



UNORTHODOX MARKETING

10 Marketing Strategies
That You're *Not* Utilising Right Now

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INTRODUCTION

IT'S NOT YOUR FAULT that the marketplace has become what it is now in the 21st century. It's cluttered, tangled and completely messed up. Every corner you turn, either on the internet or on the street, you're met with marketing message after marketing message all trying to claw your attention into the pits of their products and special offers. But, quite frankly, customers are sick of it. We're sick of it.

The traditional marketers of the 70s, 80s and 90s have killed the way people used to respond to television adverts, direct mail, and the other strategies that worked so well to drive sales back in the day. These simply do not work now. And if they do work, it means that thousands or even millions of dollars have been spent testing and building them. But as you may well know, most companies can't afford to shell out on such a gamble to generate more sales.

Marketers need more than just a budget now. In 2014, with digital marketing still growing and showing no signs of slowing down, smart marketers have looked at other more cost effective ways of doing business. They've found unorthodox means to communicate with customers and partners and are reaping in the new customers because of it. How do I know this? I am one of them marketers.

What this short eBook will tell you is that there are **UNORTHODOX MARKETING** strategies available at your disposal. Strategies that you may not have thought about utilising in your marketing collateral. Some of these unorthodox strategies are very simple, and yet others are a big more complicated, but once you know about them and know how you can use them in your everyday business, you'll soon learn that they can help you to combat the competition of bigger companies in your market that still have those big advertising budgets. In turn, you'll see a growth in revenue. This is a guarantee.

Many of these strategies are completely free to implement, and others will require only a small investment, but what is guaranteed is that the return on that investment will always be there. Because if you understand how the modern consumer thinks, you already own a percentage of the market.

So, are you ready to take a leap of faith and change the way you sell to combat the current difficulties in modern marketing? If yes, then read on.

NETWORKING

- Being the familiar face -



"Networking is marketing. Marketing yourself, marketing your uniqueness, marketing what you stand for."

- Christine Comaford, New York Times Best Selling Author

NETWORKING, SOUNDS MINIMAL as a marketing strategy doesn't it? It certainly doesn't possess the glamour that accompanies social media in today's marketing world. This is precisely why you're probably not doing enough of it! You could go out and meet people, talk a little, and then head back off home. You may have chatted on a few nice topics, though you're not any richer after doing it. Or at least you *think* you're not. That's the main issue here. It's more of a 'strategy' than you think.

People are reluctant to consider networking as one of the main marketing practices purely because you'll not walk away from that meeting with more money in your pocket. But you're not perusing a sale here, or anything related to money (in the short term, of course). You're perusing a relationship. That's the fundamental of networking, and it's so important to remember this. It's what the relationship may develop into that's most important. It may develop into a sale or a new job, or a joint venture project or a referral, or even give you the inspiration or the information you needed at that point to progress. It doesn't really matter which. An unorthodox marketer knows this.

Throughout history people have had to network to achieve virtually anything and everything. How else were things going to happen without the technology we boast today? Civilizations, breakthrough products, marriages, you name it, all have been built through some form of networking. It's been essential to our survival for so long, and yet at the critical moment we're forgetting to do something we as a species did so well in the past. It seems strange to report on it like this, though this is what has become of our social and business behaviours. And it needs to change.

We now need to claw back, and re-develop those essential business (and life) skills that have been the life-blood of all economic activity over the centuries. The time to make networking an everyday part of life is now, because the internet is taking away the 'need' to have to meet in person. Even the art of physically talking to one another is affected by Social Media, Instant Messaging, Email and the likes. That said of course, never ignore these digital channels as they are your means to keep in touch after the initial face-to-face meet. Though nowadays, I have personally experienced that from time to time people love to speak to you in person, and engage.

So, what needs to be done? Well, you have to work yourself up to be the ‘familiar face’, because that’s the person who gets the most opportunities. Whether it’s more customers, leads, clients, partners, mentors or friends it doesn’t matter. With more contacts, in your time of need, you’ll find yourself with more options to turn to as people always gravitate towards the people they already know and trust. That’s you!

The amazing thing about networking is not that you’ll build up a much better and more responsive list of stakeholders, but you’ll actually become much more knowledgeable because of it. You’ll have many more interesting stories to tell, and not only will you be able to inspire people with these stories, but you’ll be able to position yourself as the go-to-guy that has all the contacts in the industry. This is your social proof, and this association and community membership can always be leveraged.

PUT NETWORKING AT THE TOP OF YOUR AGENDA!

- Consider yourself an “accidental salesman” representing the brand and business that is you, which you’re selling 24/7.
- Show a real interest in other people and their stuff, and you’re half way there already - next up is their interest in you, and they will show this interest.
- Never be afraid to ask for anything – just do it in the right manner (never pitch).
- Believe in yourself and what you stand for because you are truly unique. More people than you may think will be fascinated with your stores.

As long as you know enough about the person you’re meeting to be able to ask questions that stimulates intelligent conversation and genuine interest, you’re proving that you’re worthy of their time. As the conversation develops, the limelight will come to shine on you to contribute to the conversation. That’s when you really come into play.

Stepping out of your comfort zone cannot be any easier when it comes to networking. It’s a natural human trait to want to socialise, to exchange stories and to share company (just that it’s a little more strategic when it comes to business). Think of it as trying to find a partner through dating; be brave, show your commitment to the cause and be a little patient, but never forget to leave the meeting without getting closer to your goal. That’s asking what you wanted to ask or requesting what you wanted to request.

Remember, you’re doing this for a reason. This reason is to surround yourself with the right people who want you to succeed, but more than anything, would be happy to help you succeed when the time comes. And I can assure you that that time will come...

