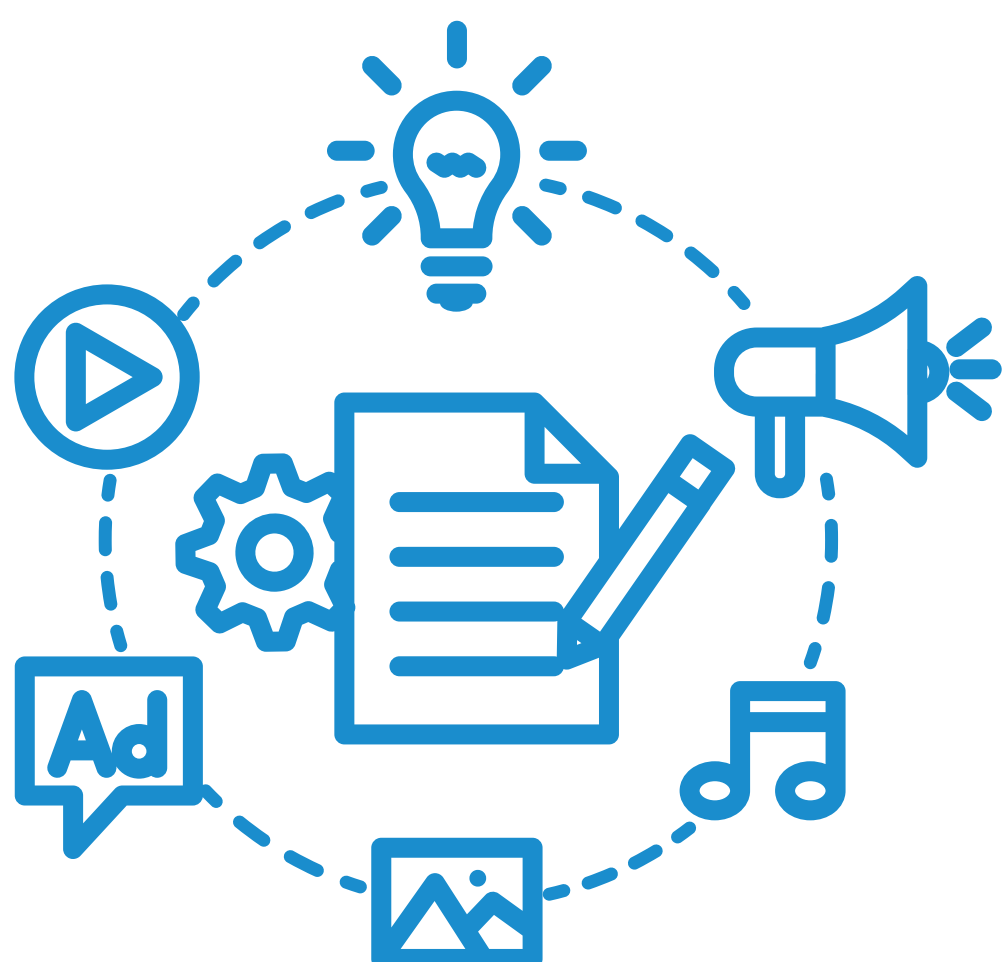
Determine your budget:

Set a well-defined budget for all your marketing activities. It's essential to have a clear idea of your budget before you start, as it will heavily impact the tactics you can use.

04

Define your brand identity:

