



16 Tips to Grow your Business



16 Tips to Grow Your Business in 2021

INTRODUCTION

Have you been stuck in the same spot and are struggling to make your business boom?

Are you brimming with motivation to make 2021 your best year yet?

Do you want your business to merge into the fast lane and grow like never before?

Did we just hear a “Hell yes!” to all of the above?

Well then, we like you already. I think we will get along swimmingly.

And there is great news for you contained in the form of this e-book, filled with 16 practical tips to help you grow and market your business like a champion in 2021.

Yes, we said **practical**.

We don't like that unachievable, impossible-to-implement nonsense.

We like SPAM (and no, not that horrific canned meat. Seriously, who eats spam?).

We like Simple, Practical, Achievable and Measurable.

And that is exactly the kind of good stuff you will find throughout our 16 tips.

So if you were dreading another one of those e-books that try to convince you that you can develop superhuman powers and skyrocket to the top of the Fortune 500 list this year, then dread not and keep reading.

We are here to walk you through your year of growth by helping you with your goals, your customers, your business operations and how to market your business like a champion.

Happy Reading

A handwritten signature in blue ink that reads "Brendon". The signature is written in a cursive, flowing style.

BRENDON SINCLAIR

Chapter 1 – Goals

TIP 1: SET YOUR GOALS FOR THIS YEAR.

“Setting goals is the first step in turning the invisible into the visible.”
–Tony Robbins

Your goals are more than just a hopeful distant wish.

They are your vision. They drive your motivation. They determine the direction you take, the speed that you travel, and the stamina you can muster to make it over obstacles.

Your goals for 2021 and the amount of thought you put into them are super-duper important. If there’s one chapter you should meditate on, make it this one.

Clear your mind. Get your pen and paper ready. Throw on some meditation music. And put your footy boots on, because we’re about to get ready to kick some serious goals this year.



With goal-setting, there is only realism and plain stupidity. So if your New Year's Resolution is to eat a diet of only organic kale and slow-cooked quinoa, and build a rocket ship out of tin cans and fly it to Mars, then stop right there. Let's take a few steps back and keep it down to Earth.

A few helpful guidelines for setting your goals

As in every marketing situation, goals always need to be S M A R T.



DON'T DO THIS:

My goal is to make more money.

DO IT THE SMART WAY:

My goal is to double my sales within 12 months.

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DON'T DO THIS:

My goal is to get more customers.

DO IT THE SMART WAY:

My goal is to increase my loyal customer base by 10% each month for the next 12 months.

DON'T DO THIS:

My goal is to sell more products.

DO IT THE SMART WAY:

My goal is to extend my product line by adding a further 5 products to my range every month.

Having clear goals is the very first step on your road to success in 2018.

Think about where you want to be in a year's time. How big do you want your business to grow? How much money do you want to make? Or do you want to make enough money that you don't need to work as much?

Hone in on those thoughts, and transfer it into SMART words that you can plaster around your office/home/whatever.

When you're ready, put it into words, and get ready to commit to them.

MY GOALS FOR 2018 TO GROW MY BUSINESS ARE:

Goal #1:

Goal #2:

Goal #3:

TIP 2: DETERMINE YOUR PLAN OF ATTACK TO ACHIEVE YOUR GOALS

“When it is obvious that the goals cannot be reached, don't adjust the goals, adjust the action steps.”

– Confucius

You've kept reading. That means you've set your goals. Congratulations! You can now give yourself a pat on the back. You've already taken the most important step to making 2018 a killer year.

But the goal-setting is only just the beginning.

You know what you want.

The next big question is: how are you going to get what you want?

What's your strategy?

What's it going to take to make it?

Let's spend some time together to determine your plan of attack to achieve your 2018 goals. As my old mate Confucius said, your action steps get you to your goal. They may need to change over time, but the fact remains that there needs to be a plan in place to steer your ship towards the end goal.



So what should your plan of attack look like?

That's where some good solid marketing knowledge comes in, combined with your knowledge of the business's strengths, weaknesses, opportunities and threats.

Your plan needs to take into account what you are doing well, so that you can keep on doing that.

Right now, jot down three of the strongest aspects of your business:

Strength #1:

Strength #2:

Strength #3:

Your strengths are hugely important to your businesses success. Exploiting your strengths is how you stand out and differentiate yourself from your competitors. If your strength is being the top expert in your field, then awesome! Use that. Make it known. If you have the highest quality products, sweet! Keep the quality strong and never compromise. If your strength is in outstanding customer service, then well done. Outstanding customer service is on the brink of extinction, so we applaud you for that.

