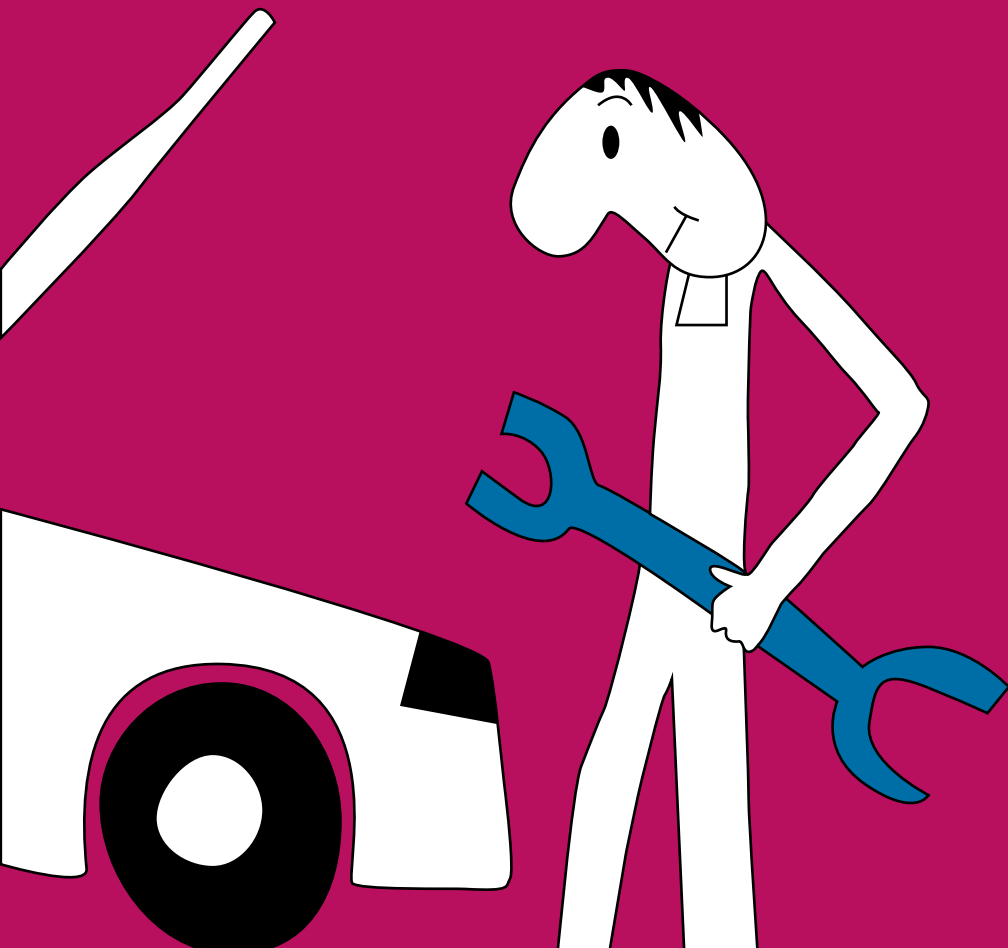


YOUR FREE MARKETING MOT



Discover a wealth of information with top tips, hints and checklists to make sure your business runs smoothly

Dolezal Consulting™

WOULD YOUR BUSINESS PASS ITS MARKETING MOT??

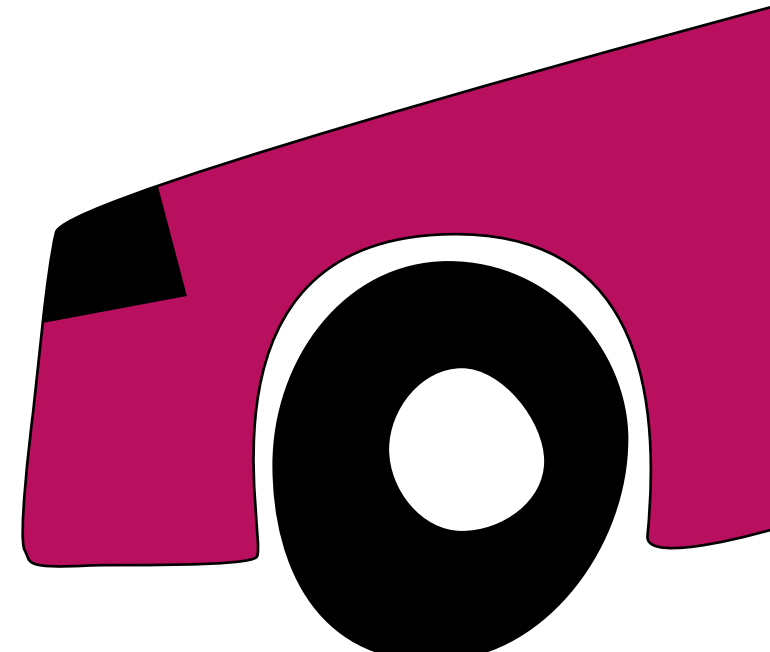
Are you **worried** your marketing isn't working right now? Have leads and enquiries dried up?

If you think you know where the problems lie but want to be certain, our Marketing MOT will clarify what needs attention and how you can fix it now.

Examples of problems may include:

- Something has changed in our market place and we don't really know what, or why
- How do we make people (potential customers) aware of what we make or do?
- Should we buy this expensive advertising campaign/website/software, etc.?
- We need new customers for our products or services but don't know where to find them, or how to reach them.
- What's the difference between a marketing strategy and a marketing plan?

Marketing MOT will clarify what needs attention and how you can fix it now.



YOUR MESSAGE JUST ISN'T GETTING THROUGH, FOR SOME REASON...