Get out there amongst the opportunities. It’s always ‘who you know’ in business. That’s the same in every business, in every industry. So, go out and grab a coffee, dinner or a casual Skype call with at least one person from your industry every week - and never forget to follow up. If you’re already doing this, then seek to meet up with even more people per week. It will bring you more customers in the long run. Trust me.

GAMIFICATION

- Injecting excitement with competitions and rewards -



"Games are the new normal."

- Al Gore

I'M 99% SURE THAT YOU'RE NOT doing this in your business. But, now more than ever, you need to be thinking of creative ways to improve your customer experiences to develop the process of turning the interested into the engaged and the engaged into a customer. Simply because this process is getting harder for everyone to do regardless of the industry or niche. This is the harsh reality, so you'll need to think new strategies.

Enter Gamification. Basically, this is the introduction of game mechanics and psychology to drive a specific behaviour; in our case, it's to improve user engagement and drive action. So, I'm talking about transforming the buying experience into something fun, and something that, as humans, we're wired to love doing - taking part in a game.

Didn't you used to love being rewarded by getting a sticker from the dentist for sitting through an examination when you were younger? Didn't you love to eat your way through a cereal box to get your hands on that free toy? Didn't you just love to get medals and certificates when you completed certain sports events? YES! Yes you did. And the principles can be the same here when it comes to business.

Think about the people around your business; your Facebook fans, your customers or your leads and how they can be more engaged with what you do. There's no doubt that those guys are hanging around other businesses too, seeing the same tweets, the same offers and the same old blog posts from the range of competitors in your industry. But, you could design their association with *your* business as being an adrenaline-fuelled ride where they have to work a little harder to accomplish and gain something! That's not something that customers can experience everyday when making a purchase or investing in a service. Which is exactly why you should be doing it: it's unorthodox.

It's essentially a hunter-gatherer scenario. This is because by doing this you're leveraging people's natural desires for competition, achievement and, most importantly, a reward. In a nutshell, if you produce these three things and tap into a customer (and a human's) natural desires, you're giving yourself a much better chance of success. A better chance of engagement, also. You're giving yourself a better chance at beating the competition, because these users can spread the word for you, without you even having to ask them! This is a great place to be, because having something interactive to tweet, post or pin increases the chances of somebody taking notice in the first place.

Sure, you're not adding any real long term value to your business, but other aspects of your company can seek to make up for this single shortfall, because if your customers are sticking around and are developing an addiction to your stuff, you can reward them at a later date. We all want our customers to stay around our business longer, so why not prompt this by giving them reasons to have fun this way?

To get started though, you have to do a little ground work. Find out what motivates your customers. Identify your customers' buying and social behaviours. Finding out these things will enable you to gamify the experience accordingly. It does take a little time, but you could turn this fact-finding exercise into a game too. You can do this by surveying your list via a competition or a simple game of a sort.

5 HIGHLY PRACTICAL GAMIFICATION EXAMPLES YOU CAN UTILISE NOW

- Get your Twitter followers to hashtag something directly related to your company during a certain campaign, the most mentions wins a prize.
- Start a competition on Facebook to engage your customers with your business, then randomly select a winner and reward that person.
- Build a survey where users can answer a specific set of questions. Based on their answers they win a product recommendation and a discount.
- Email your list with a blog post, and offer anyone that comments or shares the post some coupons, badges or points... or anything else of value.
- Turn everything into a competition and publicly show this on leader boards on your website. (I do this all the time with Joint Venture partners.)

Even Facebook and LinkedIn are doing this with you every day. How do they get you to create and complete a more detailed profile (so they can collect more information about you)? By using a progress bar. We all strive for perfection, and a 100% completed profile is worth spending a little time on. That's gamification for you right there.

So, now you know what gamification is all about, you're ready to start tweaking and adding to your customer-buying experience. You can do this online or offline because the principles are still the same. 1) Get your customers motivated by offering a reward for taking part and with an outright benefit for using the product or service. 2) Make sure it's easy for users to get engaged, but not too easy to gain the rewards, this keeps it competitive. 3) Give the entire process meaning with a clear purpose and a sense of achievement through your website or blog. 4) Track and measure results.

What can you do in your business to add more incentive to keep customers loyal? This is where you start by choosing your goals and objectives. The rest is fun and games.

Game thinking in a non-gaming context is a great way to keep your current customers engaged, and is also a great way to generate new customers. Keep it simple. Keep it creative. But more than anything; keep your company's stuff fun.

GETTING PERSONAL

- Get your customers buying, and buying again -



"Kind words can be short and easy to speak, but their echoes are truly endless."

- Mother Teresa

GONE ARE THE DAYS where the local shopkeeper knew your name, knew where you lived and knew what kind of stuff you liked. Gone are the days where it is the norm to get personal with customers, present individual recommendations and offer unique discounts. But, didn't both sides benefit from this kind of relationship? I think so.

This section is all about repeat purchases. It's one of the most important in this short book. Why? Because getting more business from an existing customer hardly costs a dime. Think about all the money you've spent to get that one customer. Now, isn't it a complete waste of time and money to think that that customer won't buy again, and isn't a fan of your stuff. That's because that customer has entered your business willingly. Your customers are your customers for a reason. They love your stuff.

More so, a repeat customer can become an ambassador for your business and will spread the word. The more they buy and spread, more and more new customers will buy, and buy from you again. Just think of how many times you've seen businesses offer incentives for referring a new customer. The key here is to get it right on the first sale. Handle everything personally, in a friendly manner, and offer everything you can to that customer to make them feel valued. Make customers feel like your 'friends'.

