



7 Successful Marketing Strategies to get more leads, sell more products and decrease work time & expenses

Are you looking to get more leads, sell more products and decrease work time and expenses in your business?

Find out which strategies work best for your company.

Please let us know how we can help you with any of these items.

☐ 1. How Much More Can You Do with the Customers You Have?

First, let's start by simply looking at your existing customers and clients. There is a lot of wealth already there that you might have overlooked. In the book "Acres of Diamonds", author Russell Conwell shares several stories of people who missed opportunities by not looking at their own expertise, in their own literal backyard and in their network. We have found that this simple exercise of looking at your existing customers or clients may yield some very profitable results.

Here are 5 questions to ask in order to find your "Acres of Diamonds".

1. Can you resell to them, sell more times, sell more things, sell products/services that align with what you sell, etc.?
2. What can you offer something more, a parallel service, do something that's unexpected or connect your distributors together?
3. Can you do any joint ventures where you offer products of an industry that has a parallel customer base?
4. What cross-sell items can you offer once they make their initial purchase? If you don't have any, what could you create?
5. What ongoing/ monthly services can you offer? (Maintenance, support, security, VIP service with 24hr hotline and expedited shipping, etc.)

❑ 2. Use “Bite-sized” Videos in Your Content Marketing Calendar.

Whether you use social media heavily as part of your marketing strategy or not, you need to be creating regular content to put on your website, email newsletter, social media, email signature and anywhere else your audience will see it. Your website will rank higher in search engines if you regularly add new content to it. We recommend creating short 45-second to 2-minute videos to capture attention, grow your engagement, increase website traffic to your website and drive traffic to a landing page. This can be done by taking existing interviews, webinars or other video content and editing them down into short video segments or creating new content for this purpose. We have a strategy that does all of this for you. You’ll also want to make sure each video is formatted correctly for each place (website, LinkedIn, Facebook, YouTube, etc).

❑ 3. Create a Lead Capture Mini-Course.

Do you want to get more leads, grow your exposure and increase your sales? In almost every industry it’s critical to build an email list of potential customers or clients. A mini-course is one of the best ways to get people to sign up and get on your list. Think about your top products or services and think of a short training course where you can educate people. You’ll not only educate people so they’re more informed but they will get to know, like and trust you, which means they’re more likely to do business with you. You can deliver a 3-part mini-course via email or, we recommend creating videos to use in your mini-course since videos have a higher perceived value and do a better job at teaching people.

❑ 4. Is Your Website a “Learning Center”?

Gone are the days when you can put up a “brochure website” and people will come and buy from you. What do you do when you have a question about a product or service? You ask a question and Google serves up helpful information. People want to be helped and better educated (and even entertained) before they pick up the phone or come into your place of business. So what can you teach them? Treat your website like it’s a learning center. You will become an industry leader and your audience will come to you for guidance. This can be done through your blogs, videos, and other content. We recommend creating a content schedule and planning out what you want to help your audience learn.

Read More: “Why Your Website Should Be Considered a Learning Center.”

[Click to read the article.](#)

❑ 5. Product Training Videos.

How much time can you save by creating a training series that shows your customers how to use your products? Perhaps you have a specific setup and usage of your product. If you create a video series then they can visually see every step of the way. It greatly helps your customers learn and retain the information, and it saves you a lot of time. If necessary you can create a password-protected area on your website where only approved customers or clients can log in to view the content, download materials and even ask questions.

- 87% of consumers found business videos helpful for further research into to services or products. [Link to study](#)
- Videos have been shown to build trust and increase sales. 73% of consumers are more likely to make a purchase after watching a video. [link to study](#)

“Why You Should Create Training Content and Courses.”
[Read Article Here.](#)

❑ 6. Custom Call to Action with all Your Marketing, Especially in Your Videos.

If you're thinking of producing any videos for sales, marketing, training, lead generation or any other reason than you have to create a custom call to action. This will give you the ability to gauge the ROI on each video. Don't make the call to action be to have the viewer visit a general website. Create a specific webpage where they can learn more and give you their name and email to get more details from you now and in the future. One strategy we use is to promote a lead magnet at the end of the video where the viewer goes to a special landing page, puts in their name and email in order to automatically download the bonus material. Make sure the bonus is highly valuable (like a mini-course or something of high value). You can then market to them over time. Be careful to primarily add value in your email marketing and then you can occasionally sell...not the other way around.

[Click here](#) to learn about “Understanding the Power of Video for your Business”

7. Apply the 80/20 rule to the marketing of your top performing products and services.

Do you know which products and services take 20% of your resources while producing 80% of the revenue? You can skyrocket your success if you know your the products and services that have the highest ROI and focus your marketing on those. We have seen a lot of companies waste marketing dollars and time focussing on areas that don't give them the best ROI.

8. Bonus: Live Chat on Your Website!

Customers expect immediate answers and if they're on your website then they probably want to buy something or hire you. We recommend putting software on your website that let's someone type in a question and get live support from someone in your company. You can have anyone on your sales team, management or anyone else you designate. You can even have it to go someone's smartphone if you and your team are on the go. And, if you don't want to have it available 24/7 then you can set hours where the user has to leave their contact information for you to contact them the following day. This live chat feature can make your company look bigger than it is with its own customer service team.

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