Your target customers aren't convinced yet

All that competition is creating a lot of noise - a constant stream of conflicting messages that can end up confusing customers - and stopping your messages getting through. Your first and biggest challenge is to get noticed, then hold their attention.

This applies to the customer journey online as well as offline. With all this self-published content, marketing it is only going to get noisier.

Depending on how frequently your target customers buy a product or change a supplier, you may need to get your brand name and messages before their eyes up to 12 times. If you're relying on social media for conversion, you may be barking up the wrong tree, so to speak. Or advertising. Or telesales. Or direct mail. Or any single type of marketing.

Your challenge, is to educate and build trust over time and this requires regular triggers to stimulate and build interest in your brand and offering. All marketing tactics have their merits and some may work better in your sector than others. You'll need to select a mix of tactics that not only reach your target customers at the various stages of the decision making process (AIDA*) but are within your budget.

The very best ROI comes from email marketing. Done well it's **1:40 ROI**. For every **£1.00** spent you will average a return of **£40.00**. But you need an email database and key messages to deliver.

Areas for your attention

- Define your **Value Proposition** and communicate it clearly to target customers
- Develop **Buyer Personas** for your target customers so you don't lose focus
- Start using **Content Marketing** - educating the market place about a new type of product or service is an inexpensive and effective strategy and won't burn through your budget. Better still, apply it to your whole range and see the difference



Do you have the right kinds of customer data? Is it good enough? Is it just a list of contact details?

Find out about our **Database Strategy Service** online

DOES YOUR BRAND HAVE A STRONG PERSONALITY?

Who are you again?

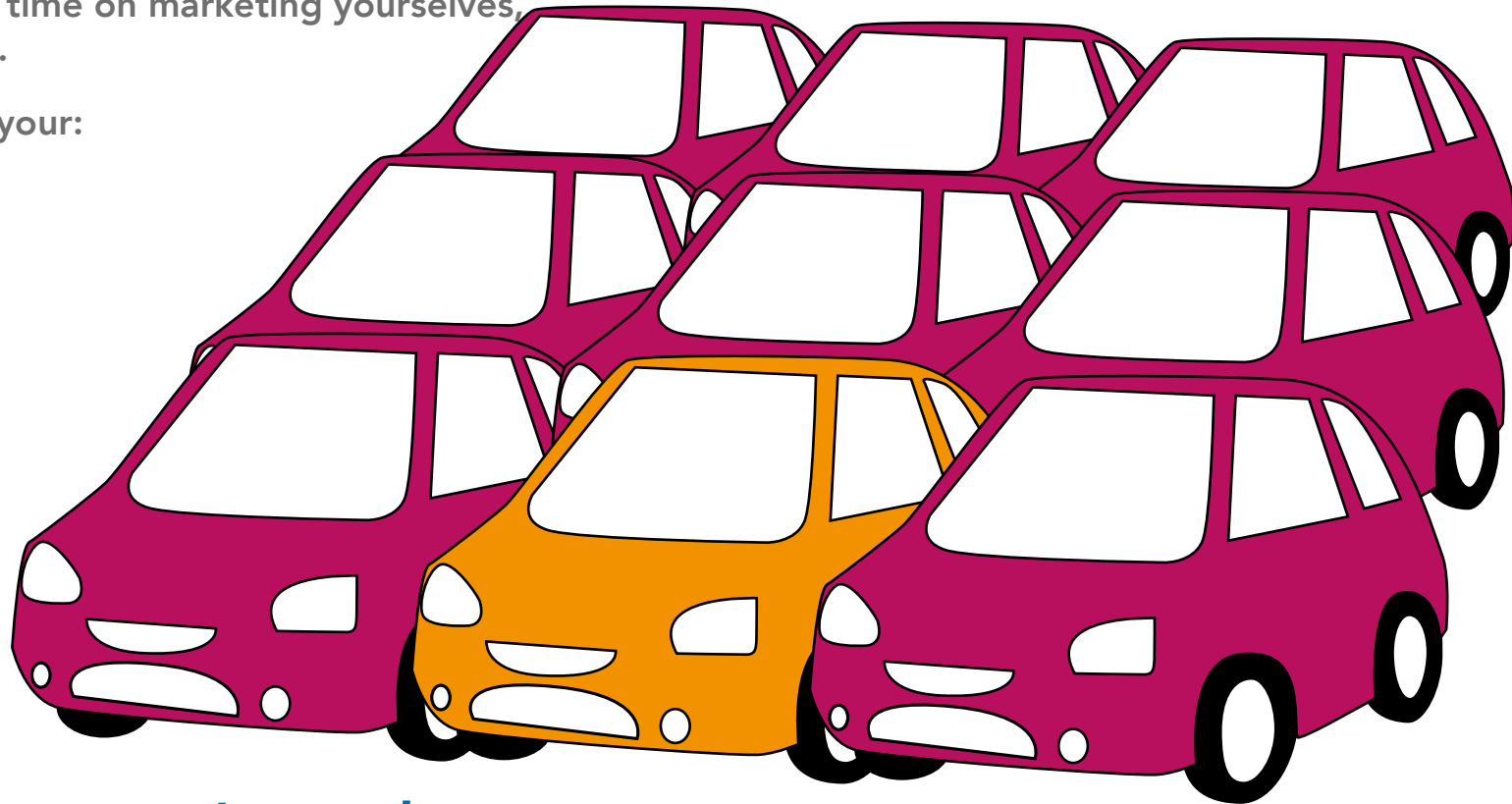
There are many reasons for low brand awareness. However, you may have focused too much time and resources on serving current customers, and not enough time on marketing yourselves, promoting your brand and benefits.

When was the last time you tested your:

- Value Proposition?
- Buyer Personas?
- Market Research?
- Competitor Benchmarking?
- Content marketing?