But every business has its weaknesses. And that's okay. Think of your weaknesses as room for improvement. You always need to review your business and target your weak spots, in order to turn them into a strength.

Jot down three of your weaknesses:

Weakness #1:

Weakness #2:

Weakness #3:

Maybe you suck at technology. Perhaps you lack people skills. Or maybe your business processes just aren't efficient and your operating costs are too high.

In the end, it's important that you shine the light on your weak spots. Only then can you do something about them. And something can always be done to improve your weaknesses.

The third aspect to consider when developing your plan is **opportunities**. Is there an untapped niche that you could tap into? Is there a new way of doing business that could work wonders for you? Do you want to extend your business and let it travel in a new direction?

This is where you need to unleash your entrepreneurial juices, and think about what other opportunities are out there that you could tap into and work into your growth plan.

What opportunities do you want to explore this year?

Opportunity #1:

Opportunity #2:

Opportunity #3:

With every mountain to climb, there is always a valley that can take you down. I'm talking about threats here, and every business faces them. Sometimes there's not much you can do about them. For example, if you are a tourism business, weather is always a threat and you can't stop Mother Nature from doing her thing.

But often times, you can be prepared for threats. It's called contingency planning.

And threats can come in various forms: political, economic, social, technological, legal and environmental.

But let's not get too stuck into focusing on threats – because naturally every business faces a majority of the same ones. But it's always a good idea to have a think about them and devise strategies to alleviate the consequences that threats can bring.

Now that you have a good solid understanding of what your business is great and not so great at, as well any opportunities and threats, you are ready to devise your plan for world domination. I mean, your plan to shoot and score your 2018 goals.

Some practical guidelines:

Your plan needs to contain every step you will take.

You want to double your sales this year?

Great. So, you need to have a well-thought out marketing schedule for the year to drive sales. What marketing activities will you engage in each month?

Your plan needs to be actionable.

There is no use having a plan that you can't implement, or that you don't know how to implement. If you decide to run a Google Adwords campaign, but don't know how to do it, then make sure you have somebody who can do it for you. Obvious, but still important to mention.

Your plan needs to capitalise on those strengths of yours.

One of the biggest things we preach at Tailored Media is that if something works, do it. If it doesn't work, don't do it. Make sure your plan is exploiting the hell out of what makes your business so great.

Your plan needs to tackle those weaknesses.

Sort 'em out. Don't sweep them under the rug. If you are not good with technology, either learn how to use it, or hire someone who can. If you lack people skills, learn them, or get someone else who possesses them. If your business isn't efficient and your costs are high and you don't know how to improve, consult an expert to review your processes and improve them.

Your plan can look like however you want it to look. It could be a picture, it could be an essay, or it could be a to-do list. Whatever it is, make sure you can follow it.

As you move through with your plan, if you don't seem to be getting closer to your goals, then come back and alter your action steps. But never, ever alter your goals. You can get there. We believe in you!

TIP 3: STAY ACCOUNTABLE TO SOMEONE OR SOMETHING.

"A plan is useless if you do nothing with it."

-Me, just now.

It's amazing how motivating it is when you have someone to stay accountable to. Someone who will give you that little extra push that you need. Someone who encourages you to keep on keeping on.

Sometimes, as humans, we may start to slide and lose focus on what is important. The person who you stay accountable to will be the person to tell you when you're being an idiot and losing sight of your goals.



I tried quitting sugar once. Dumb idea, I know. Who can live the rest of their days without Baskin Robbins, salted-caramel brownies, and chocolate-smothered-everything?

But I set my mind to it, and by some heavenly miracle I managed to make it through the 8-week sugar detox challenge, and the horrid sugar withdrawals that came with it.

The fact that the day after my 8-week detox finished I ate Baskin Robbins, a salted-caramel brownie, and chocolate matters not for this story.

The point is I had a goal. I had an 8-week plan to follow. But all of the above would not have happened if I didn't have someone helping me and keeping me accountable for my horrid sugar-quitting journey.

It is a super basic tip, but it can make a world of difference to have someone motivating you and keeping you on track.

Whether it is your business partner/spouse/relative/homeless guy down the street, make sure you have somebody there who knows your plan, and will keep you accountable for it.

If you're riding solo, or you would rather do it differently, stay accountable to something.

We at Tailored Media use an online program called Basecamp.

It's a game-changer.

We are able to plan our weeks down to the nitty-gritty, set deadlines, and have automatic emails that remind us when we need to get our stuff done by.

And our whole team is able to see what each of us is up to.

It stops us from brushing aside those important jobs that we either forget, or don't want to do.

