



Using the right marketing tools

What did Ryanair get so right and Aer Lingus get so wrong?

Why did Yahoo lose market domination so rapidly to Google?

How did Newcastle United FC come to be relegated?

Okay, the last one worry's me more than the first two, but taking the wrong marketing path when faced **with changing market forces; technology; and customer moods and preferences;** can have devastating consequences on the success of a business.

For the most part, our business lives aren't played out on some grand stage but in many ways, it boils down to the same questions:

What strategy will ensure the prospects we most want to attract can see and find us; and how do we make them buy what we offer? Because until this is clear, all your great offers, expertise and profit potential are dust.

This seems glaringly obvious but it's rarely what happens. We're constantly involved in "remedial marketing" work where a prospect has wasted money through adopting the latest buzzword tool. **They've leapt before they looked** and have now lost faith and impetus in their online marketing.

For a well set up online business, these "latest" tools (Twitter, viral, mobile, SMS, etc) really can make a significant difference. Competitors maybe less practiced or "au fait" with using them which creates new opportunities. Its horses for courses, otherwise you might find you're running in the wrong race.

We're currently working with a company who are developing their website and optimisation skills. Let's be clear, optimisation is not some magic buzzword that brings instant success. SEO is hard graft, an uphill struggle to have their website recognised by Google as a quality website with authority and relevance.

But without the fundamentals - **a strong benefit message tied to interesting, quality content** – then all the SEO, link building and article placement in the world won't keep readers on page = **few if any, sales.**

You may think, well I'll **blast it with some pay per click** by throwing money at it. Same story, if the adverts don't hit the right quality of prospect or the advert copy doesn't tie in 100% with the landing page content, then your conversions, sales and ROI will all be pretty miserable.



Get it right and it is sunshine all the way. Our client increased traffic by 660% in a few days, because we ensured he was crystal clear about what he wanted to achieve and how. Creating the right strategy takes time but it's always to be (realistically) tied to a budget that is sufficiently robust to deliver the expected results.

It may be that you can then see the potential of Twitter or viral in a new light and ignore other tools you'd heard about but aren't for you right now.

Creating the strategy by understanding our clients' customers is always our first job. This is normal marketing and it hasn't changed in years. What has changed is the type, variety and power of the online marketing tools available. A good ROI depends on how well your strategy matches the chosen tools and their ability to deliver what you want.

To avoid your business being relegated to a lower division, call me on **01925 262 800** or email: gerryw@flyingveemgt.co.uk