To stay successful, you must **never** be too busy for marketing



Find out about our **Branding and identity service** [here](#)

YOU'RE NOT COMPETING AT FULL STRENGTH YET

Competition is healthy... apparently

Come on, admit it. We know competition is supposed to be healthy but sometimes it can get the better of you. **A rebrand. A new product launch. Shouting about an award or recent success.** Don't you just hate it? So, what are you going to do? Hide in the toilets or head back out to the playground for a bit of "David and Goliath"?

You have a key strength and that is **YOU**. You are unique (even if your business offering isn't) and you are going to be **better-researched, better-informed** and with a clear **Value Proposition** (the answer to every customer's WIIFM) so you can communicate with laser clarity to the kind of customers you want.

Often, really wanting their business and really caring about their success is the clincher anyway.



Competitor Benchmarking:
I've lost count of the number of clients who (wrongly) believed their competitors were "taller and better-looking" than they are.

Closer examination may reveal:

Their Weaknesses

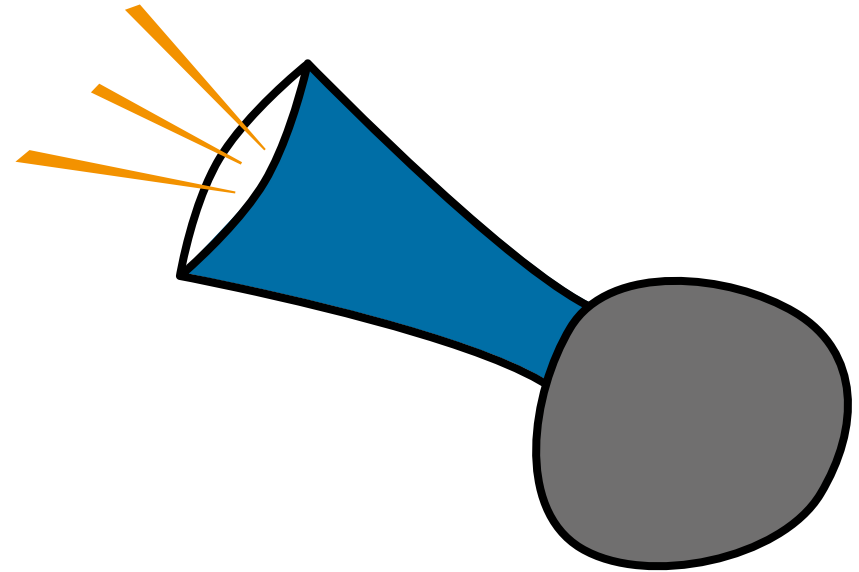
- Poor or no qualifications relevant to your sector
- Websites with errors, broken links, "lorem ipsum" holding copy
- Web and print copy that is not customer-focused
- Websites that are poorly optimised (SEO) or target other niches to your own
- Business directories that tell you their financial health or lack there of
- A poor fit overall for your special niche in terms of size, location, skills and offering
- They are over-extended and in too many markets

Their Strengths

- Be well-networked - they're putting it about and so should you be
- A lack of modesty so they shout about EVERY success - and are getting heard

BLOW YOUR OWN HORN

Let's face it, if you don't blow your own trumpet, who else will? If you are too shy to do it yourself ask satisfied customers to do it for you.



Testimonials and **reviews** on your own website and in social media are extremely powerful.

WINDS OF CHANGE



A single major **disruption** in your industry or a series of changes can leave many small businesses **vulnerable**.

YOU MAY BE DEALING WITH SOMETHING BIGGER THAN YOU THINK...

Whatever it is, the shock waves are affecting everyone.

This can be a really stressful time and many businesses worry that they won't survive without a major rethink.

A starting point of marketing strategy development is **Situation Analysis** and in my experience, it is the negative influence of changes in the **Macro Environment** that can have a seismic impact upon businesses of all sizes.

The **3 Marketing Environments** form a map of the world around your business and help you make sense of the various players or factors.

They also help you to plan your resources;