And from a business perspective, it makes us incredibly efficient and effective in the way we do work and get things done.

Accountability, **it works wonders I tell you!**

Find that person to push you along, or figure out a way to string yourself along so you are always focused on what is important and you are always working towards your goals.

Chapter 2 – Customers

TIP 4: LEARN FROM YOUR CUSTOMERS HOW YOU CAN IMPROVE YOUR BUSINESS

“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”
–Peter Drucker

More often than not, the best thing you can do in business is to simply ask your customers what they want, listen to their answers, and take it on board.

That’s what marketing is all about. Finding the customer’s needs and wants, and satisfying those needs and wants.

We recommend conducting regular surveys throughout the year so you can fully understand your customers, and continually delight them by adjusting your business to give them the best possible experience.

There’s a number of ways you can learn from customers.

The first way is obvious: just ask.

You can ask them in person, through an email survey, phone survey or online.



Whatever it is, rest assured that your customers actually appreciate being asked their opinions. It means you care. It means they can have a voice.

Offering an incentive is always a great way to encourage as much participation as possible. The more customers you engage with a survey, the more accurate and helpful the results.

The second way is a little more subtle: watch and learn.

Observe your customers. Put yourself in their shoes. What aspects of your business might be letting them down? Is there anything that needs some improvement? What is doing remarkably well? Where might their expectations be different from reality?

Looking at your business objectively can help you see things that you didn't see before. Putting things into perspective from your customers' point of view is a smart way to figure out how you can better serve them. Serving them in the best way you possibly can is of your best interest, and is one of the best ways you can make your business boom this year.

TIP 5: START TRYING NEW WAYS TO GIVE YOUR CUSTOMERS A REMARKABLE EXPERIENCE THAT OUTSHINES YOUR COMPETITORS

"A satisfied customer is the best business strategy of all."

– Michael LeBoeuf

Finding out what your customers want, and giving them just that is great. Really great.

Surprising them takes your business to a **whole new level**.

The happiest and loudest customers of all are those whose experience has skyrocketed right past their expectations. By loudest, we mean they will be raving about you online. They will sing your praise from the rooftops. They will offer you their first-born child as a token of their overpowering appreciation.

Okay, maybe not that far.

But the element of surprise is incredibly effective for giving your customers a remarkable experience.

Just to be clear, although freebies are often a great surprise, it doesn't necessarily have to be that.

It could simply be trying something new that they probably haven't experienced before with any other similar businesses.

Here's a few examples that would work a charm:

- If your customers sit in chairs while on your business premises for a while, think about adding some massage chairs/swings/hammocks/something out of the ordinary to rest their derrière. Give them an experience that stands out.
- When you gain a new customer, do something special for them so they remember you whether it's giving them a card, sending them a thank you email, or singing them a song. Whatever it is, make it personal. Customers don't forget unique experiences.



- Look out for things that your customers may need that you can help with. For example, if a customer stops by your coffee shop while walking their dog, try getting a bowl and filling it up with water for the dog. Chances are, that customer will swing by every morning during dog-walking hour.

Some practical advice

What businesses do you look up to in your industry? Who impresses you and gives you a remarkable experience as a customer? If you could be like any business in your field, what business would that be?

Whatever the answer is to those questions, there is a pretty good chance they are doing something spectacular that every other business isn't doing.

Let that be your benchmark.

You don't need to reinvent the wheel to be successful.

You just need to know what is out there that is giving customers an amazing experience, and put your own personal spin on it.

Be like your benchmarks, surprise your customers, and soar above your mediocre competitors.

TIP 6: GET PERSONAL WITH YOUR CUSTOMERS.

“We must establish a personal connection with each other. Connection before content. Without relatedness, no work can occur.”

– Peter Block, 1940

It is not enough to just create great products/services/content/stuff for your customers.

If you want them to keep coming back, you need to connect with your customers on a personal level.

If you are a small business, the first thing you should do is **know your customers’ names**. Greet them and treat them like a friend. Get on a personal level.

It’s something that not many businesses do. And the businesses that get on a personal level have incredible customer retention and loyalty.

Being personal isn’t just about making customers feel welcome, it’s about building trust. Knowing your customers and personally connecting with them is a surefire way to boost your relationship and develop a trusting relationship.

Think about hairdressers: a good hairdresser can spruce up a hairdo.



A fantastic hairdresser will:

- Always know your name
- Make the effort to get to know you, and remember details about your life every time you visit
- Communicate effectively to meet your hair-sprucing needs
- Treat you like a friend.

However, hairdressers have the advantage of spending a good few hours getting to know their customers.