A CRM (Customer Relationship Management) system is absolutely essential at this point. I've used one in both B2C and B2B environments, and believe me, they'll come to your aid more than you could ever imagine. Here, I'm talking about documenting every single bit of data you have on that person, including notes of all the contact you've had. This is something that can be done cheaply on an Excel spreadsheet, or simply on a piece of paper. So, there's really no excuse!

Once you have these details down on record, each correspondence with that customer can be enhanced to demonstrate that you care and to show that you understand your customer's needs. A salesman with knowledge is far more effective than one without. Customers like to deal with businesses they trust, and this is one of the main ways to develop and maintain that trust. That's how you get your customers buying again.

Your customers don't want to receive offers that are of no relevance to them. They want tailored offers explaining why they'll like an offer, which relates back to their previous purchase or purchases. The best way to get yourself into a position to be able to offer

such promotions is through constant contact. In a nutshell, it's all about getting to know your customer, and this is easier than you think. All you need to do is create something specific to that person; a call, an email, a text, a story, a feedback request. That's super relevant offers, at a discount for that specific customer... just for being a customer!

Basically, as a lot of marketers will tell you, this all comes down to creating positive customer experience after that initial sale. Don't look to satisfy your customers, look to blow their minds by offering an amazing experience, followed by great customer service. On top of making money, that's got to be desirable for any business, right?

THERE'S ALWAYS SOMETHING YOU CAN DO TO BETTER YOUR RELATIONSHIPS

- Collect as much data as you can on each customer and organise it by building a comprehensive CRM system.
- Always upsell and cross-sell by proposing similar products that your customers can use to compliment that first product sale.
- Seek to communicate more often with your customers and get to know everything about them. Show a real interest.
- Add those 'little touches' into your communications and show your customers that they matter for your business, and that they matter for you personally.
- Survey and then segment your email lists – give them what they want.

The best way to get customers/friends tied to your company is through a subscription-based model. This 'subscription' model doesn't need entail monthly payments like what we've come to expect, it just needs to include a constant two-way dialogue. Think magazine subscriptions in a creative way for your customers and digital products.

Of course, attracting new customers to your business will always be hugely important. But it's equally important (especially for small businesses), not to mention more profitable, that you get everything you can out of everything you've got. The longer a customer is in your store, the more likely they are to buy more than one thing.

It's simple. So, why not pick up the phone for just a one minute conversation with each customer after a few months from that purchase just for a 'catch-up'? Why not send those customers a card and maybe a discount on their birthday? Why not offer another product to that customer that's highly relevant with a previous purchase?

It's all about going back to the old way of doing business with your local trader. That trader would know exactly what you wanted the moment you walked into their store.

One of the best things you can strive to achieve is not for customers to love your products, but for them to love you. So, look to build relationships rather than sales. Create opportunities for a customer to buy off you again and look to have meaningful conversations rather than pitch them your stuff. Generally, look to make 'friends'!

PR STUNTS

- Get people talking about you and your business -



"There is only one thing in the world worse than being talked about, and that is not being talked about."

- Oscar Wilde

FIRST OF ALL, LET'S JUST ROLL OUT THE AGE-OLD SAYING: "There's no such thing as bad publicity." I'm putting this out there because even today, this saying still goes strong. If people are talking about your business, it means they've taken notice to something where prior to some 'news' they probably hadn't heard of you before. That's a given.

One of the best methods of marketing your business, your products or yourself indirectly is through a press release style PR stunt. It's *the* most powerful way of making people aware of what you're doing, that then gets repeated to others through word of mouth. It can spread rapidly. It's not all that easy to get the right mix within your stunt though. So, first of all, let's start with how it all works (and how it can work for you).

Journalists, bloggers, and other online news and social media writers are hungry for stories and unique narratives. Every day they scour the internet for a unique story that possesses the characteristics to capture their readers' imaginations. But, more than anything, writers look for stories to get people reading their magazines, their newsletters, their websites and their blogs, they need readers. Why? Because readers are visitors, visitors are subscribers, and subscribers are money. You get the picture.

With that in mind, thousands of news stories get published every day. Most of them are your "Average Joes"; some will be read but won't really make an impact; some will be ignored or forgotten; some won't even make the news in the first place. But, there's a small number where the story is so powerful that they'll generate massive positive buzz, putting brands and businesses on the map and generating a handsome revenue figure in the process. In turn, these writers will get their readers or site visitors.

Some examples that you can consider big successes, whether they had meant to be or not, are: Red Bull's stratosphere skydive; Taco Bell's April fool's joke; when Facebook sued 'Mark Zuckerberg'; or, of course, when Halfway renamed their town Half.com. The key factors in why these were all big successes are that they were completely unique. They stood out because they were completely unorthodox; and the press loved that.

So, now we know what the press are after (what's newsworthy), let's give it to them. We're after a compelling story. What can you do, with your business in mind, to create this? This is where creativity comes in. And I mean really creative here. This is a story

that can be slightly fabricated. This is the harsh reality. Some of the stuff that you read online today, yesterday or last month, weren't 100% accurate. Far from it! But, they did their job. They got your attention and they got you reading. So, you'll need to find a unique angle that's indirectly related to your company. This needs to be a new story, otherwise it isn't news. And the more outrageous, the better.

