



**HARPETH
MARKETING**

Marketing for the Market Research Industry

TRY THIS... 21 Sales & Marketing Hacks to Supercharge Your Growth!

When business professionals think about marketing and sales to help drive revenue growth, the first thing that often comes to mind is “That’s expensive!” And often, it can be... exhibiting at a conference, traveling to visit sales prospects, designing & printing sales collateral, LinkedIn ad campaigns and so on. While we believe that a financial investment in those kinds of things can pay big dividends, it’s not the only way to grow.

In fact, there are a number of low-cost/no-cost marketing and sales tactics that are easy to implement and will take just a little of your time. So, even if things get a little tight and you need to start pinching your pennies, TRY THIS... do not stop your marketing and sales. Instead, consider trying a few of these hacks to supercharge your growth.

- 1** Sending out a sales or marketing email? TRY THIS... wait a week after the email goes out, then send it again to everyone on the list who didn’t open the first one... only this time, use a different Subject Line. We often see a 10% lift with the second email.

- 2** Directly under their name on their LinkedIn profile, most people describe themselves with their title and company name. That’s redundant – that information already exists on your profile. TRY THIS [instead]... create an interesting or unique description that shows how you help your clients or gives some unique insight into your personality and background. [Click Here](#) to see an example.

- 3** Speaking at a conference is a great opportunity! The problem is that – except for a few people who might come up to you afterward – you don’t know who attended and aren’t able to leverage the attendees into any sales opportunities. TRY THIS... at the start of your presentation, announce the raffle of a book (hold it up) related to your topic. Ask the attendees to pass their business cards forward during your presentation, then – at the end – select one to be the book winner. And you win by taking home all of those business cards from people who were willing to give of their time to listen to you speak. I’d call those warm sales leads!

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Not sure you're getting the most out of your website? TRY THIS [technology]...

Google Search Console is a free tool that provides valuable insights into how Google views and interacts with your website, including indexing, search performance (rankings and organic keywords), and mobile usability. This allows you to identify and resolve technical issues, optimize your content for better search visibility, and track your progress over time.

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Often, during a networking event, salespeople get overly anxious and will wrap up an initial conversation with a sales prospect with something like, "Can we schedule a capabilities presentation?" Too salesy! TRY THIS [instead]... as you're wrapping up the conversation, ask, "How can I help you?" It will shock them and immediately give you a level of credibility that hard-selling won't. Then make sure to follow thru. Don't worry... the selling opportunity will come later.

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Capabilities presentations are an opportunity to impress a sales prospect... to have them feel good about your firm and you. So, stop boring them with PowerPoint slides filled with lots of bullet points, each of which is a long, complete sentence. When you do that, they ignore you and read the screen. TRY THIS [instead]... follow the '4x4 rule:' no more than 4 bullets on a page... and no more than 4 words per bullet. The bullet points are not a 'script.' They are just meant to be talking points so you (not the PPT deck) are the star of the show!

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Want to say 'thank you' to clients (and others)... and really mean it? Emails have little impact and simply aren't memorable. TRY THIS... invest in a supply of note cards and send handwritten 'thank you' notes to clients. They cut through the clutter and show that you took a little time and effort. They can be used after projects (though a nice bottle of wine is good here, too), after proposals (even when you don't win!), and to send to references and people who refer business to you.

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Finding and curating online articles is a great source of content for sharing on social media. The trouble is, how to store them for use at a later time? TRY THIS... download **Pocket**, a free app that works in your browser and on your mobile device. When you see an article you'd like to save for later, just click the Pocket icon in your toolbar and the article will be saved for access any time you need it. Easy!

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Want to post more frequently on LinkedIn? It's easy, TRY THIS... repost the same thing multiple times. Assuming that what you're posting is not time-sensitive, post it on your feed a few times over a few weeks... on different days of the week and at different times of day. Because everyone has different LinkedIn viewing habits, this dramatically increases the chance that they'll see your post, regardless of when they log on.

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If you're sending out an email newsletter every month or two – and you should be! – the more subscribers, the better. So, make it easy for people to sign up. TRY THIS... put the link to the subscription form in as many places as possible – on your website (top of every page), in your email signature and inside of every email newsletter (because your email will get forwarded).



