

Online Marketing Insider

Keeping You Up-To-Date On The Latest In Internet Marketing Strategies

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Marketing Tips

Develop a Unique Selling Proposition

If you don't already have a Unique Selling Proposition for your business, now is good time to create one. A USP tells the world what is significantly unique about your company and why they should do business with you..

A USP is different from a mission statement – it is a clear communication of exactly what your company does and what it represents. A USP is critical when defining your market and taking advantage of the opportunities your company has in the marketplace it occupies.

Here are some sample USP statements:

“John’s Cleaners & Laundry;
We stand for quality and the best service available in area.”

“DeNiro’s Carpet Cleaners - a Service without Equal, actors included!”

“Lily of the Valley - The Valley’s Better Butter - so fresh the cows haven’t missed it!”

We can help you create and develop a powerful USP that communicates the benefits of your product or services. Let’s get started today!

Are You Answering Your Customer's Questions?

Whether they are aware of it or not, your prospective customers all have the same questions in mind. And, in order to make sure they choose your products and services, you must successfully answer these simple questions.

What are they?

1. Why should I buy this?
2. Why should I buy this from you?
3. Why should I buy this from you now?

As simple as these questions may be, many business owners fail to answer them. Take a look at your company website and brochures – are you answering all three of these questions?

Question #1 – Why should I buy this?

The best way to answer this question is to describe the problem that your product or service solves. Let your customer know that you understand the situation they find themselves in and that you have the best solution to the problem. Be clear in your description.

Question #2 – Why should I buy this from you?

Once the prospect is sold on the idea that you have the solution they need, you must convince them that you are the best supplier of that solution. Make sure your customers are aware of your past successes with similar situations, your satisfaction guarantee and satisfied customer stories and testimonials. Build trust.

Question #3 – Why should I buy this from you now?

Give your customers a reason to buy from you right now – a special bonus, a discount or even a new customer gift. Be creative and they'll remember your business long after the sale. Now that you know what our customers are thinking, go back and take a

Call us today for a revealing Internet Marketing Strategy Session. We'll spend up to 45 minutes brainstorming ideas for innovative ways to integrate online & offline marketing, drive traffic to your websites, use email more effectively, and follow-up with customers.

Phase 3 Marketing Group (416) 858-5374

look at your website and | marketing materials. Do they answer your customer's questions?

Is Your Store Open 365 Days a Year?

If you've incorporate a website and autoresponder email system into your business, you can honestly say that your business is open 365 days a year! Can you imagine what that would do for your sales?

This can all be accomplished by creating an email marketing system that utilized a technology called an autoresponder.

An autoresponder gives you the ability to create a series of marketing messages that are sent out at specific intervals to all of the customers and/or prospects that you have on your email list.

This is very similar to direct mail campaigns that have been popular in the past, however this time instead of sending printed materials through the mail, you'll be sending digital materials over the Internet. Obviously sending digital files over the Internet is going to be a lot more cost effective!

One rule of thumb in direct mail campaigns is to contact your prospect a minimum of seven times. After that, the odds of them purchasing from you go way up. The key here is to provide high quality information that your customers are not getting from anyone else. This builds trust and sets you up as an authority on the subject.

Autoresponder services can totally automate this repetitive contact so once you've created at least seven effective marketing messages your work is done. The autoresponder takes over and continues to send your messages out to your customers and prospects.

There are many different autoresponder services available online or you can set up your own private autoresponder that runs on your server.

Let us help you decide which type of autoresponder service will work best for your business.

Google's Favorite Places

Is your business listed in Google Local Search? If not, now may be the perfect time.

Google has just introduced a new "Google's Favorite Places" program which started when they sent window stickers to 100,000 local businesses. The stickers are to be placed in the front windows of the business so customers can scan them with their smart phones and pull up reviews and coupons.

Wouldn't you like to be one of the first to have the new Google sticker?

The first step is to claim your listing with Google's Local Business Center. We can help you through that process – along with verifying that your business information is correct and enhancing your listing with photos, videos, comments and coupons.



Have you scheduled your FREE Internet Marketing Strategy Session yet?

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