There are a few factors that need to be considered when getting the story out too, like customising the message for each recipient (aka the press). This is kind of like B2B remember, so don't expect to send the same story out to the masses - try and offer some form of exclusivity if possible. You'll need to understand what that journalist or blogger writes about and understand their audiences and cater to them. In reality, no matter how good you think the story is, if the journalist doesn't think it has legs, then it won't get published. Convincing the press to listen to you is a serious aspect of this exercise. Think back to the networking skills I mentioned at the start of this eBook.

Be sure that your company's message is value driven too, so as not to appear to be selfish - even though that's exactly what we are. With this in mind, wait until the very last sentence for the call to action; a discount, a coupon code, a social media trigger or any offer that's related to the story and business. This is why we're doing all this, don't forget. A great story is always good, but it needs to have a purpose in the long term.

START THINKING ABOUT HOW TO CREATE BUZZ

- Journalists and bloggers are sick of the same old stories, they want something creative and interesting. The more outrageous, the better. So give it to them.
- Make sure it's actually 'news.'
- Do not come over bias. Never compliment yourself or your products within your story because this is read externally.
- You'll need to get your salesman hat on when pitching your story. Think like a networking ninja. I'm not saying you should bribe, but...

Most big businesses won't need to do press releases and look to create buzz through PR stunts often because they'll feel that they're already well known. This is great news for you, because you'll have less competition for the front pages.

Okay, ideally a 'PR stunt' is what we're after, but it doesn't have to be like that because you can easily turn nothing into something just by overdosing it with creativity and uniqueness. Top your PR stunt off with a headline that catches attention; think punchy and completely unique. Include content that's valuable, exclusive and sharable. Make it a story, and make that a brief one! But, more than anything make it worth talking about.

Who? What? Where? When? Why? If you have compelling and unique answers to all five questions, you'll have a killer PR opportunity. What we don't want to create is just a product description... It needs to be a story that's worth reading and writing about.

STORYTELLING

- Those who tell stories rule the world -



"The most effective structure for any argument will always be story."

- Gerry Spence, Trial Lawyer and Author

ONCE UPON A TIME... you were a small child being put to bed by your parent. "One more chapter..." "One more story..." "Just one more!" Why? Because, as children, we loved stories, but more importantly, unknowingly we still do. It was the highlight of the evening when mum or dad would sit with us and read a story before going to sleep. A simple story, with simple a meaning, in a simple language anybody could understand.

But how can a story improve your sales? Well, it can be applied to any stage of the sales process, because a well-told story can affect listeners on multiple levels that you'd fail to do on otherwise. Not only can you better capture a reader's attention, but you can motivate action, better build trust and make boring data more interesting and relevant. More importantly though, through telling a story, you can transform common beliefs to change minds much easier than you would otherwise.

Sure, this isn't a breakthrough technique but as marketers we're not doing it enough, because we believe we're not trained as fictional writers. That's a big mistake. The greatest storyteller is the everyday man; the man who isn't trained or skilled in the art of writing. The everyday man, that uses simple language, which comes straight from the heart, because that is the man who can influence. We need to speak like that person.

Why do we love stories so much? Because they activate the areas in our brains that give us sensory experiences which influences our way of thinking. They did back then when we were children, and they still do now. More so, when a story captures our imagination, it can cause us to develop new thoughts, opinions and ideas that align with that story, thoughts that bring us alive. This is where we, as marketers and sales people, come in. We can alter perceptions about our products and services and rule our world: the marketplace. Unorthodox marketing is all about this kind of thinking.

A narrative that's compelling and exciting has social benefits too. If you think about it, it's been central to mankind throughout history. It's a community act of sharing knowledge, and it's entertaining! What would our ancient ancestors have had to talk about around the camp-fire in the evenings when TVs were non-existent?

Stories are appealing to us because we can find meaning to a subject when portrayed through a narrative. Through a beginning or an introduction to a problem; a main body that's the argument for the solution and a focus on adopting the 'new alternative'; and

finally, the ending which is the close that solves the problem and showcases the benefits (the happy ending). Simple, right?! Stories also make us think, change the way we feel, and can surprise us. They make us visualise something that we can't really portray otherwise. It makes the unreal, real. And this is very powerful.

This is something you can do in all of your marketing activities, be it online in blog posts and on web pages, offline in newspaper ads and on sales calls. It's a skill you will need to master moving forward. Social media has made talking with businesses and customers easier, but those businesses need to be consistently providing compelling content. If the reader isn't engaged and entertained, he'll go elsewhere. Just how many links have you shared this month, or this year, and which of those were narratives? Probably most of them. This is because great marketing is great storytelling.

Okay, so what kind of stories? How about a story to communicate your vision or a story about who you are and why you're here, or just a story about your company? The key is to tell a gripping story that does more than just entertains the reader. There are a few things you can do to make sure that you're on the right course if you're not so sure: tell it from the heart every time, add elements of humour and surprise, and make it as personal as possible; bring the reader into the story as a character.

The story needs to revolve around this character. So give them a challenge to overcome; include elements of tension between this character and the challenge; then a 'crossroad' where a struggle turns into success. Last but not least, the end, where all is revealed and that character has navigated the conflicts and succeeds; this is where the message becomes clear. The most important aspect of marketing through storytelling is that each of the above needs to have elements the reader can relate to.

BECOME A STORYTELLER

- Add context and a narrative to absolutely everything you do.
- Seek to bring the reader or the target audience into the story.
- If writing a narrative isn't your strong point, look to read a classic novel every now and then to improve your writing, and your confidence in writing.
- Divide your marketing message into 3 narrative sections: a beginning, middle and an end – and keep it really simple!
- Use metaphors and language of everyday people, not that of corporations.

