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This story is published in the March 1997 issue of Business Start-Ups. Subscribe Partisan we know encourages word of mouth marketing by offering to send discount coupons to friends of their customers. She also writes personal letters to 25 clients every week. It sends 1,500 emails to customers every month. She includes her home phone number in her business cards. Now there is partisan labor. Want to follow her example? Try to incorporate these ideas into your marketing strategy: Are you serious about the network? If so, build a personal relationship. Exchange business cards, take notes on the back of every card you get and then send notes for new contacts telling them it was nice to meet them and showing interest in the conversation later. If they are prime prospects, go back to them. Partisans use audio bulletins to stay in touch with vendors on the road without bombarding them with documents. The best audio bulletins combine comedy and business, motivation and information. Want to know the best way to get to the prospect? Send an email and then follow it with a phone call. The next best is the direction. Then comes a cold call, then a personal visit. At the bottom of the list is one direct newsletter, no matter how unique. Don't say: We have a no-return policy in 30 days, so I can't get your money back. Instead, say: Our usual policy is not to issue a refund after 30 days, but we don't want any unsatisfied customers. What would you consider a fair deal? Customers love it when you bend the rules for them. The biggest mistake made by print advertisers today? That's a tough question. Simple answer: He fails to answer the reader's question: What's in it for me? What do partisans who never teach in marketing classes, but increase sales and strengthen relationships? They communicate with customers even if they are not trying to sell something. It's relationship marketing. Guerrilla Editing Review. To better edit your own writing, make a copy of what you wrote, send it to yourself, and then read it. Notice how your squad allows you to edit more objectively. Use of television, guerrilla style: All guerrilla books and talks encourage television advertisers to view their commercials with sound, because television is a visual environment. If you plan to lure prospects with a freebie, be sure to explore the freebie first. Partisans not only research the best promotions, but they also research the best premiums for their target audience. Problems arise when freebies do not coincide with the audience, or if the freebie breaks or In a hurry. How do the guerrillas respond to objections? They use consumer feedback on audio recordings. The use of the tape distinguishes the seller from competing reps and increases the seller's own enthusiasm. Good, inexpensive idea. To increase direct postal response, use handwritten envelopes, envelopes, stamps, personalized notes in mailing lists and ink signatures. And don't forget about the power of the P.S. or the teaser line on the envelope. If you want to make the most of your business in online marketing business, offer a reward for fax or email ordering before the cut-off date, change your offer often, or make the ordering process the very essence of simplicity. When to give: Gifts for customers work best after sale to say thank you, after receiving a referral, on the anniversary of the customer becomes a customer, on the customer's birthday or on a holiday such as Valentine's Day. Guerrilla Fax Facts: Personalization is crucial, so do it as much as you can; Add a simple response mechanism such as Order, sign here and fax back; Avoid faxing photos and detailed graphics because they are not faxed very well; Don't abuse the fax machine - use it only when you need to convey a sense of urgency. April 16, 2000 4 min read Opinions expressed by entrepreneur contributors are their own. The question is: I start a small business and get all the necessary funding from friends and relatives. Is there any reason to write a business plan? A: It sounds as if you think of a business plan as just a fundraising tool. In fact, the business plan is much more than that: It's a tool to understand how your business is put together. You can use it to monitor progress, hold yourself accountable and control the fate of the business. And, of course, it is a sales and hiring tool to attract key employees or future investors. Writing a business plan forces you to consider everything at once: your value proposition, marketing assumptions, plan of operations, financial plan and personnel plan. You end up spotting connections you would otherwise miss. For example, if your marketing plan projects 10,000 customers for two years and your staff plan involves two vendors, it makes you ask: How can two vendors generate 10,000 customers? The answer may lead you to conclude that forming partnerships, targeting distributors and focusing on wholesale sales to large companies will be your best tactic. As part of your operational plan, you will set out major marketing and operational milestones. When you're a founder, the only person who holds you accountable to these results on a daily basis is you. This way, your plan becomes the baseline for monitoring your progress. If your prototype was to be completed by February 1st and it will be done early on January 10, for example, you may ask yourself why. Was there an unexpected breakthrough? Did someone put in a heroic effort? Or did you just overestimate? What you learn will help you do even better next time. But more than a tool for after-fact learning, plan how you drive in the future. When you write: We expect 100 customers by the end of the year one, it's not a passive forecast, you don't just wait for customers to show. This becomes the goal of your sales. The plan sets out targets in all key areas: sales, expense items, job recruitment and funding goals. Once laid out, the goals become performance goals. And, of course, a well-written plan is great for attracting talent. When a prospect asks to understand your business, you can give them a plan that gives them a complete overview. Their reactions tell you something about how quickly and thoroughly they can think through the key issues of your business. In addition, a written account of your goals combined with a track record of delivery against these goals sends a message loud and clear: You understand your business and can deliver the results that you promise. Great employees will respond to this message as there will be banks and investors the next time you need to raise money. So viewing your plan as a fundraising tool is just the beginning of the story. You will use the plan for much more to manage yourself, to do business and to recruit. Before deciding to skip the planning phase, consider all the implications and what they mean for your future success. Steve Robbins is a venture trainer, helping entrepreneurs and companies in the early stages develop the relationships, skills and opportunities needed to succeed. He brings skills as an entrepreneur, teacher and technologist, helping others create successful businesses. The views expressed in this column are those of the author, not Entrepreneur.com. All responses should be general in nature, without taking into account specific geographical areas or circumstances, and should be relied upon only after consultation with the relevant expert, such as a lawyer or accountant. 