

Marketing production line

As a business owner or the person responsible for the growth and sustainability of an organisation there is so much to be considered. And increasingly you can feel like you need to replicate yourself and be in half a dozen places at once. How can you deliver the products and services to your customers AND ensure you are bringing in new leads, sales and opportunities *and* engaging with your existing customers? It's a lot to do, and with the ever changing face of marketing what is the best course of action for your business?

How can you be busy running your business AND make this happen?

With my marketing production line I've helped businesses from sole traders and SME's through to large organisations in a diverse range of industries and sectors to do just that;

- Gain new business.
- Engage effectively with existing customers (So they buy more, more often!)
- Keep on people's radar
- Get known as the thought leader in their industry
- Get in the media
- Gain new opportunities
- Sell new products and break into new industries.

To say the possibilities are quite endless is an understatement. For myself included I've been able to utilise an effective marketing strategy to;

- Grow my business
 - Gain New customers
 - Ensure customers come back – Upselling and Side selling too without doing any selling!
 - Gain new opportunities
 - Get on TV, on Radio and in the national press,
 - Visit the Home Office and pose a question to the Home Secretary
 - And even have Stephen Fry say I'm a good Writer.
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And half of the time I was able to be busy elsewhere either looking after my clients or on holiday or busy elsewhere. How cool is that? And better still is that with the Marketing Production Line I would like to help you achieve similar. It's about helping you get the results in your business. I can't guarantee media attention and a Stephen Fry mention, however with the proven tools in this strategy you could be growing your business too in the ways you want to.

This course is broken down into 5 modules, ideally you will work through each module in order, however if you are up against the clock and need an injection of ideas now then jump in when and where you wish to. However, please do head back to the start to work on each module to really get the true benefits of the Marketing Production Line. Let's get started.

Module 1 – What works

Module 2 – 8 to 10 Tools

Module 3 – Who do you say what to?

Module 4 – Cure your marketing woes

Module 5 – Actions & Homework

Module 1 – What works?

When I work with a new client who tells me they are looking to increase sales. The first question is by how much? It's no good saying that you want to increase sales, unless you know by how much. So the first exercise you need to do is a numbers game.

Exercise 1 – The Numbers Game;

1. So to grow your business it may seem an obvious given however what are your current sales? To grow your business, you need to know what you are currently selling, and not just this month, every month, and not just this year, month on month, year on year. What trends are you spotting? Is there a correlation between December this year and December last year? Knowledge like this means that when it comes to your marketing strategy if you know you are coming up to a slump in your business year you are able to power up your marketing. So get to grips with your numbers. New to business? Then this is a good time to start creating good practices. Good foundations from day one will put your business in good stead for the future. If you love a list, an Excel spreadsheet then is going to feel natural for you. If not find a way to make this feel like a natural thing to do in your business. If you don't you are agreeing to damaging your success rate. Numbers may be a left hate from school, however without knowing your numbers you could be seriously damaging your success rate. So know your numbers!
2. When you know where you are, you can then start to do the maths on what you want to achieve. Be realistic. So if you set the goal to double your sales in the next month, are they realistic figures? Can you actually deliver on them? If you can't in my experience when the marketing out strips the company's abilities, then the marketing then stops as the company fights to stay on top of the work and then they run out of work when they realise they've stopped marketing. It creates an all or nothing approach and it's a tough way to run a business and definitely unsustainable. So be realistic with your numbers.
3. How are you going to track your numbers? If you are looking to increase sales being able to visualise the growth is a great way to make it happen. Clients that actually get the growth on the wall in the office make it happen. 1 client did this and reached the goal we set for the first month of working together in 4 days. And the big 6 month goal they achieved in 3 weeks. Getting visual really works! So we aren't talking about a vague;
"We want to increase sales in the next month" Kind of goal.
We are talking about a;
"We want to increase sales by 25% within 4 weeks to x" Clear goals help you create clear actions and remain focused. So the numbers game is an important place to start in the Marketing Production Line. So do take the time to know your numbers.