Storytelling is a timeless skill because everyone has an interesting story to tell. You just need to unleash it to really make that emotional connection with your prospects. Start building a following, make your content more viral, and let that story carry the sale of your product. Real emotions are working much better than corporate language now.

Every marketer wants to add credibility to their messages. Storytelling is an opportunity to do so by bringing these messages to life by connecting to a natural human behaviour, by tapping directly into people's emotions.

POSITIONING

- What people actually think about you and your business -



"To be successful today, you must touch base with reality. And the only reality that counts is what's already in the prospect's mind."

- Al Ries & Jack Trout

HAVE YOU TAKEN A MOMENT OUT OF YOUR DAY recently to assess where you are in your potential customer's mind? That is, do you really know exactly what they (and the rest of the marketplace) think about your stuff? Chances are you haven't. And to be honest, I don't blame you.

Most marketers just focus on marketing the hell out of their products which means they completely forget what it is they want their audience to know about them; what their most important message is; what their customers already perceive about them and their products and services. It's an easy trap to fall into.

Thinking about what position you hold in the market is one of the fundamentals when it comes to strategy, and the unorthodox marketer knows that *the* successful business decisions are made on the back of knowing what the right move is based on current positioning. The only way you're going to know this is if you know exactly what position you currently hold. Sun Tzu once said in his classic, *Art of War*: "If you know the enemy and know yourself, you need not fear the result of a hundred battles." This is absolutely the case when it comes to positioning your business in your marketplace. You have to know yourself, before knowing the type of customers that you're going to go after.

Instead of jumping into marketing your product to everyone, delve into the minds of your clients and prospects. Look at yourself as a relative to your target market. Who are you? What do you do best? What's different to that of your competitors? What are other customers thinking about your business?

These are questions you need to be asking yourself before you do any marketing, because you need to know who to aim your marketing at. Otherwise it just becomes another 'marketing message' in the crazy world that is today's marketplace for any product or service, sadly. If you market your product to everybody, then in reality you're marketing to nobody. It's all about the right information towards the right people. So, when the time comes, when they want or need something, they'll know your name.

Although setting your marketing message is important, the main principle of marketing is standing out from your competitors that offer similar products and services. And at the end of the day, the market is cluttered with the same old products and brands

fighting for customer attention... for your attention and mine. The key here is being unique. That's the business that people gravitate towards and buy from.

Let's discuss how to stand out from the crowd. First of all, never forget that everything you do is marketing. Every single person that works for your business, even the cleaning lady, is part of your marketing team. Every tweet and Facebook post is a piece of marketing, because it reflects the kind of person you are, and what your business is about. So, before you do anything, get the fundamentals right and narrow down your focus: standing for one distinctive thing that you can do better than anyone else.

THINK ABOUT HOW PEOPLE PERCEIVE YOU

- Take a look at your competition. Get to know them well. Learn how they compete for their customers and find out who those customers are. Can you find an area of the marketplace where they are not already competing in?
- Look to generate 'marketable' products. That is, look to offer specifically what the market wants, and make it a truly unique experience.
- If you already have a positioning strategy, then great! Leverage this position.
- Above everything, the main thing to think about is your method to deliver unique value at the highest level, because that's *the* strongest position.
- Customer service is marketing to current customers, so make it a priority.

Really get to know *your* customer. Seek to find out the things that keep those people awake at night. Your customer has a set of wants that he or she aims to satisfy, so find out what it is they're after, what results they're looking for after using your stuff, and get it to them via an exceptional experience with great customer service.

Customer service, that's one thing that gets forgotten in this day and age which is a big mistake. Think of the service you receive when you visit McDonald's restaurants - food in no time in a super clean environment. Sure we like the hamburgers too, though is it the only reason we go there? I don't think so. Make sure the way you speak to your customers is at the highest possible standard. It will give your positioning strategy credibility as people will be talking to others about their experiences. They'll be telling those people specifically what you want them to tell!

Yes, I could have easily placed this section right at the start of this book, to convey just how important this is, but I've decided to place it right in the middle - just like your marketing, it should be right there at the core, evolving around EVERYTHING you do.

Profile your market, find a niche and fill it. Be truthful, be supportive, and focused. Understand the problems and define your value offer and stake that position as your own. Continue to deliver that value you are known for then it'll be really hard for your competitors to take over your turf. Very soon, you'll have yourself a real 'brand'.

GIVEAWAYS

- People love free stuff -



"The obligation to receive reduces our ability to choose whom we wish to be indebted to and puts that power in the hands of others."

- Robert Cialdini

HOW MANY TIMES HAVE YOU walked into a store and have been presented with a teaser (packaged as a "free gift"), and then later on gone on to buy the full version? Whether it's a food or fragrance sample, the chances of you buying after sampling a product increases twofold. Because not only does it trigger an emotional affection towards that product, it also familiarises you with it. You know what you're getting and you trust the product, because you associate it with a previous positive experience.

When I get asked: "What's the best way to get permission to speak to prospects?" or "How do I get more leads and then convert them into paying customers easier?" I'll always answer with a suggestion of a giveaway. Why? Because first of all, generosity catches bags of positive attention. It builds trust and it encourages engagement. The laws of psychology show that offering a free gift causes the receiver to want to reciprocate and return the favour. But, more importantly, people just love free stuff!

Generosity goes a long way. And just about every business today can benefit from using freebies and giveaways to market products and services. Going out and prompting the beginning of a positive relationship with a new prospect without being direct and 'too pushy' is great news for everyone. Simply because everyone wins with giveaways.