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Buyers don't care about what you can do, they care about what you can do for them. And what you can do for them is solve their problems. TRY THIS... update your language (on your website, in proposals, in your capabilities presentation, and in sales conversations) to stay away from your methodologies (they know what you do – they've been to your website) and instead, share with them how you can help them solve their key business problems.

What do your clients think of your firm? Wouldn't it be great to hear it directly from them? TRY THIS... at the end of the year, send out a survey to clients asking these strategic questions:

- Why did you hire us the very first time (when choosing among several suppliers)?
- What do we do – if anything – that's unique in the marketplace?
- If we could do just one thing that would improve your experience with us, what would that be?

BONUS: Reach out to some ex-clients, as well. In addition to the questions above, add in, "Why did you stop working with us? And who are you working with now?"

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'Content marketing' isn't just about using content for your marketing efforts, it's also about effectively marketing that content. That is, you could write the greatest blog post in the history of blog posts, but if no one knows that it's sitting on your website, it's not doing you any good. TRY THIS... anytime you create some content – blog posts, white papers, eBooks, webinars, etc. – make sure you also create a parallel promotional plan to get as many eyeballs on it as possible.

Attending an upcoming conference and want to maximize the number of people you meet? TRY THIS...

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- As the event is approaching and you find out that a client or prospect will be attending, reach out to them to schedule a specific time and place to meet at the event. This assures that you'll at least get a little time with them at the event, rather than hoping you do.
- Extend your stay in the city and schedule in-person meetings before and after the event with clients and prospects who live in the host city. The biggest costs for the event are already spent – the conference registration and the flights. This will mean a few extra hotel days and a few extra meals... but it also means guaranteed face-time with targets, even if they aren't at the event.

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Ever imbed a link in your website, document, advertisement, etc. and don't know how many people – if any – clicked on it? TRY THIS... sign up for a FREE service like [tinyurl](http://tinyurl.com) or bit.ly – they help you create *trackable* links and give you easy reports so you can see the results of your efforts.

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We all love referrals. There's an implied endorsement that comes with every one of them. But we never seem to have enough of them. Rather than sit around and *hope* for them to come in, TRY THIS... During a conversation with a client – especially right after or during a project that is going well – say this, "Susan, is there anyone else in our industry you can think of that might also benefit from our services?" Even if they can't think of anyone, you've planted the seed that you're open to referrals.



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Have you joined a bunch of Market Research-related LinkedIn groups, only to find them dominated by lots of your competitors? TRY THIS... find and request to join groups related to the *vertical* industries you work in or the *horizontal* industries you serve. In both cases, you'll find your target companies and contacts and much less in the way of competition. Here are a few examples:

- If you serve the Financial Services industry, consider joining the **Financial Services Marketing** group.
- Targeting HR professionals, take a look at the **Human Resources (HR) Professionals** group.
- Work in the Hispanic community? Consider the **Hispanic Marketing Council** group.

Thinking strategically about 'growth' can feel a little overwhelming. To help, TRY THIS... complete an Ansoff Matrix:



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It breaks your growth options into four different 'buckets' and serves as a great framework for thinking and talking about future growth:

- **Core Growth:** "How can we sell more of our existing services to our current target markets?"
- **Market Expansion:** "Who else, outside of our current target market, would be interested in buying our services?"
- **Product Enhancement:** "What new kinds of products and services can we sell to our existing clients?"
- **Diversification:** "Is there a brand new business we should be in that in some way ties into our current business?"

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Sharing your latest blog post in an email to your database? (You should - it's a good idea!) But don't put the *entire* article in the email. Instead, TRY THIS... put a short teaser about the article in the email and link the reader back to that specific article on your website. This ensures that interested people end up on your website... and that's always a good thing.

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A clear, concise Elevator Pitch is not just for use at your next networking event. TRY THIS... create a version of that Elevator Pitch for posting on the homepage of your website. It ought to be the first thing visitors see when they land there. You've got 5-6 seconds to grab their attention and convince them to look around your site... and the Elevator Pitch can help.

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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

Remember, the key to effective sales and marketing isn't just about the dollars you spend; it's about being smart with the tactics you employ and the consistency with which you execute them. These 21 hacks are designed to provide you with practical, low-cost ways to enhance your outreach, build stronger relationships, and ultimately drive growth. So, whether you're a seasoned professional or just getting started, these tips can help you stay ahead of the competition without breaking the bank. Ready to take your marketing and sales efforts to the next level? Start implementing these hacks today!

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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