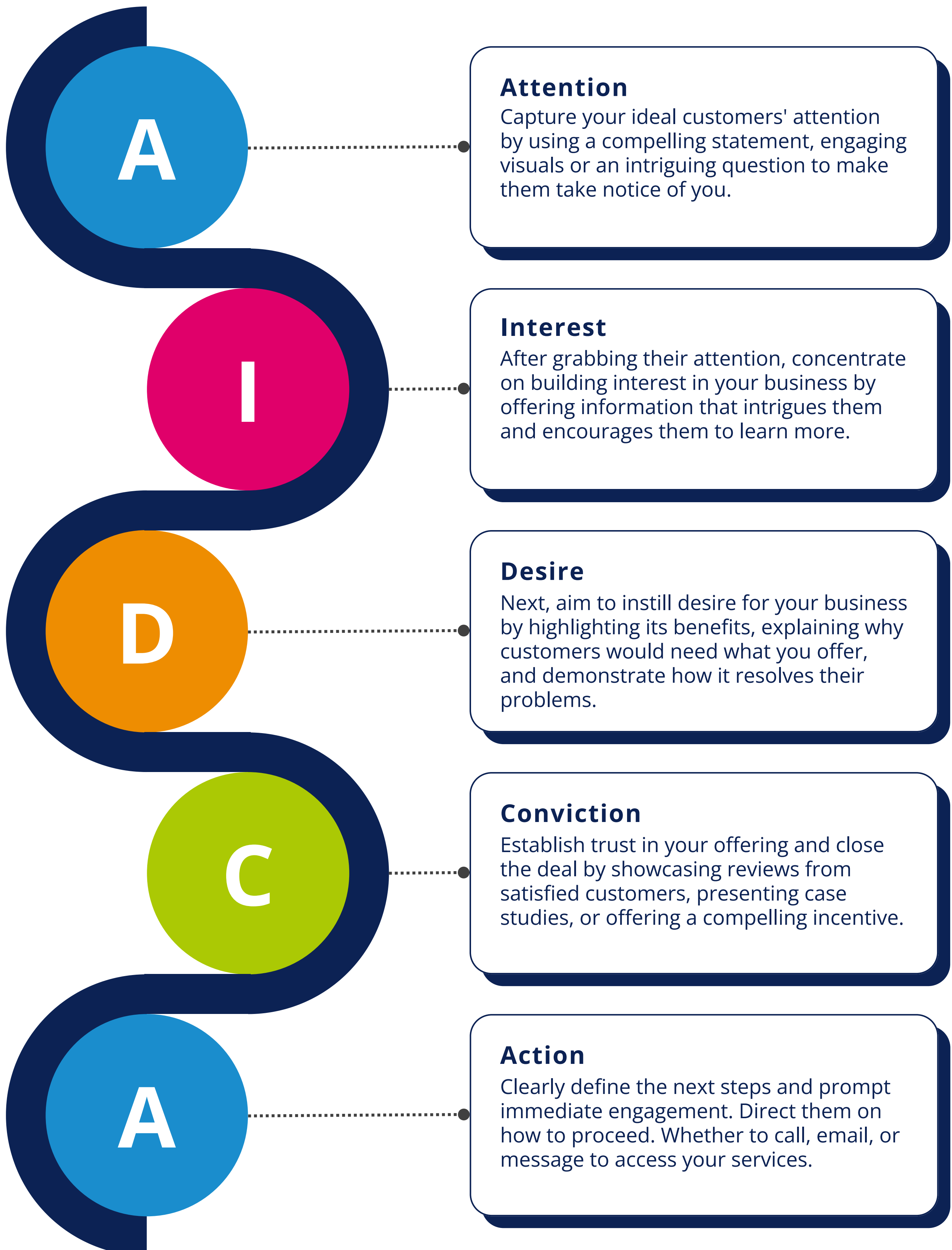
Before creating content and promoting your business, carefully consider how you want to be perceived. Determine your preferred tone of voice, communication style, and whether you aim to spotlight your personal brand or incorporate specific company branding elements.



AIDCA

Before we delve into marketing tactics, it's good to understand the journey customers might take before deciding to use your services. AIDCA is a marketing model, which breaks down the typical steps consumers take when making a purchase.

This model guides you on how to approach your content writing. Here are the steps and how to tackle them:



CONTENT CREATION

Crafting good content plays a key role in successfully marketing your business. Regardless of the marketing tactics you use, developing content will be key.

The AIDCA model gives you a framework to guide your content creation effectively. Before you start writing, carefully consider each step and think about how you can align your content with every stage.

However, understanding the model is only part of the equation. The initial hurdle lies in finding inspiration. So, here are some tactics you can use to get content ideas:



Use answer the public

Use "answer the public," which is an online tool giving insights into popular questions and terms searched by users. This tool gives you an idea into what topics may resonate with your audience.