The 5 M's

Money
Manpower
Minutes
Materials
Machinery

The 7 P's

Product
Price
Place
Promotion
People
Process
Physical Evidence

3 Marketing Environments

Macro environment

Political
Environmental
Sociological
Technological
Economic
Legal
Sociological

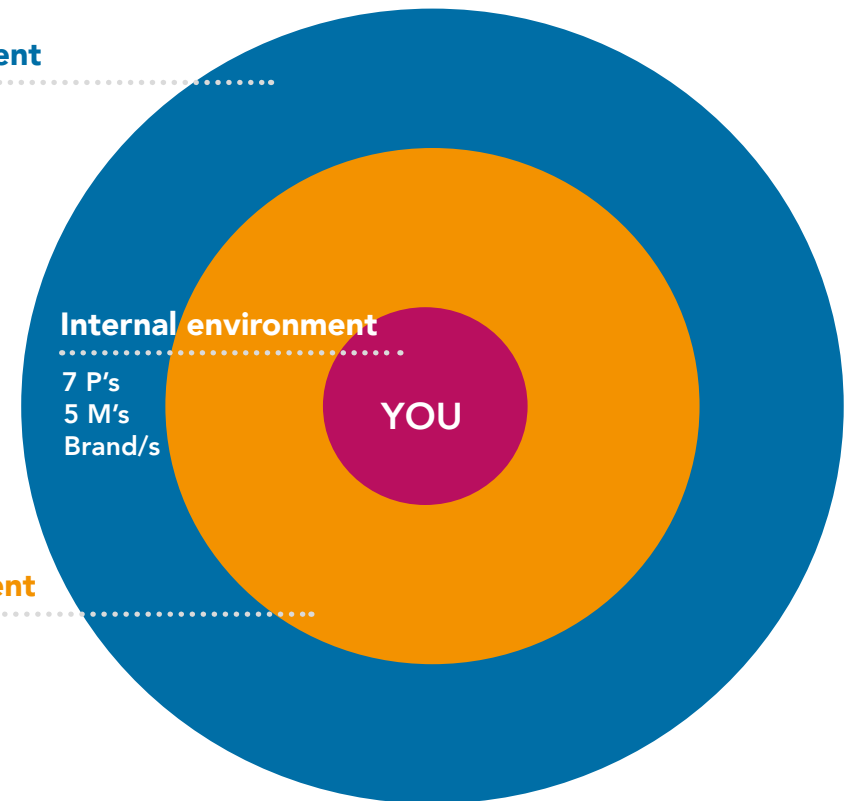
Internal environment

7 P's
5 M's
Brand/s

YOU

Micro environment

Customers
Suppliers
Competitors
Other Routes to Market



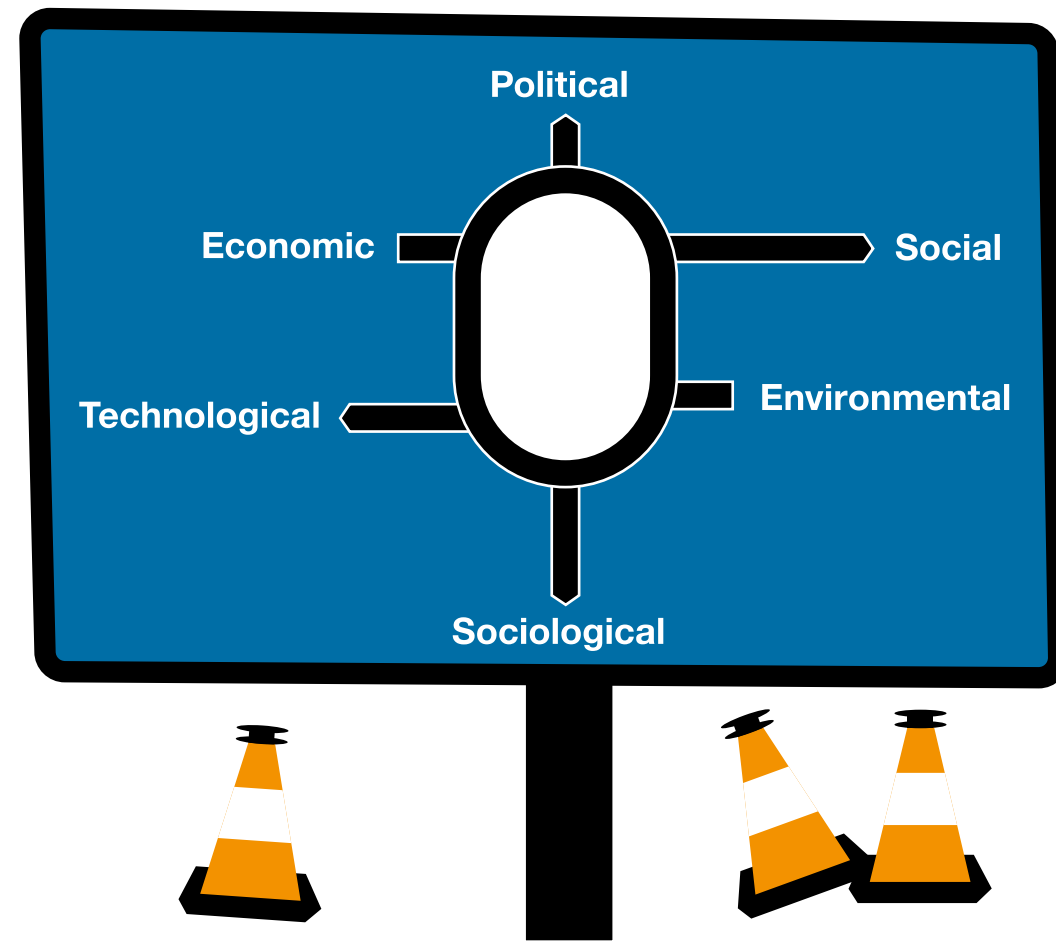
ROAD CLOSED

Factors that are beyond your control

The Macro Environment incorporates factors that are beyond your control but are rumbling away in the background. Many smaller businesses fail to fully appreciate how vulnerable they can be to changes in one or more of these factors.

- **Political** - national, regional and local government policy; legislation; ministries and civil service; geo-politics (sanctions, trade embargoes); local funding; business and SME funding and assistance.
- **Economic** - the state of the economy in your target markets; local and government spending; taxation and VAT; recession and "boom and bust" cycles.
- **Sociological** (Values) - demographics and population trends; changes in society, behaviour and values.
- **Technological** - software, hardware, processes, infrastructure, equipment and machinery. The internet, social media, Artificial Intelligence.
- **Environmental** - carbon emissions, pollution, the Kyoto agreement, green belts, waste management, fuel supplies (oil, gas and coal), renewable energy versus carbon fuels, clean water supplies, global warming.
- **Legal** - the Law of the Land; legislation; regulations; directives (UK, EU, International) and agreements - taxation.

The Macro Environment



DIVERSION AHEAD

Ok, so now you have seen the warning signs and there is disruption up ahead...

What next?



SO, TIME TO GET UP IN THE HELICOPTER TO TAKE A LOOK AND SEE WHAT'S HEADING YOUR WAY?

Information is power.

There are many possible sources of information for your business, but you want the most factual, unbiased and up-to-date that you can find.

