The Facts About Effective Marketing

Why Most Marketing – Including Websites - FAIL and How to Fix That Problem in Your Business

Why Most Marketing Fails

Effective marketing is comprised of two components – tactical marketing, and strategic marketing. Tactical refers to how marketing is delivered (i.e. email, ads, direct mail, web sites, etc.). Strategic refers to the message: What you say, how you say it, and who you say it to. Of the two, Strategic – the message - is the most important and should always be the foundation and driving force behind any and all marketing activities. If you don't hone your message first, you'll waist time and money on tactics that can't win.

Does This Sound Familiar?

Most businesses struggle with fundamental marketing challenges. They either fail to recognize these marketing fundamentals, don't have the resources and skill sets to implement them, or their efforts are flawed, further wasting resources and diminishing competitive effectiveness. The end result is always the same: Poor results, frustration, and precious resources wasted.

Where Businesses Go Wrong

1. Only about 10 percent of generated leads are 'now buyers' and the other 90 percent are elsewhere on the educational spectrum for making a buying decision. The near universal mistake businesses make is not having a method and system in place to 'cultivate' this category of leads so that when some of them are ready to make that buying decision, the relationship with the business is already established. This principle applies regardless of type, size, or category (product or service, B2B or B2C) of business.

2. Most businesses fail to either recognize, or act on appropriately, the seven customer touch points that provide potential lead flow. They are: Walk-in, call you, online ads, traditional ads, events and promotions, email, and websites. It is truly breathtaking to watch the results of a proactive marketing system in a small business (or any size business) that integrates capture from all touch points (followed by regular communication).

3. Most businesses don't reward customer loyalty, and therefore don't really build customer loyalty, further degrading ROI from the massive amounts they spend on initial customer acquisition. The result is a vicious pursuit of new customers coupled with a growing disappointment (or anger) towards the escalating costs of marketing.

4. Most businesses do not know how to use current technology effectively in their business (to be able to generate better results using existing resources). This is true in many operational areas, and not just limited to marketing efforts.

What Your Business Needs

From these challenges follows what we call the three pillars of effective marketing: 1) Lead capture; 2) On-going communication; and 3) Loyalty building through offers and incentives. In essence it's about implementing simple, scalable programs for lead capture, communication, and incentivization. And wherever possible, using relatively easy to use and inexpensive online solutions to automate as many of the tasks as possible to save you time and money while maximizing return on the cost and efforts of marketing.

Now Look at Your Website

Since your website is a method of delivering your message (tactical marketing), your site content – what you say and how you say it – is critical. And since your website is a touch point, you must use the opportunity to collect leads. To do this your website must be designed to effectively collect contact information. This follows from the three pillars of effective marketing – lead capture, on-going communication, and making offers and incentives to do business with you. Essentially this is an on-going process, and your website, plus additional online resources you manage, form the backbone of lead capture, communication, and incentivization system.

Avoid the Biggest Web Building Mistake

The least productive way to create or update a website (besides first not focusing on what to say and how to say it) is to create a design and then backfill it with content and navigation. Unfortunately, this is how most business websites are created. Ultimately it is a more time consuming, costly process, resulting in lots of changes, cost overruns, frustrations between client and programmer, and a "final" site that almost always is less effective (if effective at all) at lead capture and communication.

A Better Way to Build Your Website

The best way to build a website is to create a detailed web site plan first! A good plan will describe site organization, page-by-page objectives and content (i.e. what you say, visuals, call to actions, etc.) navigation, lead capture portals, and more. This process also helps influences the actual design (look and feel, colors, fonts, layout, etc). The idea is to agree on the web site plan first, *and then do the programming.* This will save you time, money, and give you a website that truly functions to meet your web site goals and business needs.

It's a simple idea… but it's rarely implemented. Why? Because most businesses don't know! They don't know about strategic and tactical marketing, the absolute need for lead capture and communication, how to build customer loyalty, or the fundamental requirement to build all of this into every aspect of their business.

Help for Your Business

We can help your business develop an effective marketing strategy that you can cost effectively implement.

Free Consultation

Contact The KLE Group for a free, confidential no obligation business consultation.
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