

Intelligent Marketing:
PROVEN Strategies to Maximize Your Profits!

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Presentation Outline

- What's Intelligent Marketing?
- Intelligent Marketing versus Random marketing
- Intelligent Offline Marketing
 - Cross Referral Marketing
 - Networking
 - Viral Marketing (Word of Mouth)
 - Giving Away Free Products/Services
 - Creating Scarcity
 - Proactive Marketing
- Intelligent Online Marketing:
 - Creating Niche-Driven Search-Engine-Friendly Websites
 - Email marketing
 - Pay Per Click Advertising
 - Writing Articles and Blogs
 - Joining Online Networking Communities
- Action Plan: Use the Given Information to Improve your Marketing Strategy

What's Intelligent Marketing?

Intelligent Marketing is KNOWING your customers and TRAGETING them effectively.

- **KNOWING Your Customers:**
 - One of the most common mistakes that small business owners fall into is trying to sell their product/service to everyone. To generate results, you must have a specific **Niche** defined by: age group, ethnicity, educational level, and other criteria specific to your line of business
 - Figure out what your customers are looking for and offer them quality services that would fulfil their needs and meet their expectations
- **Intelligent Marketing versus Random Marketing:** Your marketing strategy should focus on reaching your Niche Market instead of wasting your time and resources. Examples of ineffective random marketing include:
 - Direct Mail Marketing
 - Tele-Marketing
 - Distributing flyers to people passing on the street
- This Presentation will focus on two types of intelligent marketing:
 - **Intelligent Offline Marketing**
 - **Intelligent Online Marketing**

Intelligent Offline Marketing

- **Cross Referral Marketing:**

- Mutual agreement between two businesses to refer clients to each other
- Very effective technique especially when the two businesses are non-competitive but would attract the SAME Niche market
- To maximize their results, businesses could offer **bundled services** at discounted rates

- **Effective Networking:**

- Focus on **Building relationships** not just finding immediate customers
- Categorize your contacts by type of business and how they relate to you. Some contacts maybe: *suspects, prospects, clients, recurring clients, general contacts...etc*
- Offer help and support to your business contacts
- FOLLOW UP with your contacts

- **Viral Marketing (Word of Mouth):**

- Take advantage of your "Warm Market" to promote your business
- Don't hesitate to ask your existing customers for referrals and testimonials

- **Giving Away FREE Products/Services:**

- If you offer a product, giving away FREE samples could be very effective because it gives your potential customers a chance to try what you're offering with no obligation
- If you offer services, giving FREE workshops that offer valuable information is very effective because it gives you authority. As a result, your potential customers would look up to you as an expert in your field. The bottom line is: people hate to be sold. If you offer them FREE information that they need, they're likely to choose to do business with you

Intelligent Offline Marketing

- **Creating Scarcity**
 - Giving Limited time offers or early bird discounts could motivate your potential customers to take action
 - Offering special discounts to the first hundred people who order your product or sign up for your workshop could be very effective as well
- **Proactive Marketing**
 - Joining organizations that your potential clients are likely to join
 - Advertising and posting your flyers in TARGETED locations not randomly

Intelligent Online Marketing

- **Creating Niche-Driven Search-Engine-Friendly Websites:**

- Effective web presence is much more than just a creative design. Your web your website should reflect your competitive advantage and have **compelling** features to attract your potential customers. Otherwise, why would they choose to do business with you?
- Recent Statistics have shown that over 85% of all initial website visits originate from search engines (Jupiter Media Metrix). It is important to:
 - Make sure that website coding is optimized for search engines
 - Get listed in ALL the FREE search engines and business directories
 - Learn about paid listing options and consider investing in a high ranking search engine

- **Email Marketing:**

Email is still the most popular and most used communication medium on the Internet. Unlike offline mail marketing campaigns, email marketing is a very cheap yet efficient way to distribute your message to large numbers of people who have requested that information. If done correctly, it generates high response rates and gives you measurable results with instant feedback. Email marketing involves:

- Creating a Newsletter to maintain an ongoing relationship with your customers and prospects.
- Taking advantage of email marketing to advertise your promotions and special offers
- Using Auto-Responders to pre-schedule your emails to be sent for prospects who sign for your newsletter

Intelligent Online Marketing

- **Pay Per Click Advertising:**

Search engines (Google, Yahoo, and others) offer **pay per click advertising**. When a user types keywords you choose, your ad shows up next to or inside the search results. You pay only if the user clicks your ad. Costs can be as low as 5 cents per click

- **Writing Articles/Creating Blogs:**

Writing articles and blogs on the internet could substantially increase the number of visitors to your web site because your readers look up to you as an expert in your field and are most likely to check you website and turn into paying customers.

You could post your articles and create blogs for FREE in the following websites:

<http://www.searchwarp.com/>

<http://www.articlemarketer.com/>

<http://www.blogger.com/start>

- **Joining Online Networking Communities:**

You could create a profile for FREE outlining your business in the following websites:

<http://www.adlandpro.com>

<http://www.ryze.com>

<http://www.diretmatches.com>

<http://www.linkedin.com>