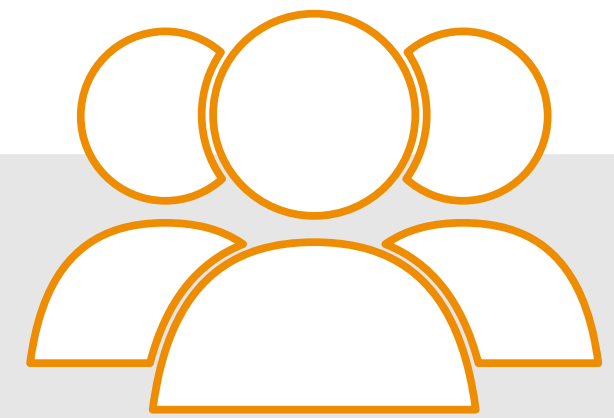
01



Tap into Google's FAQs

Explore the frequently asked questions section on Google. This section reveals common queries users have, giving you a clear idea of the type of content to produce.

02



Get input from friends and family

Speak to friends and family outside the industry. Their questions (as outsiders) can provide a fresh viewpoint, helping you find topics that might resonate with your audience.

03



Address client queries

Reflect on questions frequently asked by your clients. If certain themes consistently arise, consider developing content around those topics. If multiple clients are curious about an area, it's likely others are too.

04



Draw inspiration from industry peers

Stay informed about what others in the industry are sharing. While avoiding copying, draw inspiration from their content to develop your unique perspective and approach.

05

MARKETING TACTICS

Social media

Numerous social media platforms are available for promoting your business. Social media offers a quick and budget-friendly method to connect with diverse audiences. Since these platforms are free to join and post on, they can be exceptionally valuable tools for your business.



Email

Email marketing is a great way to reach a large audience simultaneously. By creating a database of your ideal customers and sending them regular emails, it ensures you consistently remain present in their mind.



Referrals

Word-of-mouth marketing and referrals are among the most powerful marketing tactics. People tend to trust recommendations from friends and family, due to their strong connections.



SEO

SEO, short for Search Engine Optimisation, involves practices aimed at improving and growing your website. It involves working on your website through a range of areas to enhance your visibility and rankings for keywords.



Direct mail

Direct mail involves sending letters, flyers, or leaflets to your intended audience. While this approach was popular before the internet, it's still relevant, especially in today's competitive online environment.



SOCIAL MEDIA

There are numerous social media platforms you can use. All of these are free, so they offer an easy and affordable way to promote your business. However, mastering all of them can be difficult. Therefore, it's crucial to identify where your audience is active and focus your efforts there.

Explore the following list of widely used social media platforms, each serving different purposes. After pinpointing the platforms that align with your goals, you can start creating content.

01

Facebook

Facebook caters to diverse age groups and serves as a networking hub. It's an ideal platform for sharing news, articles, and having basic interactions.



02

Instagram

Instagram focuses on engaging images and video. It's popular with younger demographics and can be a good choice if you enjoy visual story-telling.



03

LinkedIn

LinkedIn is a professional network popular with working adults. While known for its professional content, there's an emerging trend of personal content sharing.



04

Twitter

Twitter suits shorter content due to its character limit, making it perfect for quick company updates or news. It's versatile like Facebook, appealing to a broad audience.



05

TikTok

TikTok is perfect for those at ease with creating short-form videos. While it often attracts a younger audience, it's gaining traction with older demographics.



EMAIL MARKETING

Email marketing is an excellent tool for reaching broad audiences simultaneously. It allows for quick messages and can be cost-effective.

Since people receive numerous emails daily, delivering something unique and valuable is essential. Here are some tips to begin crafting your strategy:

Build a quality email list:

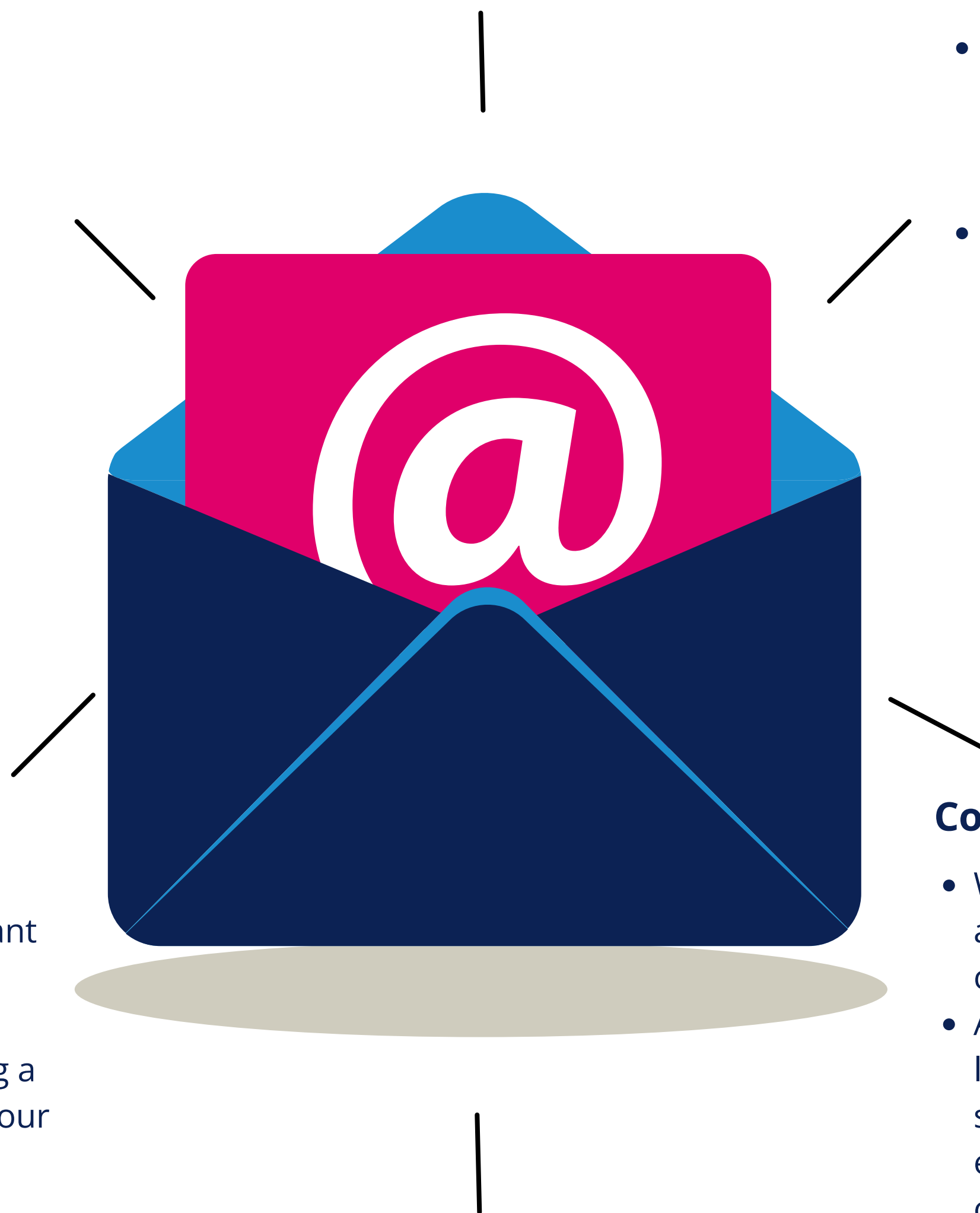
- Concentrate on building a quality email list, consisting of interested and engaged subscribers.
- Use opt-in forms on your website, social media platforms, and other touchpoints to capture details.

Measure and analyse:

- Regularly analyse key metrics like open rates, click-through rates, and conversion rates.
- Most email platforms (such as dotdigital) give analytics tools, so you can gain insights into performance.

Create good content:

- Deliver content that not only engages, but also adds value to your audience.
- Use the tips previously provided for content creation. This will help to guide your email content.



Call to action:

- Clearly define the desired action you want recipients to take.
- Whether it's calling a number, downloading a resource, or visiting your website, strategically place clear calls-to-action in your emails.

Compelling subjects:

- Write subject lines that are both compelling and concise.
- A well-written subject line is crucial; it sets the stage and ensures your emails aren't overlooked.

Segment your audience:

- Take your email marketing to the next level by segmenting your email list based on behaviour or preferences.
- This allows you to deliver tailored content to specific groups, enhancing relevance and engagement.

