



## 2009 Awakening

Not for many decades has a new year dawned with so much uncertainty in the business world.

A quick poll of comments from business people I've met over the Christmas break is that 50% see opportunities arising while the other 50% think times are already difficult and will become more so.

But whatever your view of what's to come, 2009 will be about being seen. Getting on the radar of new prospects and above all deepen your relationships with existing clients – these you must not let go so get personal and be the best business supplier they've ever experienced.

Clients, prospects and suspects will turn more to the internet than ever before because they owe it to themselves to find the right deal, whether this be legal advice or a front door. Prospects know the internet provides the best choice and the means to find it.

So what are your options?

1. Do nothing and hope things improve naturally
2. Dip a toe into the internet world
3. Go for it

Option 1: Is about blind fear. Drawing back from the new world into the old. Unless you're really the only player in your field this option spells disaster. You need cash, so you need sales from somewhere.

Option 2: Is about tentatively trying one thing new. Say pay per click. You set up a Google Adwords account and hey presto, nothing! Making this form of marketing work requires an understanding and commitment to make your website, adwords advert, keywords, visitor behaviour and budget work in unison. Dipping your toe means you'll be missing out on whole sectors of untapped, potential sales. Invariably this cautious approach fails for want of a coherent plan of action. There's too much competition!

Option 3: is going for it using the potential of the internet via a comprehensive and coordinated plan. It's never been easier or more cost effective to target multiple sectors where potential sales might hang out. Where do you start?

- a) What do you customers really want and do you supply it?
- b) Why should they buy it from you? Can you put this into words?
- c) Can you work out a marketing plan and budget for the next 12 months?
- d) Can you think how you might target these people using multiple channels –  
e.g pay per click, optimisation, email, video, viral, social networking, cold calling, networking?



- e) Does your company already have the knowledge/experience to do this or needs to buy in?
- f) Do you really believe investing in marketing will generate sales?

There's an easy argument that says money spent on marketing is wasteful because you don't know which of it works. Well these statements were made before the internet came of age. Now you'll not only reach a much wider audience (or more localised if you wish) but it will be at a low cost supported by accurate daily measurement and results, so you can tell what's working and at what price.

But to make it work you have to play by the rules. There are rules Google lays down; there are others for websites (as in keeping visitors on page); ways to make sure your emails get opened; ways to make video really work for you; and so forth.

The next 6 months will be the hard yards for businesses. Marketing means generating sales and cash! Without the right applications the future may be very short. Those that adapt survive.

If you want your business to survive call me on 01925 262800 or email [gerryw@flyingveemgt.co.uk](mailto:gerryw@flyingveemgt.co.uk)

Be prepared. Be persuasive. Make it happen.

Best wishes for 2009,