If the product itself boasts extreme value (which I'm certain is the case with your core offering and potential giveaway) then this reciprocation becomes probable. Never forget that giveaways can be used to introduce a new product, improve visibility, upsell a product and of course, get them buying off you again. They have multiple benefits and purposes which you can exploit, but it's that second purchase or upsell that we're after.

You have a product and a solid business focus, but whether or not you're focusing heavily on attracting customers into your business in the first place is a completely different aspect. This needs to be looked at. It could be hindering your performance. If you're not attracting potential customers and looking to convert those into repeat buyers, you're basically just giving up market share, without fighting for your god-given right to compete. If you're unorthodox, you'd never even dream of letting this happen.

Do you think that a zero price tag would compromise and devalue you products or services? If so, then now is the time to change your mind. Using giveaways will raise the

visibility of everything that you do. It's basically bread and butter marketing. That's marketing that you're not doing enough of and need to start doing.

Now for a simple and straightforward tactic. Create a process where your leads receive a freebie in exchange for some information about them. This is especially the case online where you can collect email addresses. This could even work in exchange this for a like or follow on your social media pages, or have them give you their website address so you can personalise an offer later. An alternative strategy would also be not to take information from the user at all, and just have them visit your landing page to collect the giveaway – with the view of retargeting at a later date. (Keep reading for more on retargeting.)

START GIVING AWAY TODAY

- Set goals up early to determine your ROI – when you're giving stuff away it's easy to get sidetracked. Remember why you're doing this.
- Can you give coupons and discounts to your new leads?
- When giving away online, always look to get something back, i.e. a Facebook like, an email address, or a visit to a specific page so you can retarget.
- When giving away offline through freebies, make sure that your freebies are highly-practical, branded, relevant and of good quality.
- Offer these freebies to your current audience as well as new leads.

Don't forget, marketers give away something in return for something else. Ideally, we're looking for a purchase somewhere down the line. So, we need to educate and engage with the leads that giveaways attract which means it's important that they leave a trail and don't just disappear. Make sure they can give you something back for the investment you'll make in creating a free product. You're not marketing for fun, are you?

For physical giveaway products it's a little different, but the principles are still the same (just that it becomes a little easier). You have the chance to boost your brand's visibility with physical products – always keep this in mind. In today's market place, competition is fierce, so anything you can do to get ahead, consider it i.e. free, branded items such as clothing or stationery. You get the picture. Look to be *seen* by those potential customers, and potentially everyone and that comes into contact with them.

Now to creating the giveaway. The fun part! Look at your business, your products and your services. Can you scale down any of these products and pack them into a freebie? Can you find a small, physical product related to your company that's highly desired and relevant? It's not that hard. All you need to do is take a look around your office, your website and your products. Then, when you've found something, you leverage it.

Think about what you can do. A demo, a complimentary good, a sample, a promotional gift, an information product, an eBook etc. anything directly related to your business or your target audience that they'll enjoy. Consider this eBook somewhat of an example!

THINKING VISUAL

- When it comes to the modern consumer, seeing really is believing -



"A picture is worth a thousand words."

- Frederick R. Barnard

WE'RE CURRENTLY IN THE MIDDLE OF A DRAMATIC SHIFT. This shift exists within our browsing behaviour, where today (as customers) we would rather engage with, and consume, visual content rather than text-based. People have become progressively more interested in seeing information and content rather than reading about it, which is why I firmly believe that images and videos will fully take over pretty soon.

Just look at the ever increasing popularity of visual social media on networks such as Vine and Instagram, amongst others. The main benefits of these sites give you the ability to communicate messages quickly. This is just another case of people not having the time to take notice of all of the marketing messages thrown at them daily. We as consumers look for shortcuts. So, it's no surprise that around 90% of information transmitted to the brain is visual because everything else, mostly written information, is completely ignored. This is because there's just too much information out there.

That's where thinking visual will set you apart from the competition. Interactive videos and quality photos can provide users with the information they need at a glance. Not only has it got a better chance of grabbing attention, it also has a better chance of leaving a lasting impression that enhances the ability for more (and better) engagement. Our ability to process visual information is what makes us choose products, brands and content over others. It's critical for attracting business.

Okay, so you want more customers. Therefore you need to use more images and visual content. But, it's vitally important that you use only the *right* images. It's only right when those images convey and offer a better selling point than what text could ever do. Remember, they're not only there to grab attention, they're there to inspire, and to push the desired action. Keeping this in mind, it's also equally important to take your time and choose where you'll use this image so that it gets shared more. You may have a great photo with a great message, but if it doesn't relate to your target audience, then what's the point? Therefore, it's crucial that you assess the browsing patterns of your audience. Finding this balance early on will really set up your content strategy.

Now you know how visual content can represent your business, the next step is to build a narrative (remember how important storytelling is) around this image or video. It's key to remember you're selling something here, so look to create an experience around

your visual content. You can use visuals on absolutely everything that you do, from your social posts to your web pages, so look to add some visual content where you wouldn't usually do so. (Sure, I could have written this section, or even this whole book, through visuals, but the difference is I'm not selling you anything!)

Now we know what you need to do, let's look at the options and possibilities for getting visual content and materials out there. First up, is video. There's a reason why it's up first. Up to 80% of internet audiences watch videos online, and the number of people watching on mobiles is also on the up. They're fun, informal, interesting, but more than anything, they give you more power when it comes to persuasion and reach. It can also be very personal if it's coming directly from you.

Next up is images. You can really change your marketing by dropping high-quality images within all of your content. Though stay away from boring stock images because we've seen them all before. The goal is to be unique. How? Think about using funny memes that personifies your personality. Try and tap into your audience's emotions.