Remember, everyone has a bit of an agenda, so the information they share with you may have a level of bias. This is why you should try to get a cross-section of information, data and analysis to help you form your own view of the future.

Many information sources will have news feeds, reports and research that you can access for free or inexpensively. Set up the information streams critical to your business and take time out regularly to review the data you are receiving.

We would suggest starting here:

- Research organisations
- Government websites
- Trade associations
- Industry bodies
- Ministries
- Industry media
- Quality (serious) newspapers
- The Economist Intelligence Unit
- Industry conferences, trade shows and expos
- Benchmarking against another industry
- Your local universities and business schools



Connect with others through trade associations with whom you can discuss trends or changes.

GOOD NEWS? OR BAD NEWS? WHICH DIRECTION TO CHOOSE?

Ansoff's Matrix

Step back from what you currently do. What challenge, problem or desire do you address for your customers?

How can you meet their needs differently? The Ansoff Matrix is a handy tool for mapping the direction your business can take for the future. There are essentially four strategies you could follow.

Market Penetration

You decide to continue selling the same products and services to the same types of customers, but plan to grow your market share.

Product Development

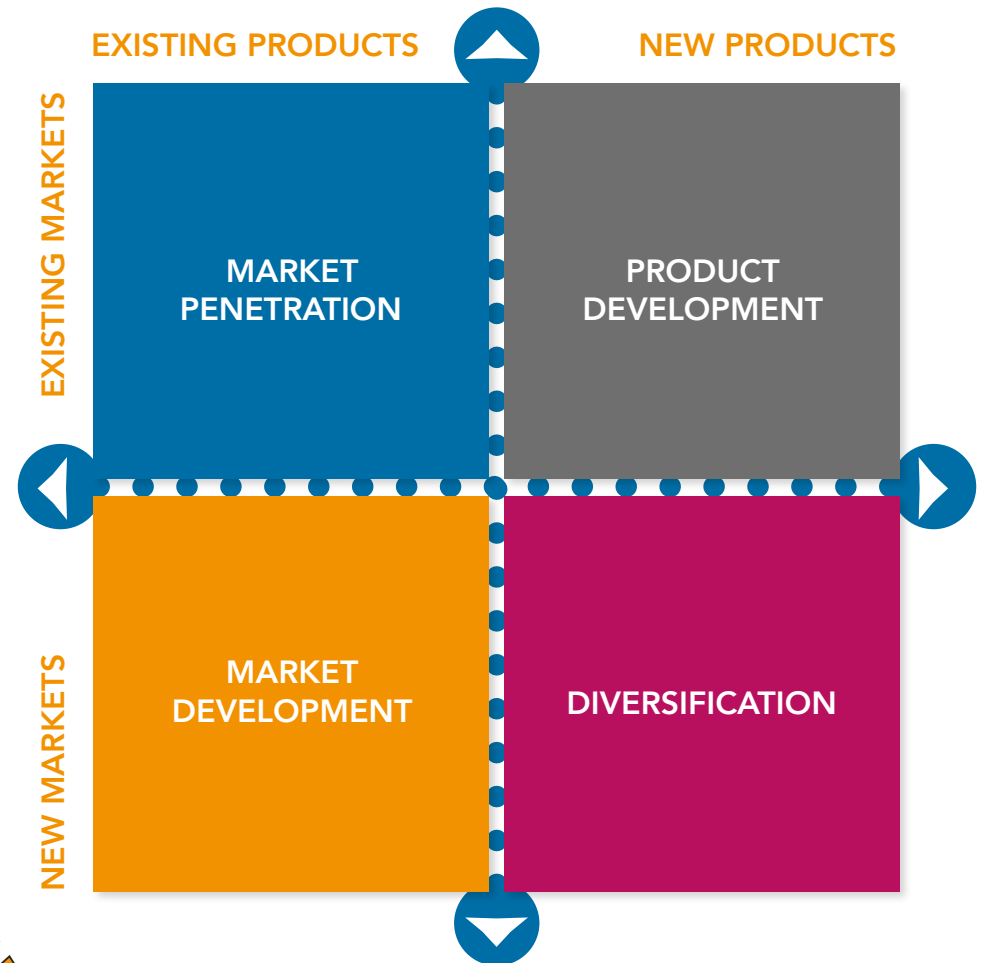
You decide to develop new products and services for the same types of customers you currently serve.

Market Development

You decide to find customers in new markets for your existing products and services.

Diversification

You decide upon the toughest option: launching a new product or service on a new market.



Each direction needs a strategy.

WHICH ROUTE DO YOU TAKE?

New target markets?
Or new products and services?

Ansoff's Matrix can help



WHERE DID ALL THE CUSTOMERS GO?