Before you get all excited and rush on to Module 2 where there is my like Magic 1 page document that clients ADORE and start adding more things to your marketing strategy ask. Here is an exercise that will make you feel good about your business, because so often when you think about the things your business is lacking it drags you down. So I want to draw your mind to what you are really good at.

Exercise 2 - We rock! Exercise

For this exercise you want to learn what you are good at. By doing this you are able to appreciate the areas of your marketing that are already working. It's highly likely you will say something like. "We know networking gets us clients." Or "We know our Facebook page is good for getting us new business" So we want to use this exercise to explore that and understand in more detail. Start by asking yourself these questions and take the time to write the answers down. It's your success that it impacts on, **so is your pen poised?**

- What is already working? What do you do as a company that works for you?
- How many tools would you say already exist in your marketing production line? (Now be honest, this doesn't mean how many of the tools you've heard about and have tried and "dabbled with" or "had a go at" this means how many of these tools do you actively use month in month out as a powerful tool in your marketing strategy?)
- 1. What is your current strategy for each tool? 2. Do you have a structure to that tool? 3. What does it look like? 4. If you were not at work for a month could anyone else pick up the reins and take action no what you do and take over seamlessly and ensure these methods continued to delivered to your business? Is this written down in a formal document? Do you carry out certain actions at certain times of the month? Follow certain strategies, structures and follow up procedures? 5. If not what actions do you need to take? 6. What structure do you need to put in place? Even if you are a sole trader doing this exercise will help you focus on the actions you currently take and appreciate the way you communicate and what you are currently saying and what has impact. We will explore this in far greater detail in the another course titled "Niches – Getting them to love you follow you and BUY from you!" But for now these are actions that every business should do at the start. And it's a good exercise to do now.

If you are being realistic about this, then it's a good idea to list them. In module 4 this information could become really important so take the time to take action and do this exercise.

Now you may love this exercise or you may hate it. Love or loathe it, it's an important exercise to take action on.

Exercise 3 - Dump it or develop it

In this exercise we are going to look at the marketing tools that in the We Rock exercise you probably thought about writing down and then when you thought about it you realised you had only dabbled in them and you hadn't really focused on them or created a solid plan that could enable you to see results. So ask should we dump it or develop it? Be honest. You don't need to know how you are going to fix it. This course is going to help you do that! Just decide whether you feel you can create a strong enough argument to keep it in your current marketing strategy. This is a good exercise to get in the habit of doing for 2 reasons;

1. It will help you keep an eye on your marketing strategy and always be asking yourself "is this working for us.
2. Markets change, styles change, social media platforms change and the ways people like to communicate change and as long as that is true, the you will need to have a marketing strategy that is organic and is prepared to change and adapt, if you have a rigid marketing strategy be prepared for it to fail you somewhere in the future!

This exercise will help you remember to constantly assess and analyse the best course of action for your businesses marketing strategy.

Exercise 4 - Where did you come from?

It's good practice to know where every customer comes from so that you can expand on the marketing that works, so if you can get into the habit of asking customers questions like "Where did you hear about us?" Then this will give you great information on what you know is working in your existing Marketing Production Line so that you can improve on your actions in this area.

