

Featured Article

5 Steps to a Better Return on Your Marketing Budget

You eat breakfast and glance at the local paper, only reading a few paragraphs of stories whose headlines grab you. You get in the car and plug in your MP3 player to listen to the music you want and none that you don't want. Back home that night you open your mail over the recycling container and toss out the material that's of no interest to you. After dinner you watch shows you Tivo'd last night and skip through the commercials. And of course you only answer the phone when Caller ID shows a number from someone you really want to talk with.

People have gotten very effective at screening out much of the advertising that comes at them each day. These five strategies will help your company deliver its message to the ideal target and maximize the return on your marketing dollar.

Revitalize your image. If your visual identity doesn't grab the target's attention your message will be ignored. An image that's outdated, unprofessional, or indistinct sends the message that your whole company is outdated, unprofessional, and indistinct.

Study your target market. It's an old message that bears repeating: You've got to know as much about your ideal target as possible. Look beyond the basic demographic information. What issues will face them in the near future and how will your business help them address those issues?

Nurture relationships with current customers. Studies have shown that profitability jumps when you sell more to your existing customer base. Technology and mobility make it too easy for customers to try other products. Put strategies in place that develop relationships with these customers, get feedback from them, and take steps to strengthen your relationship with them.

Reap new customers. Finding new customers is incredibly expensive. Leverage your existing customers and use them to do your marketing by creating a reward program that encourages them to refer friends and family. A large segment of your existing customers' circle of influence is made of people just like them and that's who you want.

Add a response element. Since it takes 7 to 10 exposures to your message before a prospect buys, you can get your target to invite you into her life by offering her something of value and bringing her into your sales funnel. Every marketing piece must include a call to action and a reward for those who take the action, whether it's a sample, information, or prize entry.

These five steps insure your messages are on target, generate a high return on your investment, and lead to larger profit margins for you company.

About Abiah

Abiah is an award winning brand strategy and full service marketing firm that helps mid-sized businesses uncover and leverage what makes them unique to become the recognized leader in their market segment. Find out more about them and take the Brand Alignment test at www.abiah.com or call them at 866-982-2424.