HARPETH
MARKETING
Marketing for the Market Research Industry

TRY THIS…

20 MORE Sales & Marketing Hacks to Supercharge Your Growth!

As we demonstrated in Part 1 of this series, being successful with your sales & marketing isn't about spending a lot of money (though that's not necessarily a bad thing)… it's about being *frequent* and *consistent* in your outreach to the marketplace.

So, in Part 2 of this series, we present 20 more low-cost/no-cost ideas to keep your growth rolling along…

1 Sharing articles that you find online is a proven way to post often on LinkedIn. The challenge is finding good articles to share. TRY THIS… set up several **Google Alerts** using key industry phrases. And not just the industry you're *in*… but the industries you serve. To help maximize the search's relevance, make sure all of your phrases are set inside of quotation marks ("search phrase here"). Once you do this, you'll receive an email every morning from Google with lots of relevant articles you can use.

2 How many emails do you send out and respond to in a typical day? 25, 50, more? Each of those is a marketing touch point, so leverage it. TRY THIS… put a marketing message in your email signature promoting a service, a product, an upcoming webinar, your presence at an event, etc. And have everyone in your firm do the same thing.

3 Want to easily connect with other industry professionals and even potential new clients? TRY THIS… keep an eye on 'Who's Viewed Your Profile' on LinkedIn. When you see someone you'd like to really connect with, send them a note thanking them for visiting your profile, asking them if they found what they were looking for, and giving them your business email address if they'd like to chat further. Remember, if you have the free version, you only get to see the five latest viewers, so check it often.

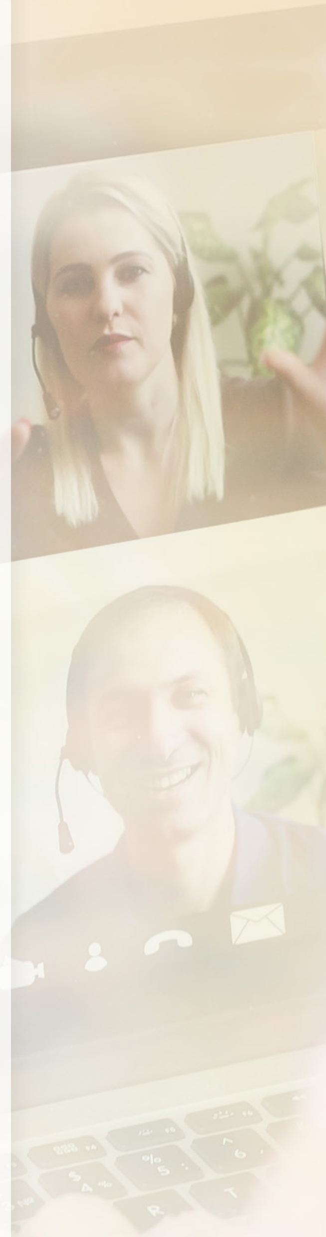
4 Have you written lots of blog posts? Ever consider turning them into an eBook? TRY THIS… take several related blog posts – each could be a chapter – add in a couple of new chapters and design an interesting cover for it. Voila! You've just 'written a book' without a lot of work. And in doing so, you've created a piece of gated content to enhance your reputation and generate sales leads.

5 Even though we're back to traveling, most of us aren't traveling as frequently as we were before Covid. And we miss those opportunities for social interaction with our clients. TRY THIS… schedule a Zoom Happy Hour with a client. Arrange for it to happen at 5pm their time and log on then. Have a beverage in your hand. Talk a little business at first, then move into the *more* important topics like family, recent vacations and sports. Try to make it just like you would if you went out with them after work.

6 "People do business with people they like." And it's hard to get people to 'like' you if all you ever talk about is project work. Want an easy way to get to know people on a *personal* level? TRY THIS… every Friday, at the end of every client call, ask them this, "Whatcha doin' this weekend?" Their answer will give you some insight into their personal life and give you the chance to build a human-to-human relationship, not just as vendor-to-client one.

7 Since our industry doesn't use a 5-star rating system like Amazon® or Yelp®, testimonials can serve as 'social proof' for your prospective clients. The trouble is getting them. TRY THIS… At the end of your post-project customer satisfaction survey, add this question, "Is there anything you'd like to add that we can use for marketing purposes?" The responses are attributable testimonials.

> **BONUS:** Another way to get testimonials is this… during the wrap-up meeting following a project, when a client says some complimentary things about your firm and the work you do, beside saying "thank you," add, "Can I get that in writing?" The answer will almost always be "yes."
>
> **BONUS 2:** If your client isn't sure what to write, offer to write it for them… then all they need to do is approve it.



8 Most business leaders look at their revenue by comparing year-over year-numbers. And that's a good thing. But it's nowhere near deep enough. TRY THIS… work with your accounting team to create this report – Revenue by Client by Year for the past 5 years. It gives you insight into trends, gaps in the data, lost clients you've forgotten about, and so on. Even if your revenue continues to grow every year, looking back 5 years will open up a world of additional information for you. [Link to free template: **https://bit.ly/3T3OYuV**]

9 Most websites from most competing firms are almost identical… providing the same kinds of services to the same kinds of clients and talking about them in the same way – often using the same words ('actionable insights' may be the worst one of all… but I digress). TRY THIS… add a section to your website called 'How We're Different' or 'Why Hire Us' and share with the reader what makes your firm unique. And stay away from "we do great work, we have great people and we really take care of our clients" – because *everyone* says that!