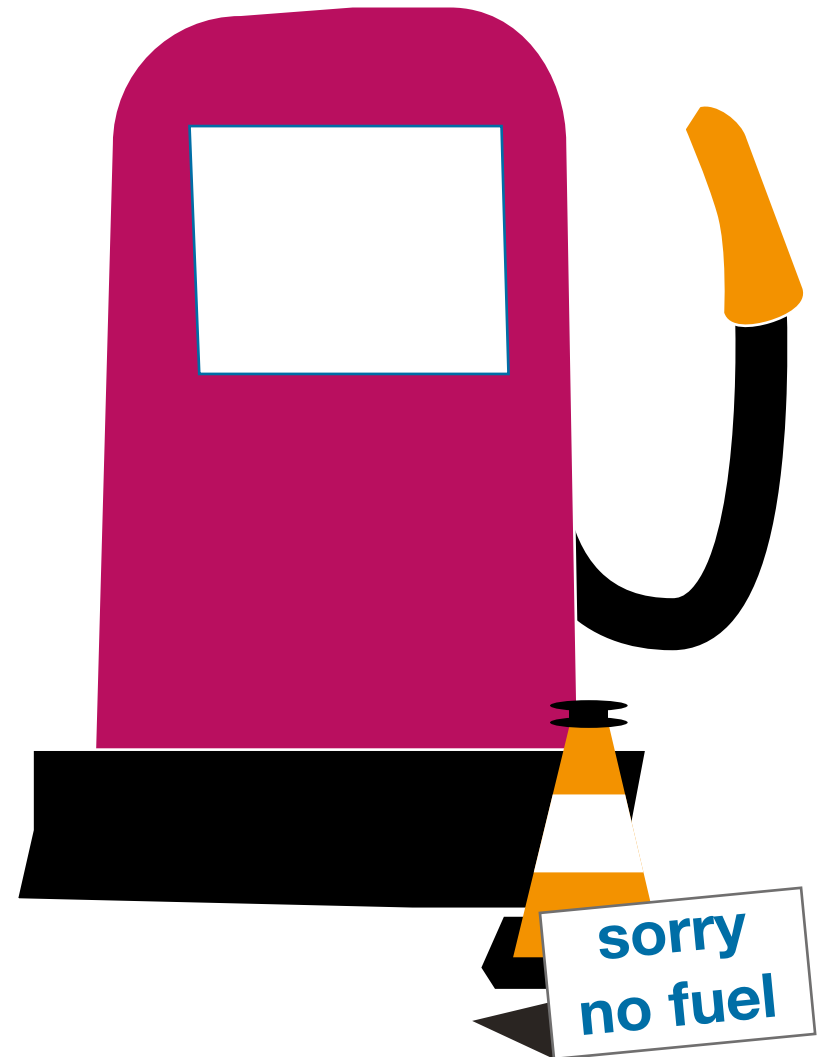
Your value proposition isn't hitting the mark...

This is sometimes a consequence of broader changes - the market has been changed by some bigger event - but most often it is to do with your **Marketing Mix**.

Sometimes known as the 4Ps of marketing, it was later extended to 7Ps to accommodate the differences between services and products. So what are they and how could they be affecting your ability to attract and serve your customers?



Play your part in **informing** your customers of what you have to **offer** or watch them go.



7 P'S OF MARKETING: WHAT ARE THEY AND HOW DO THEY AFFECT YOUR BUSINESS?



PRODUCT, PRICE, PLACE AND PROMOTION

1. Product

This relates to what you produce and sell, including the services you provide. It could be something you make or deliver by hand: food, massage therapy, yoga instruction or a virtual product sold online: courses, training, entertainment ,games. A service may still require your time = money trade off. Common problems may arise because:

- You haven't moved with the times and your offering has become a little out-dated
- You are underselling the value and benefits of your products or services
- You are not well-known for what you do - the modesty barrier

2. Price

Do you have a clear price list, even if you vary it for 'early-birds' or larger orders? How did you come at the pricing question? Finger in the air or thorough research of competitors and target customers? It's unlikely that you're charging 'too much' but we often undersell the value of what we do. Price is a big part of how we position our products and services against competitors...

3. Place

It could be a shop, an office or the back bedroom but wherever your business lives and you process orders and transactions, it needs to be easy to find you. Your website is an essential marketing tool and in many

cases will be the 'place' where you do business. Either way, do your hours of business actually fit in with customers lives? Consider your key customers and when they are free to search and buy. If you are closed/unresponsive expect them to move on. Technology enables you to be 'at work' at any time of the day or night. It enables your customer to shop 24/7...

- You are not easy to find online or offline
- You are not easy to buy from online or offline
- You are difficult to get time with or hold of
- Your customers can't pay you with the method they prefer (excluding shirt buttons)

4. Promotion

Not surprisingly, this will be the root cause, 9/10 times, of your declining customer base. You got so busy 'doing' you forgot to do any marketing. Sometimes, too, you haven't moved with the times and your website, branding, premises, etc. can look a little tired. Most often, though, is that they just haven't heard from you in... (insert number of months/years/millenia) and didn't know you were still in business. They certainly had no idea you were still interested in getting their business.

Unless you keep in touch with your customers and prospects, they will forget you. There is no such thing as customer loyalty any more. Yes, they still like you, but what's in it for them?

PEOPLE, PROCESS AND PHYSICAL EVIDENCE

1. People

People buy from people. I know, it's cliché, but consider the last time you bought something you hadn't planned to... because you just liked the person you were buying from.

The people in your business, including you, are your brand. You deliver upon the promise, uphold your values and express the personality and culture of the organisation. Or do you?

So, if you go back through customer feedback, including complaints, how well are you and your staff delivering customer service?

And, if you are planning to recruit, how carefully do you look at character as well as CVs?

2. Process

In the early days of your business you may have time to spare and can easily remember and act on all the emails, enquiries, phone calls, drop ins, etc. As you get busier, it gets harder to get through all those important tasks that keep the business - and your sales pipeline - ticking over, but they are as important as ever.

Getting your systems and processes in place early will save you a ton of time later on, when the volume of data and confusion over what has been dealt with and what is still hanging becomes overwhelming.

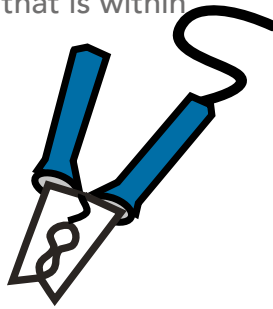
Researching and implementing the right systems - paper-based and software - as well as training your staff as you grow will prepare you for your busy future.

It's important to seek advice tailored to your business, sector and target markets.