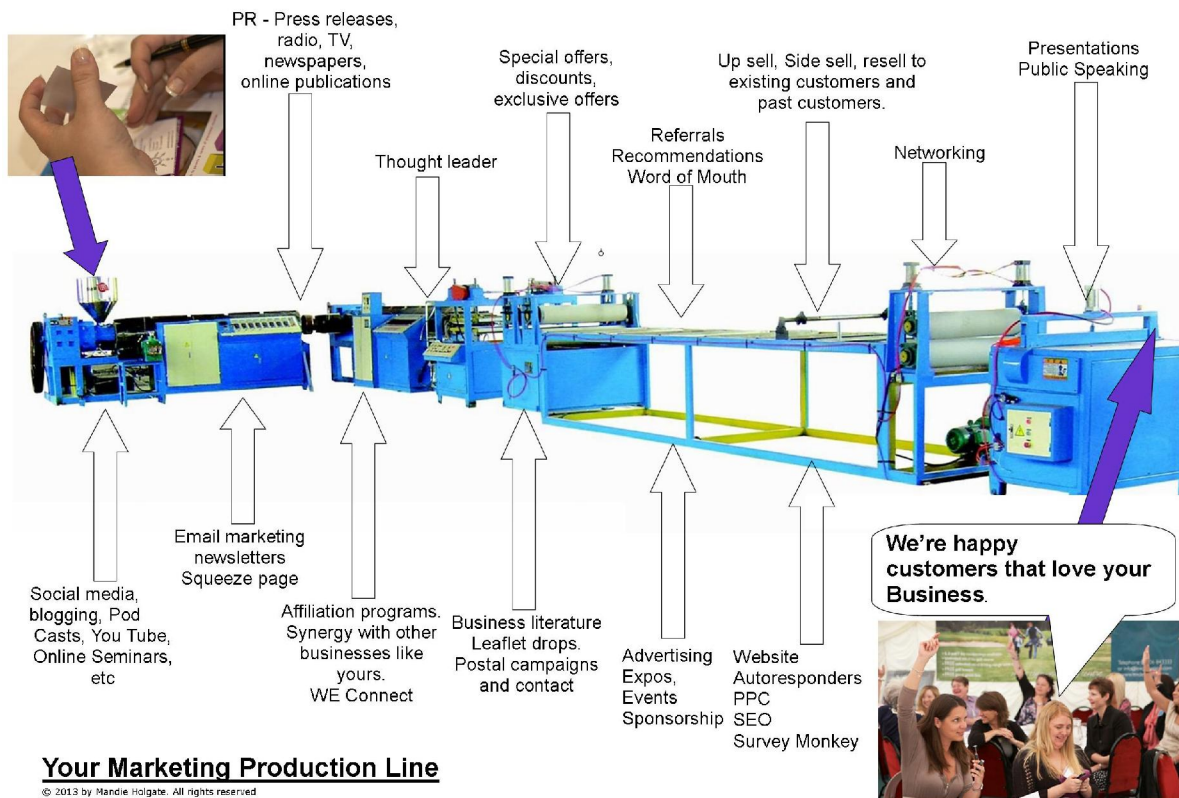
However a casual question in an initial phone enquiry is not really enough is it? How will you control this knowledge? How will you monitor it?

How will you use this information? For some businesses it's enough to have a spreadsheet listing where every customer has come from. Customer Relations Management packages (CRM) are varied in price and functionality so ask around to find something that is right for me.

Do you want my personal opinion? I use a simple system because I like to keep things simple. (If you keep things simple you are far more likely to be utilising them in 4 years' time!) I use.... you guessed it an Excel spread sheet and within my data base of clients it states where every lead has come from, where I met that person, at what event and any other key information that we may have discussed. All good for future marketing right?

Module 2

When you know the actual amount of growth you want to achieve and you know what already works you can start to look at how you are going to achieve it and in my experience the best place to start is with my Marketing production line. It's being working beautifully for me and my clients for years.



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Here is the Marketing Production Line. In my opinion if you are utilising 8 to 10 of these tools effectively and consistently then you could be able to get the results you want and grow your business in the way you wish to. (It works for me and my clients, so why not for you too?)

Take a moment to print your copy off and tick off the tools from Module 1 that you are effectively utilising. Now decide on which tools you are going to add to bring your number up to 8 to 10.

A word of advice here, if you love online marketing then it wouldn't be a long stretch to add blogging or email marketing would it? Even if right now you feel like you are not an expert in these areas, you can learn to be because you've learnt online marketing in other areas, so you know you have the ability to learn new skills. Even if you currently have a level of fear related to it do not dismiss it if you feel it could be a powerful addition to your marketing, I'm bound to have some advice and ideas to support your success in this. So for now just write down the tools that you feel could be powerful to add to your marketing strategy.