REFERRALS

In this competitive landscape, harnessing the power of referral or word of mouth marketing can be a game-changer.

Recommendations and referrals have considerable influence, providing a cost-effective and trustworthy avenue for getting new clients. It's one of the strongest marketing tactics, given that customers often place greater trust in recommendations from their family and friends.

Here's how you can generate more referrals for your business:



Deliver exceptional service

Delivering great service is the cornerstone of a successful referral strategy. Each client interaction should have effective communication, attentive service, and a client-centric approach. Satisfied clients, in turn, become enthusiastic advocates for your business.



Ensure transparency and trust

Transparency in the referral process is essential. Clearly communicate the terms and conditions of the incentive to build trust with clients. For example, if the monetary incentive is contingent on the completion of the case, it is vital to make this clear.



Build strong client relationships

Develop lasting relationships with clients by going beyond transactions. Build rapport by asking about their life and genuinely showing interest in who they are beyond the transaction. It doesn't have to be time-consuming; even asking basic questions like 'how is your day' can create a connection.



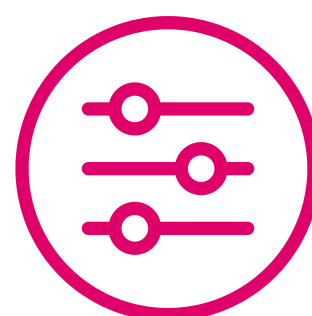
Monitor and recognise referrals

Actively monitor referral activities and implement a system to recognise and appreciate clients who refer others. Acknowledging their contribution reinforces a sense of partnership and appreciation. A simple email or call thanking them for the referral can go a long way.



Consider referral incentives

Introducing referral incentives adds a powerful motivator to the mix. A monetary incentive, such as a £50 voucher, not only acknowledges the client's effort but also encourages them to actively refer friends and family.



Measure success and adjust

Regularly evaluate and adjust the strategy based on feedback and performance metrics, ensuring continued effectiveness. It is crucial to avoid running a strategy that fails to generate any business over time.

SEO ESSENTIALS

Search engine optimization is the key to climbing the search results ladder for various keywords.

If you're concentrating on your website, consider using Google Analytics. It offers a wealth of data to help you assess the performance of your efforts. Here's a look at some key SEO tactics:



Keyword research:

Start with keyword research to uncover terms your target audience is actively searching for. Tools such as Google Keyword Planner, Answer the Public or even other companies webpages can provide insights into relevant keywords. Remember, while high-volume keywords attract more attention, they also usually have higher competition.

Content creation:

Once you've got a list of keywords you want to target, you need to create high-quality and valuable content that aligns with these terms. Prioritise informative and well-structured content that captivates visitors. Also, consider whether to present content as blogs, news, guides, or core product pages.

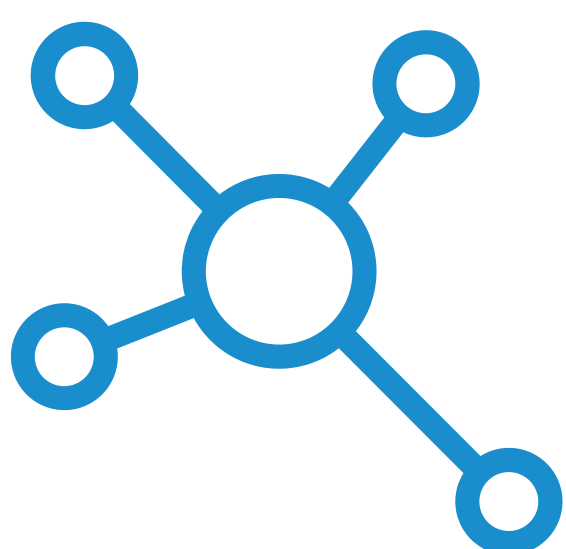


Design & layout:

Think carefully about how to present information on your website. You can improve the user experience through intuitive navigation, clear calls-to-action, and an uncluttered, user-friendly layout. Clear and easy-to-use designs enhance engagement, signaling to Google that your content is valuable to users.

