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Marketing – the basics, are you getting them right?

- About us
- What we will cover
- The basics
- Q&A

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Before we Start

- Housekeeping
- Lara Squires – who am I & what is Consortium?

What we will cover

- The plan
- Systems
- Conversion rates/follow up
- Free things
- Measure review and revise!

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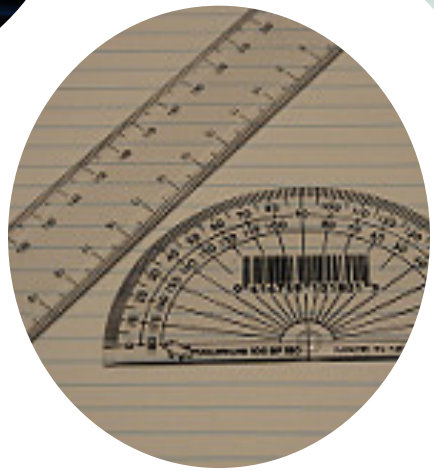
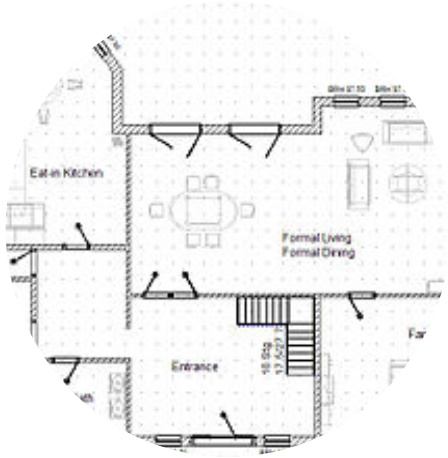
The Basics





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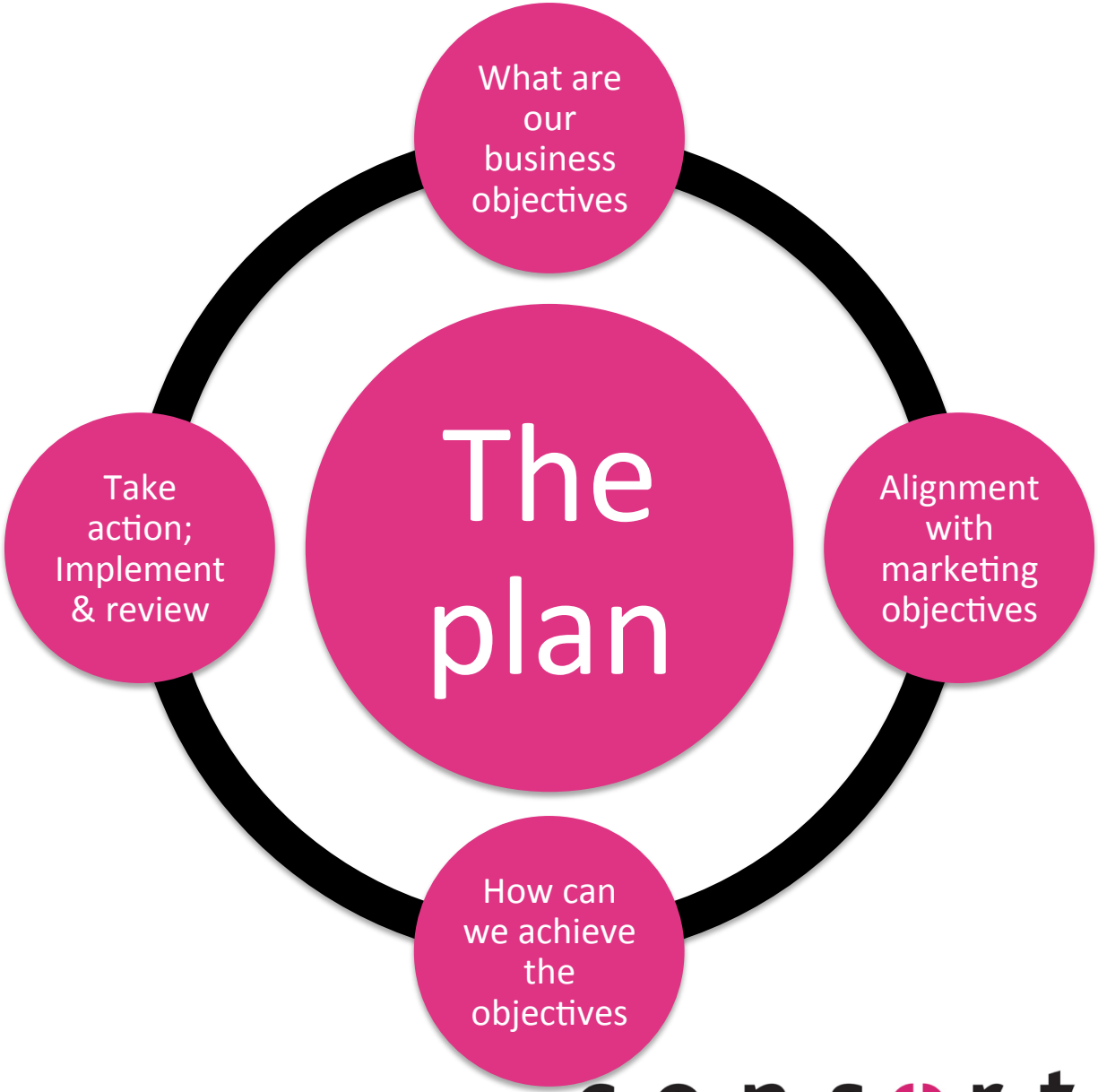

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The plan

Before undertaking any marketing you should have a plan!

What are the business objectives – how do these translate into marketing objectives?

Who are our target market?

Look at external factors such as competition and considering SWOT.

What can we do for free?

Systems

New Enquiries;

- How do enquiries come into the firm?
- Are people asked how they heard about you?
- Where are these logged?
- Can you run reports based on the source of work?
- Repeat Business/Cross selling;
- Can your database segment data?
- Do you market to your existing database?

Conversion rates

- 45% of all messages left on direct dial or reception answerphones did not receive a call back
- When a serious enquiry was made, only 27% of firms outlined the benefits of using their firm over their competitors
- Just 7% of personal conversations were followed up
- 86% of enquirers gained a positive first impression of the firm
- When a prospective client sent an email enquiry, 35% received a response within 4 hours. However, it took longer than 2 days for a reply in another 35% of cases

Stats kindly provided by ShopperAnonymous 2016

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Follow up

Do you follow up? 93% of the profession don't

What does that say to the consumer?

What is follow up? Its not selling…

Why follow up? Increased conversion, valuable competitor intelligence and opportunity to overcome objections

Free things

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Questions?

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