What's next is to plan how you are going to put these new tools into action.

Do you remember in the last module I asked if you weren't at work could someone step into your shoes and take over the marketing of your company?

Well now is the time to see how transparent your marketing structure really is!

With the new tools that you've decided to bring into your marketing Production Line to gain new customers, increase sales, and get your business known and loved, you want to look to what works in Module 1 and the PR strategy you have. And create a written plan of action for each new tool.

This module may not have tons of writing from me, and that is because the writing is coming from you. You still need to spend some time working on this. The really important thing will be what action you take. How will you lay out this course work?

Will you have a Excel spread sheet? Do you prefer a mind map? (This very course and most of my courses, speaking engagements and marketing is planned on mind maps because of my natural style of working) do you like lists, do you like a pretty pad, a ton of markers and colouring pens and magazines to cut images out of to make a mood board? I'm not going to tell you the way to lay out your marketing strategy for each tool. However, I am going to say it is critically important to your businesses success that you create real structure and take action. So I will leave you to get on with it. Good luck!

Module 3

When you have worked out what the ideal marketing strategy looks like with those 8 to 10 gorgeous tools. Now is the time to work out what you say to them. One of the reasons I see people fail when it comes to marketing is because they sell at people. And as I like to tell people "21st Century consumers are far too savvy to be sold at, so please stop doing it!" There is no need to sell at people. In Module 4 I will share some top cures for your marketing but for now let's look at some of the most powerful things that could have been damaging your marketing magic.

Everyone knows that in business you need to get on your customers radar, and stay there. But its not always so easy to work out who that customer is. When you sell various products and services and when they are things that "Anyone could benefit from" it's all too easy to make the mistake to try to sell to the world. When you do this the world doesn't listen and nor does anyone else. So you may need to think about your target audiences. In previous exercises we've touched on this. Now you really need to think about the people you do business with and not just where you met them;

Where do they like to shop?

What hobbies do they have?

Where are they likely to enjoy holidays?

What leisure pursuits could they enjoy?

What books do they read? Do they read?

Are they married? Do they have families?

By understanding the demographics of your customers you will be able to appreciate where they like to go, what they like to talk about, what they are interested in online, and thus use that knowledge in your own marketing, cool right?

Now it gets really powerful...

When you first met your current customers what did they say where the problems and pain that they were experiencing? Why did they phone you?

Did they say "We really need your help; we can't cope anymore." Or "This is a really headache for our company and is costing us too much time and money!" By knowing what words and phrases customers used you can use those words in your marketing powerfully.

Think about this for a moment. Take the words and phrases from customers and think how their words could feature in your marketing strategy?

As someone online who has an issue in the area that you have a solution I may not be online looking for a solution I may be there just to relax or procrastinate on Facebook! By sharing powerful content that uses the pain words from your customers you could be sparking my interest. That is powerful marketing!

And if you think it is about doing one thing and new customers will fall into your lap, think again. That is why its about having 8 to 10 tools that you utilise. So that you can create a powerful marketing production line. So that you are constantly trickling the right kind of content to your target audiences.

Remember how at the start of this Module I said that you are not selling your products to the whole world? That does not mean you have only 1 niche. That you can't have multiple audiences. So take the time to consider how many audiences do you have. And also ask yourself "Are all of my audiences worth the same amount of money to our company?" By understanding and appreciating this you will be able to work out where you target your marketing and focus the majority of your attention.

I told you this would get seriously good didn't it!

Lastly on the matter of niche's, target audiences or even tribes if that's the terminology that floats your boat, remember to talk about what matters to them. You should always be thinking about your customer and speaking from their view point.

We talked about using the pain words in your marketing, what about using the pleasure words too?

Remember is about the Pain or the Pleasure.

