



Digital marketing

Getting Hotter!

Prospects with problems are looking for solutions but will they pick you to supply the solution?

You've heard terms like ideal customers, prospects, and suspects but within these definitions are more subtle needs. Categorising them helps understand them and the challenge for you is to convert the sceptics into clients.

1: Ideal customers

Know all they need to know about you and will buy from you.

Marketing to this group is about respect. It's about rewarding loyalty. These are the people who say good things about you. They will expect frequent contact, occasional stroking to strengthen the special relationship. Keeping them means making a fuss over them.

They are your most cost effective group, so manage them in a highly personalised manner involving frequent phone calls, socialising, regular emails and articles, RSS links, planned visits, social network messaging. It's your professionalism that determines how ideal this relationship is becomes.

2. Hot prospects

They like what they see - now it's all about the offer.

How far are you prepared to go to deliver an offer they value? Sort this out and you have a sale. Assuming you want their business, convince them your offer represents the best value through a level of personal connection but not reward. Emails, articles, are more informative, case studies and testimonials all add to decision process but many a slip between cup and lip describes the dynamics of this relationship. You equally could lose them or make a sale. What will it take?

3. Warm prospects

Similar to group 2, they just aren't ready to buy now.

They like what they see but 6 months time is better for them. You must keep on their radar and identify when they are likely to buy to save yourself the cost of pushing when they're not ready..

So make sure you're ready in 6 months and extra sure they know you are. In the interim contact should be regular rather than frequent building gradually to their decision day using useful articles, informative email, occasional phone calls, brochures, Don't wait until the end. They forget. This group are worth the effort.

4. Cool prospects

They know about you but aren't sure you're the answer.

Unless you can convince them then you're a risk they won't take. They need more information than just being kept up to speed. Use case studies pertinent to their needs and testimonials are very powerful. They want you to make this effort. Show them the weakness in their perception of you is not only misguided but easily surmountable. The sales conversion costs need careful consideration – are they worth your effort?

5. Suspects

Suspects know nothing about you and what you offer.

The big decision here is – are they worth the effort? If you are interested in attracting them, somehow you've got to get on the radar of suspects who aren't looking or aren't interested in dealing with companies as small / large as yours. This is resource wasteful. Its sales not traffic you want.

But some may just not have heard about you, like new companies coming onto the market and this is where testing the market with short, sharp Adwords campaigns can unearth those suspects who may convert rapidly into ideal customers.

6. Ignorant

They don't know they have a problem

This term is not disrespectful. It merely states that some people aren't aware of a problem so they aren't looking for a solution. In some ways they are stronger than suspects in that once the light is turned on – by you – then they too can convert rapidly to a sale.

Case studies are great for this group as they build your credibility and you'll find you're pushing on an opening door.

All the above groups require different levels of your attention.

It has to be of the right type – interesting, useful, timely and appreciated. It has to work on the right people in a format they're most receptive to. It has to go at the right time of the day and switch on the right buttons It has to identify the help you can give and your ability to give it.

These groups make up your market. Being more proactive than your competitors can get you the pole position but remember, you organise your marketing strategy and aim it first at the group who will bring you the greatest or most effective return on your investment.

If you want to warm up your customers and make it happen:

call: **01925 262 800** or simply email me at: gerryw@flyingveemgt.co.uk