3. Physical Evidence

This is the moment of truth. The consumption and enjoyment of your product or service. Is the customer happy? Did it meet their expectations? So many factors can influence customer satisfaction, including other things going on in their lives, and we can't control everything. But we can and must monitor and manage all that is within our control.

Often, the key lies here.



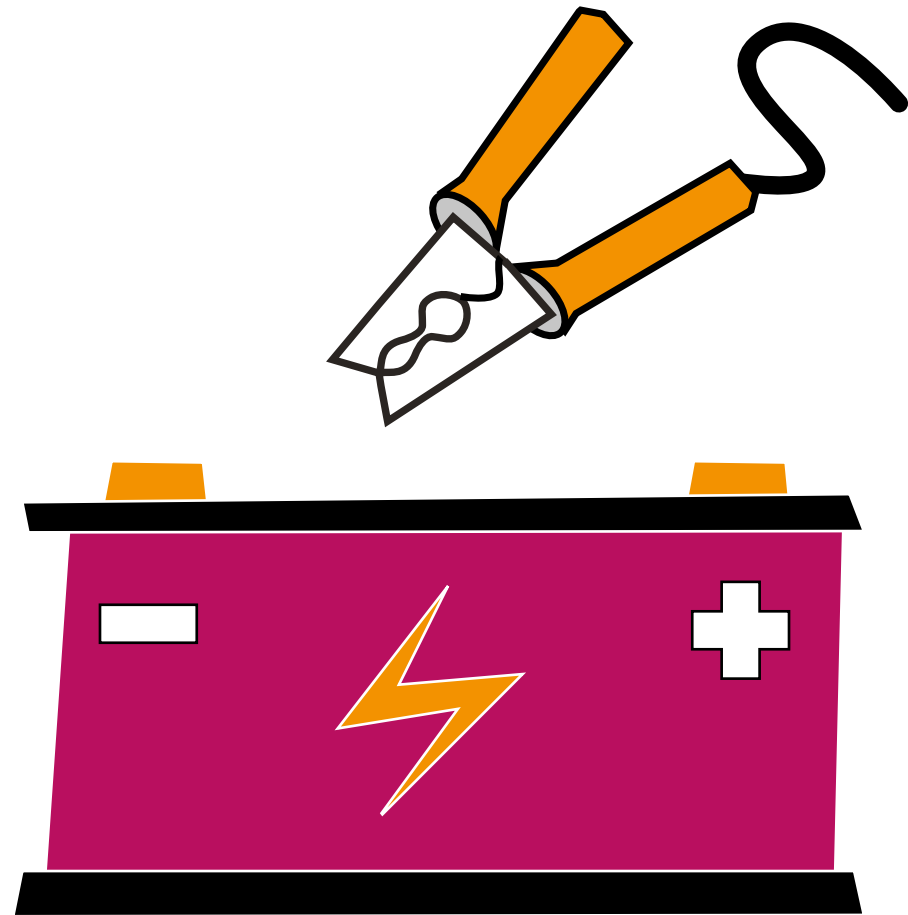
Tip

Your customers have never had it so good in terms of information about potential purchases. Play your part in educating and informing them, asking for their business and being interested in how they are getting on. Or alternatively, watch them go.

If you don't know what to say/write/show them, get in touch. Our Content Marketing workshops and online training are designed for times like these.

TURNOVER IS VANITY PROFIT IS SANITY CASH IS REALITY

Unless you have enough paying customers and money flowing through your business things can rapidly grind to a halt



POOR CASHFLOW IS HOLDING YOUR BUSINESS BACK FROM GROWING...

How quickly do your customers buy?

If you have ever looked at the company bank balance and wondered how you'll pay this month's bills, you are not alone.

Business Plans and financial projections are a valuable exercise, but they are often just that. A set of hypotheticals that if they come to pass will be magnificent.

Unless you have enough paying customers and money flowing through the business things can rapidly grind to a halt.

And when your business is just starting out, people seem to expect you to work for nothing.

Common causes:

- Prices too low and this squeezes profit margin
- Your real costs haven't been captured and allocated across business activities
- Credit terms are too generous - decrease your credit terms and keep on top of payment dates
- Negotiate longer credit terms with suppliers - pay within date but just in time
- Too much stock in hand - how can you manage it down
- Not enough demand - regular marketing and promotion is essential to keep the wheels turning, especially if your customers don't buy immediately



**Go back through your records
and map the journey for your
buyers**

VICTIM OF YOUR OWN SUCCESS?

Overwhelmed, stressed out and don't know what to tackle first?

You may already be at this point in your business, or still growing and putting planning and strategy off until you can see just around the corner.

Be warned, rapid growth and 'unexpected' success could affect you too. It's kind of a nice problem to have, until you're in the thick of it. If you get too busy and overwhelmed by the volume and variety of calls on your time and resources, that's a very stressful place to be. It can damage your reputation if you can't respond to enquiries in a timely manner. It can be even more damaging if current customers are suffering because of your lack of planning and availability.

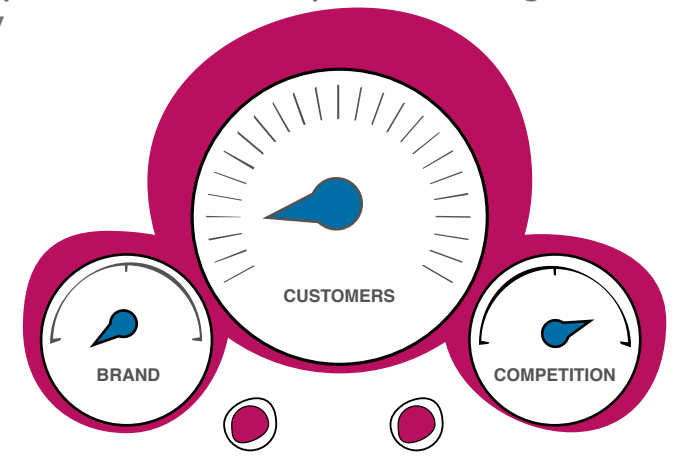
This is a problem with hands-on businesses where stock has to be made, services delivered in real time and still only 24 hours in the day. When you've only got one pair of hands making or doing, one mind and mouth serving, when do you spend time running your business?