Exercise 1 - Exercise Pain or Pleasure

1. This is a great exercise I've done with many delegates on courses and clients, the next time you are reading a magazine, online or watching TV, don't race through the ads or dismiss them, watch them, read them and analyse them!
2. Do they talk about the pain or the pleasure or do they take you from pain to pleasure? Do they start with a sad person with a sad looking house in the rain with a weedy garden who is having a tough day and then after they've used a certain product it's amazing they've not only fixed whatever problem they had they've also had a complete garden make over a image makeover and the sun has even come out on cue too! That is pain and pleasure right there. And its subtly (or not so subtly) hidden in every advert. How will you use pain and pleasure in your marketing? Will you talk about happy customers with their problems solved or sad stressed out at their wits end customers before they worked with you? Both could be powerful, but what worked for your current clients? What attracted your current clients to you? *That* is powerful information and powerful words to get in your marketing material!

Module 4

So we've looked at what you do, how to improve it or lose it, my Marketing Production Line, now I want to look at how to cure some more of your marketing woes before we bring all of the modules together in the final Module and you can really concentrate on making this work powerfully in your business.

I see so many people struggling with their marketing and it doesn't take long of working together to see where their problems lay and create a plan to fix them (and of course the actions and the home work too!)

Some of the big issues I see impacting on people's success rate are;

Selling at people – Stop selling at people. It just doesn't work. The days of "Sale now on" and "50% off ends this Sunday!" Just don't work. I've had enough audiences laughing at the absurdness that we do not all go out and buy a sofa in the run up to Christmas or feel the need to get slim in January or even book our holidays at the start of the year. We are intellectual consumers that buy when and how we wish to and that kind of hard selling just doesn't wash with us. So if you have been hard selling, stop it. A good rule to go by is, is if it wouldn't work in a room full of people then don't do it online! Thus if you would not walk up to a stranger and say "Hello I'm X from X and we are brilliant and we sell X and we are really good at it, would you like my card, shall I add you to our database?" then don't do that online. Its rude, unprofessional and will get you a reputation but not one you will want.

Not being consistent. Dipping in and out of groups and conversations doesn't work. So if you are going to network, network regularly. If you are going to use groups on LinkedIn comment on other people's post, regularly and don't just visit groups to post your own content, that speaks volumes of being salesy doesn't it? When you are known, trusted and liked in the group, people will love to get a link to your latest blog article, but build the bonds first. Take this thought forward and think it through to every aspect of your marketing how have you lacked consistency in the past and how will you fix it?

Stopping to soon. Quite often people are doing the right things, but self-doubt creeps in, and the action stops before you can see the results. Remember how at the start of this course I said you had to be careful to create a marketing strategy that was in line with the size of the business otherwise you risk having to stop marketing to honour the orders coming in? I've seen this happen and its disastrous for the business. However not straight away. The sales don't stop overnight, must companies see a dip in their sales 3 to 6 months later, so this is why stopping to soon is a real issue. Give each new thing you try a good 6 months of honest hard work with a good clear strategy and the right actions to see if its working before you apply the ditch it or develop it approach.

And these and more can fixed if you CURE your marketing, that means you;

C – Consistent – You know what 8 to 10 tools are in your marketing, you know what language you need to use, and you know what your marketing strategy needs to look like so are you consistent with that content?

U – Useful – Is your marketing useful? 21st Century selling is not about selling right, its about being useful. Great blog articles, get shared and loved. The craziest YouTube videos go viral and make the YouTuber a fortune. So how are you useful? That doesn't just mean what of your own content are you sharing that is useful. It means who else's content are you sharing? A great accolade to have is to be considered a thought leader in your field, so sharing other people's awesome ideas, news and views can help you achieve that. As I like to say Success is better shared. So be useful. It's one of the most powerful things I do online, be useful to other people and delivers back to me and my clients businesses time and time again, so how will you be useful?

R – Relevant – Be relevant. Secret selling will get spotted, remember we are all savvy shoppers and smart consumers so don't hide a desperate plea for a sale in a blog article or in an email campaign

because it won't get read. Be truly relevant. What is going on in the world that you could comment on, share your opinion on and help with? Like being useful this helps with your image and brand to raise your status as a thought leader, and that can be seriously good for business on many levels.