Maybe you only have five minutes with your customers. The bare minimum you should do in this case is: know their name, learn three things about them (especially kids/partner/their work), and always find out how they are going.

Something that works amazingly well is knowing your customer's birthdays. How many businesses do you know that send you a happy birthday email or card?

The answer is either very few, or more than likely none.



So here is something you could add to your to-do list to make a personal connection with your customers.

- Find out their birthdays
- Get their email addresses
- Send them a personal email on their birthday, and give them a little token of your appreciation for having them as a customer (eg. voucher).

Side note: I would never say no to a bottle of wine on my birthday. Just sayin' ;-)

Chapter 3 – Efficiency

TIP 7: BE MORE EFFICIENT AND KEEP YOUR COSTS LOW

“Productivity and efficiency can only be achieved step by step with sustained hard work, relentless attention to details and insistence on the highest quality standards and performance”
– J. R. D. Tata

There are two ways to increase your profit margin.

The first way is to increase your sales.

But I’m sure you already knew this. Sell more stuff and make more big bucks. Pretty obvious.

The second way is to reduce your costs.

If you have studied business, you would also be familiar with this.

It doesn’t matter how much you are selling, if your costs are too high then your profit margin will always be dismal.



There are several aspects of your business that you can focus on to reduce costs: materials, technology, operations and human resources.

For the love of God, if your business still has to type in the barcode of every item at the point of sale, then please upgrade your technology.

There is nothing worse than waiting in a long line because somebody hasn't decided to upgrade their archaic technology that is probably older than dinosaurs, especially when there is no line at the shop next door.

The easiest way to figure out where you can save money is by having a look at your balance sheet and seeing where all your expenses are going. Maybe you are spending way too much money on marketing and you don't seem to be reaping the rewards you were expecting.

We once had a client who would spend \$50,000 a year on Yellow Pages advertising.

He wasn't happy with the results. He gave us a call.

He went from \$50,000 to \$15,000 with us, and his sales exploded. And he got to keep \$35,000 in his pocket.

Lower budget yet more sales? Yeah, that's how we like to market.

Have a think about where your business might be chewing up too much of your money. If you can make that area of your business more efficient and lower the expense, that's more money for your piggy bank.

TIP 8: DON'T JUST BE EFFICIENT... BE EFFECTIVE.

Efficiency is doing things right; effectiveness is doing the right things.

– Peter Drucker

There is one very classic business management mistake that most owners find themselves struggling with.

It's not separating what is **important** from what is **urgent**.

It's the difference between winning a fight and winning a war.

It's continually saying "once I get through *[insert menial task]*, I will finally start doing *[thing that will actually help my business prosper]*".



There's important stuff

There's stuff in business that's important for your business in the long-term, for example:

- Strategic reviews
- Looking at the big picture
- Implementing strategies for long term growth.

Then there's urgent stuff

This can be anything from:

- Proofing that ad
- Writing that report
- Having that meeting.

Stop blurring the line that separates the two.

The mistake is thinking urgent stuff is important stuff. It's almost never important stuff. But it is stuff that stops you doing the important stuff.

And once you stop doing the important stuff, your business starts to fail.

Don't confuse urgent stuff with important stuff. They're not the same.

Therefore, being efficient isn't always the key to helping your business grow. Being efficient and being effective by focusing on what is important is the key.

So have a think about how you are spending your time.
Make a list or what is urgent, and what is important.

IMPORTANT	URGENT

Once you have made your list, always keep that line dividing the two there.

Keep your eyes and your focus on getting those important things done.

Chapter 4 – Market Your Business Like A Champion

TIP 9: IF YOU DON'T HAVE A DATABASE WITH YOUR CUSTOMER'S INFORMATION, MAKE ONE.

“Existing customers are 3 times (or more) likely to buy from you”

– Fact

We have said it before and we will say it again: there is no better way to market to your customers than to have a database with their information.

The name and contact details of each and every customer is absolutely vital. If you don't have them, then get them.

Stop reading and make a list. RIGHT NOW! It's that important.

Okay, you've kept reading...that's great that you have your customer's contact details. Now, give yourself an extra pat on the back if you have a history of what they purchased. Kiss yourself if you have the customer's personal details – such as children's names, their birthday, favourite football team etc. on file.

There is not a business alive that wouldn't benefit, and benefit big-time, by having a customer database.



Perfect target market

There is no more perfect target market for you than your own customers.

Here's a neat example:

We did some work a while back for a telemarketing company. This company would ring you up (usually just as you sat down to dinner!) and try to sell you a cheap holiday.

The way they operated was basically to pick up a phone, open the phone book at any page and start dialing.

