



Something New

You might read somewhere that growing your business, particularly in difficult times, requires increasing the number of customers, increasing their average spend and their frequency of doing business with you, while keeping costs down. Sound stuff!

But there's a snag. Your prospects and customers might not see it quite the same way.

They might be tied up at this moment doing other things, like running their companies; or they just don't get marketing, that intangible word that seems more likely to lose them money than make it; or they think they can ride out the current storm due to their existing referral base. (I bet some of the investment banks thought this!).

Okay, this is a bit cynical but often people are unsure how marketing can help them so you have to spell it out, clearly and without ambiguity. This is how we've approached such issues.

Our long awaited, new website has just come online. It still needs a few tweaks and a video adding, which will be pretty soon. What we've tried to do is break down the sort of issues all prospects and customers face when looking to increase sales involving:

- Finding Customers
- Converting Customers
- Keeping Customers
- Using new media to help Customers build their brands

These steps all drive better competitiveness and conversions of visitor interest into sales more frequently plus landing the most important sale of all – the repeat purchase.

We show how success is bound up with understanding your "ideal customers" and the markets they exist in. Client companies are looking for help. They recognise they need to do something to create more positive channels to bring in new business now.

Our website reflects the knowledge we have in making a client's website really work. How we get the best purchase from content that resonates with what their customers will want while meeting the requirements of the search engines like Google. This is about stickiness and relevancy, using rational and emotional triggers, creative design and intuitive navigation plus ease of use and attention focus.

When a reader visits one of our clients' websites they aren't just grabbed by what they read but are managed through a process that convinces them to pick up the phone or buy.



Keeping hold of customers recognises that for any company, it costs 20X as much to find a new customer as developing an existing one. The techniques employed are about providing a service that matches what customers want; keeping them warmed up over time and developing champions to grow your brand's awareness – all essentials in expanding your business.

The use of new media reflects the opportunities presented by an ever expanding technological base, allowing businesses to exploit new areas before their slower moving competitors actually wake up to the threat. The sheer power of video coupled to a viral campaign can revolutionise sales and brand reach.

Because we have a solid understanding of their market and available marketing techniques, our clients become more adept in their own marketing-oriented thinking because companies are more successful when they market themselves better.

It's a competitive, confusing world out there, but it's also unforgiving and it will never stand still. What worked just 18 months ago, may not work so well today. Conversely, just because something is new, doesn't mean it'll work for you. So testing is a key part of our strategy for clients to assess what does or doesn't give a good return on their investment.

Our clients may be seeking a solution and may not know where to look for an answer so we do it for them. Once we provide the solution and strategy that gets them there, they build up a head of steam which gives confidence in growing the business further.

If you're not marketing yourself properly now, when you come to need those extra sales, you may not be in a position to do much about gaining them. But if you're already prepared then you're in a great position to persuade your customers to work with you. It's not luck but marketing that will make this happen for you.

Our new website can be found at: www.flyingveemgt.co.uk

Be prepared. Be persuasive. Make it happen.

Call: **01925 262 800** or email gerryw@flyingveemgt.co.uk