10 Exhibiting at conferences is hard, expensive work… so make sure to get the most out of your experience. TRY THIS… in your booth, get rid of the chairs. Sitting can make you look lazy and uninterested. Then move the table from the front of the booth – push it to the back or the side. Doing this allows you to welcome visitors into your booth, rather than having the table as a physical barrier.

11 Are you launching a new technology or service, one that might be considered 'disruptive?' Then, to make sure your marketing & sales messaging is compelling, TRY THIS… make sure it answers the three key questions that a buyer is asking about anything new:

- What is it and how does it work?
- What kind of projects is it best suited to?
- Is it better than what I have been doing? And how?

The stronger your answers to these questions, the more likely the reader is to reach out to you.

12 Sometimes, after connecting with folks on LinkedIn, you check their contact information only to find a Gmail or Yahoo account. Want their work email? TRY THIS… sign up for the free website app **Hunter.io**. It uses a company's domain name to look for the most common email address structure for the company and even lists some of the emails. A really good resource.

13 Want to keep an eye on your competition? TRY THIS… 'follow' the companies and key contacts on LinkedIn (rather than inviting them to 'connect,' which might be a little uncomfortable to do with a direct competitor). Then, whatever they're posting about and engaging in will show up in your notifications feed on your profile.

14 When creating your growth plan for next year, TRY THIS… focus on your *current clients* first – how to keep them and how to grow them. That is, how to solidify your current book of business. Only then should you worry about adding in new clients. *That* is how you build a healthy and sustainable business.

15 Just because a former client hasn't done any work with you in a couple of years doesn't mean they'll never do business with you again. So, why not reach out to them to try to rekindle some sort of relationship? TRY THIS… reach out to your former clients with a message like, "John, it's been a couple of years since we worked together… and a lot has changed here. Can we find some time to chat so I can share with you what we've been up to?" The worst thing that can happen is that they say 'no,' in which case you're no worse off than you are right now.

16

Getting a company to do business with you the very first time may be the most difficult thing to do in business. You are – by definition – *stealing* them from a competitor and at the same time, asking them to 'take a chance' with your firm. TRY THIS… to help prove to sales prospects that you can do what you say you can do, create a library of case studies. A case study is a 'clinical' description of a successful project that you've completed. It should fit on the front of one sheet of paper and include four sections:

- **The Client**
- **The problem they were facing**
- **The solution you recommended**
- **The outcome/results**

Ideally, you'll have permission from the client to share the case study and their name, but they are still very useful, even without that permission. When that happens, you'll need to refer to the Client in the study anonymously; e.g., 'An international manufacturer based in the Midwest.'

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A SWOT (Strengths, Weaknesses, Opportunities and Threats) Analysis can be a great way to think critically about your business and to make sure you don't miss anything, TRY THIS… rather than think about the 'strengths' of your business as a whole, break your business down into its different components and ask the SWOT questions about them. It could be categories like, People, Products and Processes. Or maybe the different departments – Marketing, Sales, Finance, Operations, etc. Drilling down that extra layer down can help provide a much more detailed analysis.

> **BONUS:** Don't just do the SWOT Analysis among senior staff at your firm. Expand it to include some of your mid-level, client-facing employees (e.g. project managers, salespeople, etc.), as well as a random sampling of your clients.

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Instead of having all of your fully written-out blog posts on one long web page, TRY THIS… your Blog page should be home to a series of teasers, with each one linking to a complete blog post on its own page. This allows you to accurately track the readership numbers of each blog post, something you can't do if all of them are on one page.

19

A/B testing with email newsletters is not just for the Subject Line. In addition, TRY THIS… over time, test other email elements like layout (1, 2 or 3-column), the placement of images, the font you use, the 'from' address, the color of 'click here' buttons, and so on.

20 Want an easy way to continually get better over time at Marketing and Sales? TRY THIS… subscribe to our blog, **The Competitive Advantage**. It houses almost 600 articles about all aspects of growing your business – building your brand, growing awareness, generating sales leads, managing the process, thinking strategically, and much more. And when you subscribe, you'll be notified automatically when a new blog post is published.

BONUS: While on the site, you can also subscribe to our monthly email newsletter, *News You Can Use*.

Conclusion

As you navigate the ever-evolving landscape of sales and marketing, it's important to remember that success doesn't always come with a high price tag. The hacks we've shared here are designed to help you maximize your efforts, stretch your budget, and achieve measurable results. By incorporating these activities into your routine, you'll be better equipped to connect with your audience, build lasting relationships, and drive meaningful growth. Don't let budget constraints hold you back—embrace these ideas and watch your business thrive!

Since 2012, Harpeth Marketing has been helping businesses – exclusively in the Market Research industry – to grow their companies when they don't have the *experience, expertise* or *time* to do it themselves. With services that include outsourced marketing, consulting and sales training, we help our clients build awareness in the markets they serve, establish and maintain a reputation and generate and nurture sales leads.

If you'd like to talk about how Harpeth Marketing can help your firm achieve its revenue goals, reach out to Steve Henke, our Founder, at:

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