It was a terribly ineffective way to do business. They might be trying to sell a holiday on the Coast to a 105 year-old man confined to his house. And I'm sure they would have on more than one occasion.

If this telemarketing company could get hold of people who represented their target market then they'd make a lot more sales. It makes sense.

Here's what we did:

- We rang the resort they were trying to sell holidays for and asked them to provide the names and telephone numbers of their previous guests
- The telemarketing company used that list to sell a repeat holiday at that resort.

As you might imagine, the conversion rates went through the roof.

- Your customer wants to feel special
- Your customer wants to be kept informed
- Your customer wants to feel appreciated.

The number one reason customers stop dealing with a business is because they don't feel appreciated. Not because of bad service. Not because of high prices. Not because of poor products. But because they don't feel loved.

When someone buys from you, the least you can do is say “Thanks for supporting my business.”

Start a process today where you collect and organise a database of information of every customer who walks through your door. Send them a personal note saying:

“Thanks so much for coming into the store and buying that wide screen TV/chair/computer/ whatever. It’s a quality item backed by our 10 year guarantee. We’re here to give you the best products at the best price with the best service – we appreciate you giving us a try. Thanks again.”

That would be successful for one very good reason: **Nobody does it.** I cannot remember the last time I received surprising service. Can you?

Making a database means you can stay in contact, keep a record of important information, and you can directly promote your business to your existing customers. **It’s a no brainer** – yet we know of hardly any businesses who bother to do it.

Now do your business a favour this year and get cracking on utilising your customer database!



TIP 10: SEND E-NEWSLETTERS AND GAIN MORE SUBSCRIBERS

“66% of consumers have made a purchase online as a direct result of an email marketing message”

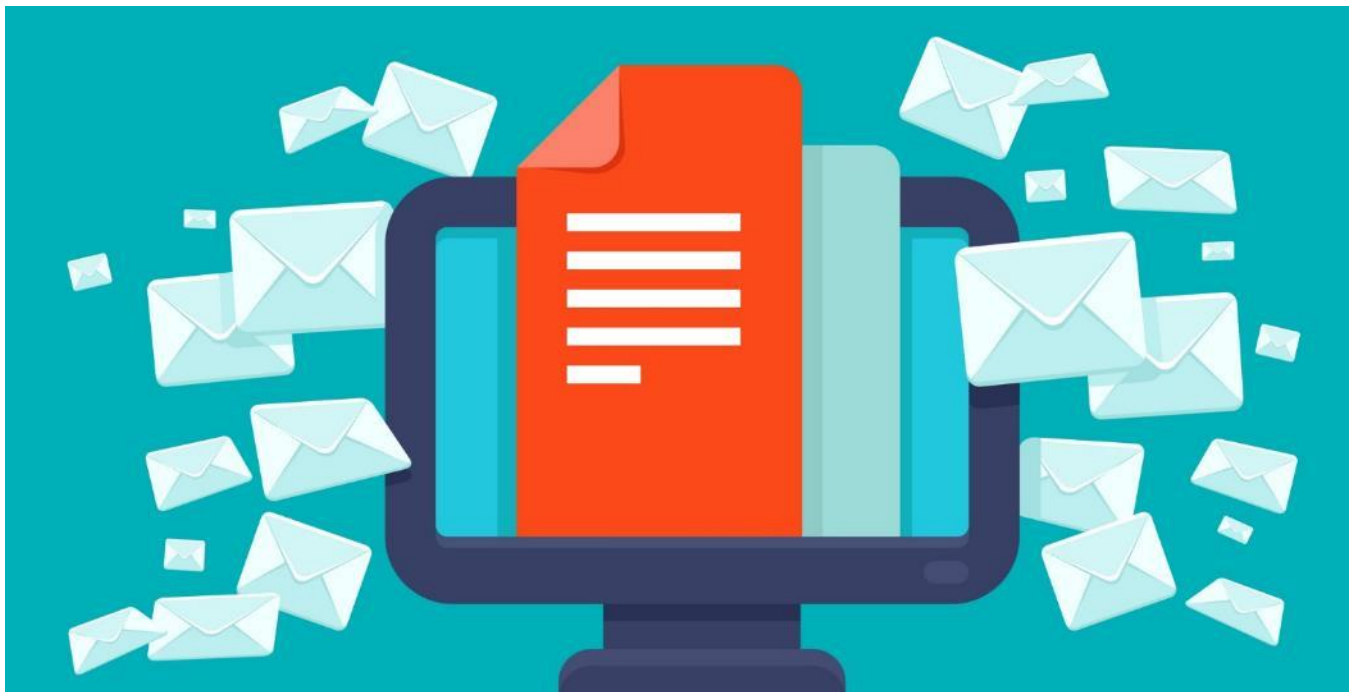
– Direct Marketing Association, 2013

Staying in contact with your customers through email marketing is the easiest, cheapest and most effective marketing tool. It works incredibly well *when it is done right*.