26 April 2016 6 min. Read the opinions expressed by entrepreneurs of depositors are their own. If you are involved in any type of content marketing - social media, blogs, e-books, etc. - you have a content marketing strategy. While this may not be an official, documented strategy, you probably don't just produce content for the sake of content. Chances are you have content goals (if only vague), a free publishing schedule and a general idea of the types of content you plan to publish. If you do any of these, I believe you have a content marketing strategy. Now let's make this strategy even better. Here are seven ways to improve your content marketing strategy to make it more intentional and more effective.1 Document your strategy. It shouldn't be unusual. Even a three-page document that outlines your goals and plans for marketing content is better than nothing. According to the Content Marketing Institute, 53 percent of the B2B content marketers have a documented strategy. Marketers who do not document their strategy are more likely to report that content marketing is simply not effective for them. If you want to get the best results from it's time to write down your strategy. If you don't know where to start, here are some great resources you can use:2. Meet your team more often. Whether you have a dedicated content marketing team or not, it's important to meet regularly with those responsible for creating and promoting content. We know that the most effective marketers meet daily or weekly. If you are less likely to meet the team, there is a good chance that important tasks fall through the cracks. Want to know what to talk about at these meetings? Discuss any new content created since the last meeting. Was it effective? What could you do better? Look a week or a month in advance and share the content of marketing tasks or responsibilities. Talk about what your competitors have been up to, and how you can improve their content. Brainstorm themed ideas, or discuss trending topics that may be covered by upcoming content. Related: Content marketing is not a new fad. The Michelin brothers used it 100 years ago to sell tires. Have specific business goals for your content. When I ask business owners what they hope to achieve from their content, nine times out of 10 they say: Increase sales. But the reality is that there are several times when one piece of content can be directly related to revenue. So, what realistic business goals can you set for your content? Some of the most common are increased leads, brand awareness (keeping your company top of mind) and customer retention. Keep in mind that some business goals can be a bit high - and difficult to keep track of. For example, who doesn't want to raise brand awareness? But if you're going to lay this out as a goal for your content marketing efforts, how are you going to know if you've achieved this? This is where tracking specific metrics come in.4. Know what metrics you're going to track. Monitoring the performance of your content will help you determine whether it helps you achieve your goals (see #3). Relevant content marketing metrics may include rigid metrics such as interests, traffic and sales, or soft ones such as social media engagement. In his post, 4 Types of Content Metrics that matter, Jay Behr lays out a great basis for deciding which metrics to track: Consumption metrics: Pageviews, downloads, visits, etc. Metrics sharing: How many times is your content shared on social media? Lead Generation Metrics: How often do visitors choose your list, submit a form, or request a quote? Sales figures: How often do interests turn into actual sales? The content marketing strategy should clearly spell out what metrics you track, and how you're going to track them. Otherwise, you have no way of knowing if your efforts are working... or what efforts work. Related: Create a Keyword-Driven Content-Marketing Strategy Key5. Become more customer-centric. Your Content Marketing Content Marketing should be bigger than you or your business. Yes, you need to track the appropriate metrics and have business goals. But just as your actual content should be customer-oriented, so does your content strategy. Understanding how your readers, customers and customers want and should interact with you is key. Carlos Hidalgo of Chief Content Office Magazine outlines 3 elements of a content strategy focused on the buyer: Understanding what motivates to buy behavior among your audience, what types of content your audience prefers, and how and where they want to access itOnish the way your visitors are buying... and then using your content to move visitors through this path To help pay close attention to your site analytics will be key to figuring out each of these three elements.6 Know how you'll promote and distribute your content. Business owners typically spend most of their time creating content. While it's true that content marketing can't work without high-quality content, it's just one piece of the puzzle. Having a plan on how to get content in front of an audience is key. This is where a solid content distribution plan comes in. According to Research by Altimeter, while 53 percent of business owners know they need a content distribution strategy, only 26 percent actually invest in one. Instead of creating content and hoping for the best, there is a plan of how, when and where you are going to promote and distribute every new piece of content you create. Related: Why your company should consider outsourcing content to Creation7. Use a consistent ROI calculation. How do you know if your content marketing is successful? This is where many marketing strategies of content have fallen short. You can track goals and metrics all you want, but if you don't have a calculation in place to measure the cost of content marketing and revenue, you'll never know if your effort is actually worth it. How to calculate marketing content ROI is much less important than just being consistent about it. Choose a calculation that works for you and then use it sequentially. Here are some methods that you can use to calculate ROI: There is no universal template or formula that you need to use for a content marketing strategy. Simply documenting your content marketing plans and goals is a great first step... and will certainly help make your efforts more efficient. Efforts. marketing strategy planning means. marketing strategy planning process. marketing strategy planning process model. marketing strategy planning definition. marketing strategy planning template. marketing strategy planning and implementation. marketing strategy planning tools. marketing strategy planning meeting

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