E – Effective – Your marketing needs to be effective. By having a purpose and delivering to your existing customers and being effective it means you stay on people's radar. If you are being effective people will be signing up to your newsletter, requesting to connect on social media, emailing you, phoning and if you get it really right they will be buying from you too, because your marketing will be on their agenda, talking to them powerfully about the things that matter to them.

With everything you do in marketing ask yourself is it Consistent, Useful, Relevant and Effective, because if it is it is highly likely it will help cure your marketing woes!

Remember an effective marketing strategy is about results so it's important to revisit the numbers game at this stage from Module 1. How are you going to measure the results? And not just in new likes or business cards, but in genuine enquiries and sales. You need to know that this is working and to be testing and measuring your results.

Module 5

Action!

The biggest concern I have with every delegate and every client is what action are you going to take, by when and with what results and since I see you as a client who is just as important to me as any other....

Come on, let's get specific. Write it down, I don't mind if you create a YouTube video that only you see, or create a list, or a mind map, or Excel spread sheet or a book full of actions. I want you to write down the action you intend to take.

And in my experience if your first actions are more than 5, then I would say you are overstretching yourself and it's highly likely you will not be able to sustain that level of motivation and action long term. Remember this is not something you do for the next few weeks, then drop. (I'm not into doing course after course hoping one will by osmosis create magic results. I'm someone who shares everything you need to get lasting results, that will work in your business for as long as you need them to.)

So it's fine to create a long list of actions you *could* take now, just chose 5 that you *intend* to action now.

And this is very important, now get them in your diary. And ask these questions and come up with the answers and the actions;

- What will need to be done by when?
- Who will you report to, to ensure you have completed the actions?
- What deadline will be set? Some people love a deadline, the pressure of knowing it's got to be done. If they know it's open ended it just doesn't happen so what will you do to create your own deadline?
- If or when you lose motivation how will you get that motivation back? Will it be by thinking about the results you want to achieve or talking to people like me, other

course delegates or my Mandie Holgate Business page Facebook friends to keep you motivated? Where do you network that can keep you focused? Knowing this now is very important.

The success of your marketing strategy is reliant on you actually factoring in the time, energy and the actions to make this work. If you want to grow your business, get your business well known and loved, increase sales and get the results you want, you are going to have to commit to action. So what actions are you going to take?

Ultimately I'm not there every day like I can be for my full fee paying coaching clients so I can't be butt kicking you into action, you've got to do that for yourself. You may need to look at some other areas of your personal and professional development if you are not taking action;

- Do you lack confidence in your ability to succeed? If so the Creating Confidence course should be able to help with that.
- Do you hold other beliefs that are impacting on your actions?
- Are there new skills you need to learn? If so get in touch, if I haven't already written a blog article, report or course about this subject I can offer to do this, or point you in the direction of someone that has. There are lots of resources at www.mandieholgate.co.uk
- Are your products and services wanted? Do you need to do market research? Are they charging the right amount? It's amazing how easy that is to get wrong, even for the established business that thinks they're making money, when actual fact when you break the figures down the numbers can tell a far more unsettling story.
- Do you need to redefine your goals?
- Do you need to learn to communicate in a more powerful way? Another course that will be coming soon is How to Turn a No into a Yes. And this will be powerfully stuff for someone aspects of the successfully business.
- If you were to ask questions of yourself, what questions would you ask yourself? What actions would they lead you to take?

Sometimes the biggest reasons that people don't see real results in their marketing strategy have very little to do with the structure of their marketing and far more to do with the person's beliefs and attitudes to success. It's not always easy to hold up a mirror to yourself however on top of the actions, exercises and tools within this Course it could be the defining breakthrough moment to your increase sales success. (I've seen it happen for clients enough times to know this is true.)

So it just leaves me to say, good luck, take action, utilise my Marketing Production Line powerfully in your marketing strategy and you too could be seeing real results.

I can't wait to hear what actions you take!