And the statistics back us up: **for every \$1 spent on email marketing, the average return on investment is \$44.25.**

That means spending \$100 per month on email marketing has the potential to generate you \$4425 in sales.

And we see it with all of our clients at Tailored Media. When looking at Google Analytics, there is a spike in website visits and conversions **every single time we send out a newsletter.**



It's non-invasive (because people sign up to receive your newsletter), and it works beautifully when your e-newsletters are these three things:

- Informative with something to offer
- Interesting and entertaining
- Timely – sent at the right time (but not too often so it becomes annoying inbox spam).

Nobody wants to read boring bull-dust, so we stress that the most important part of newsletters are **keeping them engaging and having something of worth to tell/offer to your customers.**

Do the above, and your website visits and sales will soar, and your business will surely reap the benefits.

However, in order to make the most out of your email newsletters, you need to have a big database of subscribers. There are endless ways to do this, however a few simple tips that work amazingly for us are:

1. **Promotions** – offer an incentive to sign up to your e-newsletter such as a voucher/freebie/discount
2. **Use pop-up boxes** – often you will notice that when you visit a website, there will be a pop-up box prompting you to sign up for their e-newsletter. It works a charm every time. Especially when using a promotion incentive in the pop-up box.
3. **Use side-bar subscription boxes** – and use them throughout your website. In order for these to work, they need to be attention grabbing and have a call to action like “sign up to receive emails about our promotions and news etc.”
4. **Promote the crap out of your e-newsletter outside your website** – use your social media platforms and have sign-up forms in your shop.
5. **Use MailChimp** – it's what we use, and it helps us easily design, manage, send and track newsletters.

If we haven't already given you enough reasons to use e-newsletters to grow your business this year, then please give us a call. You don't want to miss this.

TIP 11: UPDATE YOUR WEBSITE, REGULARLY.

“Search engine marketing and search engine optimization are critically important to online businesses. You can spend every penny you have on a website, but it will all be for nothing if nobody knows your site is there.”

– Marc Ostrofsky

Your website is your online stamp. It's one big and very effective permanent advertisement. It's your virtual business quarters. And it's really bloody important.

Think of your website as a baby's nappy: it needs to be regularly checked, and if you don't keep it updated and fresh, it's gonna stink and nobody will go near it.

Your website should be engaging, informative and ever-changing.

If it remains stagnant 365 days a year, nobody will visit it. Google won't rank it high. And it will be a waste of your money and of your website's potential (which is, by the way, **huge**).

So without narking on about how important your website is, here are five things you should do to keep it fresh, relevant, and effective:

1. **Update your website design:** It needs to look modern, load fast, and have information in the right places in order to generate leads.
2. **Have a blog:** Blogs are not only a source of information, but the regular fresh content works SEO wonders, and your website will be a million times more likely rank on page 1 of Google.
3. **Make sure you are always offering something new on your website:** Your regular customers will check your website (especially if you are sending them e-newsletters). But they won't stay there for long if there is nothing new to see. Give them a reason to stick around.

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4. **Use videos:** Videos are engaging, they increase sales conversions, they keep customers on your website for an average of 90 seconds longer, and if you have a video on your landing page Google is 50x more likely to rank your website on page 1.
5. **Embed your social media feed:** By having your Facebook/Instagram/Twitter feed embedded onto your website, it will be automatically updated every time you post on your social media. And it helps direct more customers to follow your social media. So use them together to help each other.

Now go change your nappy (I mean website)!



TIP 12: GET SOCIAL ON SOCIAL MEDIA

“Because if you didn’t post it, it didn’t happen.”

– Every teenager, ever

Social media is the wheel of the modern world, without it no-one would get anywhere and we’d all have to sit at home and talk to one another on Saturday night.

Although it’s only a baby in terms of Internet shelf-life, social media is one of the most lucrative marketing tools available to you and your business.

The good news is, it’s fun and it’s free. The bad news is, you may never put down your iPhone again.

With new social media platforms springing up on the regular, there is no shortage of ways to get your business in front of your customers and no excuse for not being involved.

Wordy? Try Twitter. Pictures more your style? Give Instagram a try. Love the sound of your own voice? Periscope could be for you. The possibilities are literally endless.