However, you may have been in business for a while but have focussed too much time and resource on serving current customers, fulfilling orders and 'admin' and not enough time on marketing yourselves, promoting your brand names(s) and benefits.

You must NEVER be too busy for marketing. It grows the number of potential future customers, feeds the sales pipeline and ensures cash flow when your current order book / projects / commissions are complete.

Common causes:

- There is no real strategy in place so it's harder to anticipate demand and plan resources
- Money, time, materials and manpower are wasted because they aren't put where they're most needed, when they're needed
- Unable to drive increased or staggered demand at key milestones
- Key systems and processes are not in place to manage the customer journey



THE FUTURE OF MARKETING

The future of marketing is now dictated by technology.

Software rules, and unless you can up-skill and use it to promote and run your business you will be left behind.

There is a huge benefit to your business if you can find and implement the right software and hardware to help you design your internal processes, streamline your marketing, speed up your finances and manage your resources and stock levels.

Remember: **"Learners are earners"**.

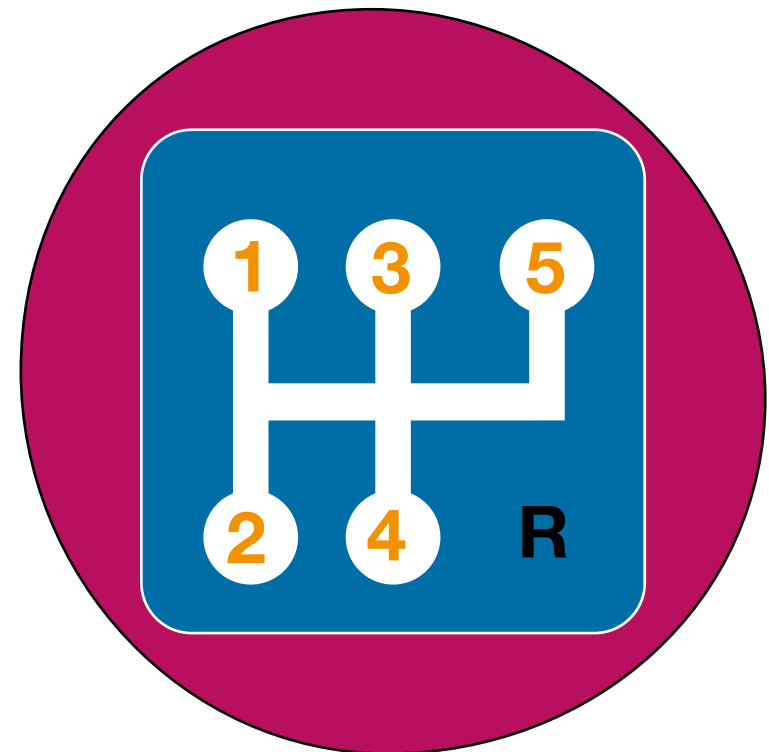
But time after time, I encounter business owners and marketers who are wary of technology and even the ancient office computer is an object of fear and loathing. Well, we can help and so can many others.

None of us was born knowing anything. As 'digital immigrants'* we didn't grow up with computers and technology and we have helped dozens of clients overcome their fear and see just what marketing, and marketing software can do for them.

There are trainers, courses and workshops in every city in every country across the world. Many colleges run short courses, many schools offer night classes and even universities will host events and masterclasses.

Alternatively, why not tap into our experience via the webinars and online training courses we offer on a wide range of marketing tactics,

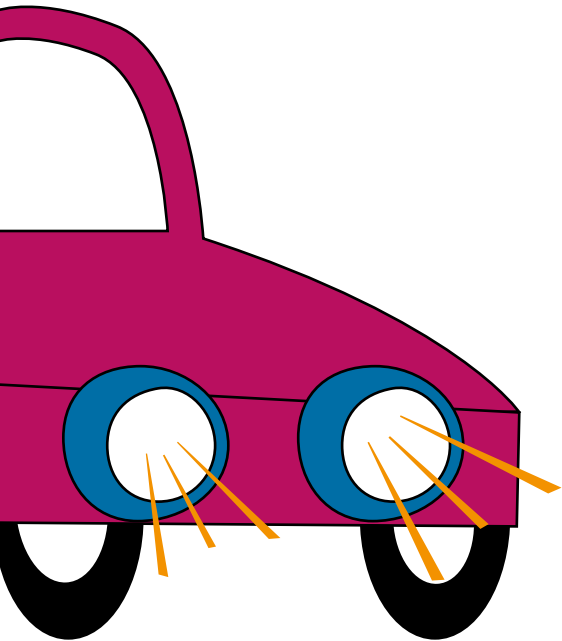
from traditional to digital and content marketing. We make learning 'user-friendly' and all our advice, tools and tactics are thoroughly road-tested - we've been doing this for years and our clients successes are the only 'awards' we are interested in.



IN THE LAND OF THE BLIND...

The one-eyed wo/man is king.

So, did your business pass its **MOT**?
We help companies of all shapes and sizes and in a wide range of industries to 'stay safe on the road' and **stay in business.**



We take time to get to know you really well. It's the only way we can be sure that the solutions we offer are the right ones, not just the first that spring to mind.

Need a little more fine tuning? Our marketing mechanics are here to help. Drop us a line or call the workshop



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