Then there's the more informative stuff. Here I'm talking about charts, infographics, whiteboards and presentation slides. Sometimes, complex data and numbers need to be presented to your audience, and if so, just do it in a way that's easily digestible and fun to read! Remember that seeing something is believing in something.

START PRODUCING VISUAL CONTENT TODAY

- Pages and posts with videos attract 3 times more visitors than ones without, so get creative! The stats are similar with photos.
- Think about all of your outbound communications. Can you bring some form of visual content that your audiences can digest alongside your main content?
- Keep it really simple as it's all about catching the eye in seconds.
- Have fun, and look to inspire with it!

In order for your content to grab attention, be it tweets, emails, web pages, sales letters or even point of sale posters in a shop, it needs to be able to connect with your audience on a personal level. Here are a few simple rules that need to be followed if you're going to be successful with your online and offline visual content. 1) Keep everything simple. The saying "less is more" certainly applies to visuals as the main goal is to create content that can be digested in seconds. 2) All visual content needs to be appealing to the eye, so think about everything, including the colours, fonts etc. Also consider how they can be integrated with your current identity. 3) Don't just drop any old image on a page for the sake of it – put some thought into the layout.

Nature made us the visual thinkers that we are today. Tapping into this innate ability is absolutely essential now if you're looking to get your business noticed. Not only will you be able to reach your audience, but you'll be able to see your business grow to new levels you never thought possible, all with the slightest of tweaks.

RETARGETING

-- Not letting your potential customers get away that easy --



"Energy and persistence conquer all things."

- Benjamin Franklin

I KNOW THAT YOU'RE PROBABLY ALREADY DOING some form of online advertising, whether it's on social media platforms or through search engines, and if you're not already doing it you're aware of. You're advertising to get potential customers to your websites and shops. What you probably didn't know is that you can target those people once again *after* they've left your website or shop. You know that these people are interested in your business or products, and even if they didn't buy off you this time, I'm certain that a percentage will do so next time.

I'd go as far as saying that retargeting is probably more important than advertising in the first place. Sure you may get fewer leads, but you'll certainly get much higher conversions. That's more money by the way! It's basically the same principle as hiring a sales person to follow someone that's just stepped out of your shop to sell the product once again. Despite what you may think initially, this strategy works amazingly well.

Ad retargeting works by utilizing browser cookies to track the websites and pages you've visited. This is done simply by placing a small piece of code on a website. Once you've left that website, the products you browsed will follow you around through ads on other websites you visit. The good news is that the stats are largely in favour of this marketing practice. Considering that, on average, only 2% of website visitors convert into sales, it's your god-given right to go back after the other 98% that you've worked so hard to get in the first place. You're doing your business an injustice if you're not. Simple exposure to familiar brands and products is enough to build the trust needed to go on and buy that product. This is hugely important to the unorthodox-thinking marketer.

So, now that you know about retargeting, did you know that there are many ways to retarget a potential customer? Let's talk through some of the options. Trust me. This will really pay off in the long run as retargeting is said to increase recapture rate by 10-30%.

First of all, before a customer even sets foot in your website you can consider search engine retargeting. This is where people search for your keywords a second time, keywords that are relevant to your business via search engines. This encourages customers onto your website in the first place. To employ this profitably though, you'll need to really get your keywords right. Those keywords and phrases that are searched need to be relevant to your business to get the interested in the door.

Then of course, to your website – which is probably the most important way to retarget. As we're targeting those that have already been on your website, we're nearly 100% sure that they're interested in your stuff. So, we need to tag them and then follow them around the internet. This is direct marketing at its finest. You can do this again using the search engines, or alternatively on social media platforms. I would suggest both. This ensures you're retargeting visitors with relevant messages, based on the pages of your websites that have actually been visited.

Next up is email marketing. The power of this medium should never be questioned for the digital marketer. Here you can retarget people based on the actions they've taken 1) on your emails and 2) on your website. You have your un-opens, your opens and your click-throughs. They are all very different factors and should be retargeted differently with a second email. Don't forget, you can also retarget leads with new emails through upsells or limited offers. You could even use these as a follow-up to any action taken.

Think about this for a second. How many different ways can you think of placing your marketing messages in front of your audience? That is, in front of interested people who have already browsed through your products and website? You're providing relevant, personal and, sometimes, anticipated material here. So it's a win-win situation.

ARE YOU READY TO GET MORE SALES THROUGH RETARGETING?

- Use cookies on your website to 'capture' your visitors and look to retarget them. This can be done whilst they browse the web on Google using eye-catching ads, or even whilst they're connecting with their friends on Facebook.
- Sign-up for providers such as 'Perfect Audience' that can handle this for you – it's an investment worth looking into as the recapture rate can be as high as 30%. Though anything above 10% is a success.
- Enclose cookie information on your website and set the membership duration (or cookie life) to around 2 months. That's a good average.
- The only rule I have, is not to retarget the people with a product that they have already bought from you! Upselling is completely fine.

Using the ideas above, you can seriously boost the click-through rates and conversions for any marketing campaign. More importantly, you get a second chance at getting back the 98% of visitors that didn't convert the first time. Just how many times have you looked for a holiday, and then for days after you're followed around with photos and price discounts for hotels and flights in the resorts you have already searched for? See, it works. And it will also work for your business as the stats are largely in your favour.

Consider retargeting site visitors, especially those who have abandoned their shopping carts. How? Give them access to special events, give them special offers, and cross-sell. Basically, absolutely anything you can think of. Just make sure you're actually *targeting* and not doing this for the fun of it – know your customer, and market accordingly.