Why it's important

Not only does social media get your brand in front of many, many people (provided you do it right) on a daily basis, it also gives you the opportunity to put the boring business bulls#*t aside and (shock, horror) BE SOCIAL.

You get to interact with your customers in real time and show them a side of your personality they may not have seen before.

It's also an opportunity to respond to customer queries, preview new products and interact with other brands and potential customers.

Social media as social proof

Having a social media profile (or three) provides social proof of your credibility as a business. It allows people to see you interacting with your customers and gives them an idea of the kind of organisation you're running.

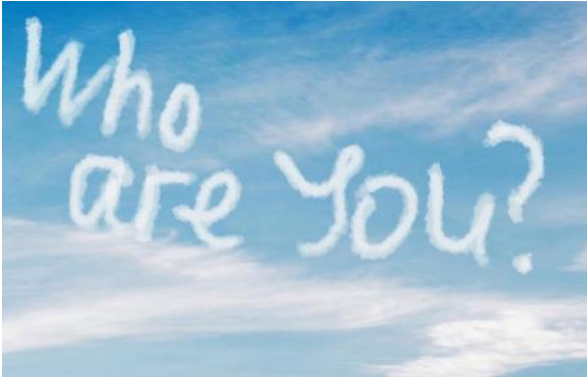
Having high social media numbers shows people that your content is worth reading or your business worth following, thus providing proof that your products or services are of a high standard.

Including social media widgets on your website is important for this exact reason. It shows those who visit your website that you're popular and as we know, people follow what others are doing, so they'll want to get in on the action.

Now go and be social, and invite the internet realm to get to know who you are. Hone in on your social media tribe, and you will be amazed at how your business can grow through spreading awareness and engaging with your customers.

TIP 13: DETERMINE YOUR BRAND MESSAGE AND PUMP IT OUT

If you have been in business for a long time, there is a good chance you've developed a solid brand message.



Nevertheless, this will remain just as important for you as it is for a new business.

Your brand message is your story, your identity, and your ultimate selling point.

Your brand should always carry the same precise message that targets your best customers and resonates with your audience.

It needs to be relevant. It needs to be articulate. It needs to stand out.

It needs to focus on your strengths in order to differentiate you from your competitors.

And it needs to be consistent!

In order for your message to stick in the minds of customers, you need to keep your message the same. The more repetitive the message, the more likely customers will remember what you are all about.

Your message needs to stay consistent in your advertising, your PR, your social media, and in the internal marketing of your business.

So think about your strengths again. What makes you stand out? How is your business helping to solve your customers' problems? Why choose you over someone else?

Think about it. Hone in on your strengths. Carve out your message. And stick to it, Stanley!

For example, one of Tailored Media's clients is fisiocrem - a product that provides relief for muscular aches and pains.

It seems like it could be a bit of a boring product to market, and there's a lot of them out there.



Not when Tailored Media’s Olympic gold medal winner Jo Clark is your marketing manager.

Since working with fisiocrem, Jo has developed a brilliant brand message that resonates with target communities.

It’s not centered simply on the obvious message of “pain relief”. She’s carved out the message of “Move Freely, Move Naturally. Don’t let aches and pains stop you.”

She has turned *fisiocrem* from just a pain relief product, to a brand that inspires people to live a better, healthier, and more pain-free life. She’s managed to partner fisiocrem with key communities like Running Mums Australia, who have embraced the philosophy of *fisiocrem*.

fisiocrem is now a leader among the muscular pain-relief competitors, and spends a fraction on marketing as what its competitors do.

That is the power of a good brand message, and pumping it out.

TIP 14: TRACK YOUR RESULTS

“If you can’t measure it, you can’t improve it”

– Peter Drucker

If you’re not tracking your marketing results, you could be doing **everything** wrong.

No matter what form of marketing tactics you are using, they are no good unless you know they work.

And that’s exactly what data tells you: what works, what doesn’t, and where you should be spending your marketing dollars.

You need to:

- Measure the response to every marketing technique you implement
- Measure the number of enquiries it generates
- Measure the number of sales it pulls in.

We cannot tell you how many clients we have saved thousands upon thousands of dollars for just by measuring their marketing results.



We have had another client who spent a ton of money on Yellow Pages advertising. We did a survey of his customers to see how they found out about the business. Most of them said they saw the sign.

We made the sign bigger and did some more localised signage marketing (which cost a lot less than Yellow Pages) and his sales boomed.

Now that is smart marketing. Spending less, and making more.

Your marketing shouldn't be seen as an expense **when it works**.

And that's why you need to put on your analytics hat and track your results.