Backlink building:

Build credibility by gaining high-quality backlinks from authoritative websites in your industry. Reach out to online directories, news outlets or blogging platforms for potential collaborations, aiming to get links back into your site. Backlinks significantly contribute to your site's credibility in the eyes of Google.



Interlinking strategy:

Maximize the impact of your content by linking between relevant pages. When certain product pages or blogs relate to each other, make sure you link them together to encourage user exploration. This not only prolongs users' time on your site, but also shows Google the relevance of keywords across different pages.

DIRECT MAIL

Direct mail used to be one of the most popular marketing tactics before the internet came along. It can still be a very useful tactic to employ, particularly as the internet has become very saturated.

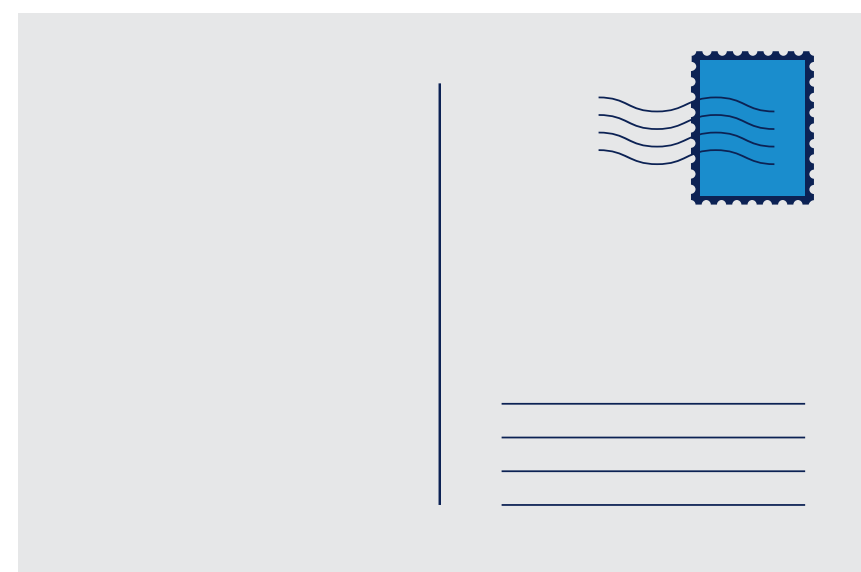
While it depends on your budget due to printing and delivery time, it can be worthwhile if you have the resources. Additionally, depending on the type of mail you choose, it can still be cost-effective. Here are the various types of direct mail you can use:

Personalised letters:

- Create compelling, personalised letters addressing specific needs or concerns potential clients may have.

Magazines

- Design a magazine featuring in-depth articles related to your products.
- It could also feature company news and achievements.



Postcards:

- Design eye-catching postcards with key information and a visually appealing layout.
- Keep the message concise, focusing on the most important benefits and a clear call to action.

Flyers:

- Design visually appealing flyers with concise and impactful information.
- Use attention-grabbing headlines and visuals.



Leaflets:

- Create informative leaflets that educate recipients on mortgage processes, terms, and your services.
- Use infographics or charts to simplify complex information.

SUMMARY

This guide has explored a variety of marketing tactics and tools to effectively promote your business. The choice of channels depends on your target audience, business goals and budget, so careful consideration is essential before starting.

Content creation is a crucial element of each tactic, so make sure you familiarise yourself with the AIDCA model and use the tips provided earlier for inspiration. If you're not confident in this area, consider spending some time improving on this skill or see if you can get support.

Remember, experimentation is key in marketing! Don't be discouraged if your content doesn't perform as expected straight away. There's no one-size-fits-all solution. Instead, test different ideas, monitor their success, and adapt your approach accordingly.

Useful tools:



Mailing list:

Contact our team to be put on our weekly mailing list to receive exclusive updates.



Sign up for training:

Sign up for a free Zoom training session with our Directors:
<https://www.tle.co.uk/our-services/training-events/>



Quick quote

Check the latest rates for clients using our quick quote calculator:
<https://www.tle.co.uk/our-solutions/quote-calculator/>.



Meet our team:

Meet our experienced, CeMAP qualified experts:
<https://www.tle.co.uk/about-us/meet-the-team/>



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