PRODUCT LAUNCHES

-- Attention, increased revenue and better reputation all come from new products --



*"Business opportunities are like buses, there's always another one coming."
- Richard Branson*

WHEN YOU LAUNCH A NEW PRODUCT you're opening up a whole world of new opportunities for your business. You're giving current customers a new opportunity to buy something else from you, you're opening the door to brand new customers and you're also creating a massive amount of buzz within your marketplace.

In the online space there's a catalogue of tools and strategies you can use to make money. These include email marketing, blogging, sales letters, webinars, squeeze pages and of course, social media. But, without a product, you can't really make any real money. Sure, you can promote other people's products, but at some point you'll have to step up because all you're doing is drawing attention to someone else's business.

This isn't just online though, this goes for the offline crowd too. No matter where you are or what you do, there will come a time where you need to renew your offer. No matter how sustainable your product is in your market, competitors will always enter with an alternative. So, you need to show that innovation is your thing through a launch.

Where should you start? Well, it's with a new product. The first task is to identify your goals. For example, will you be looking to get more sales, increase awareness or use it as part of an existing marketing strategy? Those are your internal issues. But, more importantly, what are your external issues? Be aware of the countless new products that are constantly launching every single day of the week. There's increased competition, and that competition is something you need to study. One of the biggest mistakes marketers in all industries make is they don't do their homework and research the market. To be unorthodox, is to be highly knowledgeable of the market around you.

Providing that your product is one that the market wants, the next step is to build the product around those customers. That is, focusing exclusively on the potential customers who you believe make your ideal customer and will purchase from you. Look to fill a need rather than create one – if the demand is there, then supply. Be sure to create a unique value proposition too, and not just launch what your competitors are. It needs its own clear positioning and message because a confused buyer doesn't buy.

You need to communicate this in your sales material, your sales letters, emails and web pages. Copywriting is a difficult skill to master. If you're not overly confident about your abilities then you can always outsource, but just give it a go. First off, put yourself in

your customer's shoes. Imagine yourself as the reader; what would you like to read? Always write with the customer in mind, using simple language that anyone, of any age or nationality can understand with ease. Look to get your readers interested and capture attention. Think headlines, subheadings, case studies, testimonials, product benefits and build on each to encourage the reader to keep reading. But most importantly, encourage your reader to take action. Potential customers won't know what you want them to do unless you tell them what to do next. See the Storytelling section earlier on for more.

With a product in place, and the sales and marketing materials drawn up, your new offer will need potential customers to find it. There are tons of traffic generators online. You could consider Facebook, Google and the host of other media and news outlets, but I always like to focus on using Joint Venture partners. Here, everyone can win. You get partners working as your 'salesmen' to sell your stuff, and then you pay them back a percentage for every sale. In theory, they do all the heavy lifting.

I've personally brought in tens of thousands of online sales through JV partners, and I've very rarely encountered any problems by selling this way. Of course, look for organic and other paid-advertising sales, but, even in the big league, bribes and golf days out are constantly happening. Instead of having to get involved in the dark arts, your online writers and bloggers can write about your product launch and still get a cut. In doing this, I always liked to make the product available to the big influencers and the big partners as early on in the development stage as possible. This psychologically 'involves' that person to an extent that it's impossible for them not to promote your launch.

SIEZE THE OPPORTUNITY - START BUILDING YOUR PRODUCT LAUNCH

- Develop a comprehensive product launch plan early on.
- Research the market! Look to attract the perfect customer by giving them an offer they cannot resist.
- Spend time spreading the word about your product months in advance of your launch date – use blog posts and social media, and recruit Joint Venture partners.
- Do something unusual so that the market takes notice.

I could list tons of little tricks to help do this, including 'leaking' snippets of your product or ideas early on so that the market gets talking about your stuff, but that's a topic for another eBook. The number one piece of advice I can give is hype must be built around the product launch. Without hype your launch won't have any excitement, and will fail.

The best thing about all this after you've launched your product is that after 6 months, a year, or maybe two, you can re-launch the product with absolute ease. Okay, the online marketplace in terms of product launches is a little saturated, but, the fact is, people come online to browse and to buy. If you create something that pulls the beneficial and emotional triggers, then you'll be a force to be reckoned with.

SUMMARY

WHAT YOU NOW KNOW is that the marketing strategies you were using to attract potential customers and increase your sales weren't as effective as you may have thought. Yes, there was a time where these business-textbook marketing strategies were effective. When people were amused with the marketing messages that they saw every day, but it's a completely different situation now. People do not want to see your marketing, unless you are doing it in a new, unique and completely unorthodox manner.

This eBook has listed my top 10 most-used strategies. These are strategies that have enabled me to bring in hundreds of thousands of unique visitors into websites and web pages, which have turned into tens of thousands of product sales, on existing and brand new products and have enabled hundreds of upselling opportunities.

From speaking with the right people in the industry to speaking with your customers properly, and from promoting the right offers to targeting the right customers – you'll now have a better idea of what will work and what won't.

The final thing I'd like to share is that, no matter what you think, the best thing for you and your business is to get out there into the market, stare the customer right in the face, and find out exactly what they want and how they think about it. Then market accordingly. Getting out there in the first directly will really improve the way you go about your business. It's the only way to get battle-hardened.

If you're reading this eBook, then you'll know that this has cost you zero amount of money, and that you have not opted on to any email list. But what I do ask of you, is that if you have found this book useful, or if it's given you a new perspective on marketing, or if you have any other unorthodox strategies that have worked well for you in the past, why not stop by my personal blog and drop me a message or comment? I'd love to hear about you, what you think about these strategies, and what you think about marketing right now and in the future.

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