Did you know that Google Analytics tells you:

- Where most of your website visits are coming from (SEO, Adwords, Facebook, organic search, e-newsletters)
- Which online campaigns are driving the most visits and sales conversions
- What region your best customers are located in
- What customers are searching for on your website
- Which pages are doing well, and which pages aren't
- What is causing people to abandon the shopping cart
- And a million other useful things.

Whenever we do marketing for our clients, we always track it and measure campaign performances.

How else can you know if you are getting your money's worth?

TIP 15: DO SOMETHING NEWSWORTHY AND GET YOUR NAME OUT THERE IN THE MEDIA

Public Relations is absolutely spot on when creating brand awareness and positioning yourself as an expert in your field.

Appearing in the media gives you credibility, it shows your current customers they've made the right choice in working with you and it shows potential customers you can be trusted to do a good job.

As the saying goes, "all publicity is good publicity" and while this is true to an extent, it's definitely your best bet to be in control of the information the media is receiving about your business and the best way to do that is to pitch them the stories that make you and your business look good.

How to get publicity

Getting publicity is about two things:

1. Creating relationships
2. Being newsworthy

Creating relationships does not mean going hell for leather sending emails to every journalist in Australia in the hope that someone will post your story somewhere...anywhere.

What it does mean is researching publications that have an interest in the topic you're pitching. They may have written articles on a similar topic previously or the publication might have a regular page you can slot into.

No matter what, write a unique email to each publication you pitch to introducing yourself and your business (briefly) and letting them know you have an article you think would be of interest to their readers based on *such and such article* you read on *whatever date*.

NO BULK SENDOUTS ALLOWED.

Give a BRIEF overview of the article, in dot points if possible, in the body of the email and attach a press release.

Follow up in a week or so with each journalist.

Being newsworthy relates to the above point about sending relevant information to relevant journalists but more importantly means following the news and finding ways your business or brand story relates to topical news stories.

For example, foreign workers has been a hotly debated topic in the news over the past few months and Tailored's client *Family Clean* hires only foreign workers due to a lack of interest from Australians.

We pitched this angle and got coverage on the Channel 10 news. Winner!



What publicity will do for your business

As mentioned above, publicity will position you as both a consummate professional and a legitimate legend in your field.

Above all other forms of marketing your business to gain credibility and trust, media coverage still remains at the top of the list.

Those who see the coverage will have your business top of mind next time they need your product or service and your current customers are more likely to recommend you.

Make 2018 the year your business invests some time into PR, it's a great way to get your business out there AND it doesn't have to cost the world.

TIP 16: DON'T HOLD BACK

“If you risk nothing, then you risk everything.”

–Geena Davis

You are entirely unique. That means your business, your marketing and the way you interact with your customers is too.

Keep this in mind when implementing these tips or any others you come across and always add your own spin on whatever you do.

Remember, there is no such thing as failure, only learning opportunities.

Therefore, don't hold back from implementing these tips – you will only grow as much as the risks that you are willing to take.

And, of course, we are here to help you every step of the way. After all, we are experts in all things marketing and making your business grow like never before.



Grow your business in 2018

So they're our 16 tips to grow your business in 2018.

We can't wait to hear how your business grows this year, and do give us a ring if you would like a chat.

About Tailored Media

Established in 1999, Tailored Media has a long history of providing effective marketing for a large range of companies and businesses. We've marketed public companies, national chains, major events and much more.

After almost 20 years in business (yes, time flies when you're having fun!) our team now includes experts in an array of areas.

Our team works with hundreds of clients across the country who each have completely unique marketing needs. When you partner with us we don't just look at the services we offer and then pick a few we think we can sell to you. We look at your business, talk to you about your goals and then design a unique strategy for you.

Our chief guy and founder of Tailored Media, Brendon Sinclair, is the author of one of the most profitable business books by an Australian author, he had an ABC radio show, a marketing newsletter with 250,000 subscribers and he speaks to University groups, Business groups and Conferences – and he's owned hugely successful retail businesses. *Phew!*

The value our team provides stems from three main areas:

- Experience – we've been marketing for sixteen years
- Data Driven – it's all about return on investment
- Partnership Model – we work with you for best value.

You see, we believe there is no point in trying to convince people to be our client – tricking them, kidding them, conning them or “selling” them. **It can never end well.** It's hard, it's time-consuming and it's not fun... for either of us.

It never lasts and it doesn't generate 'surprise or delight' or value to the point where people can't stop talking about it.

Our only measurement is...

Will people miss us when we're gone?

CONTACT US

07 5534 1228

www.tailoredmedia.com.au

team@tailoredmedia.com.au