
10 THINGS BUSINESS OWNERS MUST KNOW TO

AVOID LOCAL MARKETING FAILURE

The guide small business owners need to start managing a revenue generating marketing team.



You're a local business owner

You do what you do because you are really good at what you do and probably love it too.

Marketing is probably not your first love. But executing marketing that brings in new clients and revenue is essential.

Doing only the type of marketing that makes your local business money, is more important than ever. There have never been more ways to spend, and thus waste your marketing budget.

The purpose of this guide is to introduce you to key marketing concepts and coach you on the marketing mindset you need to manage a marketing team which is a revenue-generating function.

Today is the day you stop throwing money at marketing merely hoping it's growing your businesses growth.

I created this guide after nearly 20 years of working with small business owners.

In this guide, I lay out the 10 things that I have found to be most helpful to local business owners in becoming effective managers of a revenue-focused marketing departments.

You don't need to be a marketing expert to manage a high-performance marketing team.

1

KNOW THE SPECIFIC GOAL OF EACH MARKETING CHANNEL (or cancel it right now)

A marketing media channel (or simply a 'channel') is just a way of labeling different media you can use to reach your audience e.g. Facebook, email, S.E.O.

Before you start to spend money on a channel ask your team, *'What is the measurable goal we are aiming for by using this channel?'*

And, *'How will we measure attainment of that goal?'*
(more on measurement in a moment)

As a revenue-focused owner, you will only accept goals that are measured by:

The number of quality leads or income generated from the ad spend on a given channel.

Marketing activities aimed at anything else, are not right for your local business.

Yep, that's right. Anything else is a waste. I'll explain more in a moment.



2

NEVER DO ANY MARKETING WHICH CAN'T BE MEASURED

“But we’re building brand awareness and goodwill” they said.

Fine. These are great attributes for a brand, but they can be achieved with the type of marketing that puts a message in front of your audience and seeks a response.

The idea is to measure this response. You may choose to measure phone calls, form completions, or downloads of your ‘Top 10 Tips For Homeowners When Hiring An <insert your profession>’.

The idea that you don’t need to measure branding is a load of B.S.. Especially when it comes to marketing for Local Businesses.



Don’t be convinced by your team that you need to sponsor that local event, or buy a radio spot, if they don’t have a bullet proof way to measure the efficacy of it.

Often there are ways to measure offline channels, like directing audiences to a special offer on a specially built webpage. But there will be leakage & you can never measure offline as accurately as digital channels.

As a rule of thumb only try offline channels once you are getting a predictable return on investment on at least 3 digital channels.

3

MEASURE, LESS

This might sound counterintuitive.

But as the business owner or manager of the marketing department, you only need to know about the metrics which are a direct measurement of income (e.g. sales, average value of a sale) or strong indicators of income to come (e.g. # of qualified leads).

Start by measuring your team against these 3 metrics only.



LEAD QUANTITY

Total lead quantity (be sure to align on what constitutes a lead, is it a phone call that lasts at least 90 seconds or is it a form completion that is not spam or a sales message?).



LEAD-TO-PAYING CONVERSION RATE

The percentage of leads that turn into paying clients (or lead to client conversion rate).



CUSTOMER ACQUISITION COST

The Customer Acquisition Cost (or CAC) or Cost-per-Sale. This is the amount of money you invest in marketing divided by the number of new clients or sales generated from that specific campaign.

For a local business, the easy part is knowing how much was spent, but some tips on how to attribute revenue to a specific campaign include directing people to a specific page of your website with a form or unique phone number. (Forms are free to create & you can get a phone number for \$3/mo).

Get weekly or even bi-weekly reports of these metrics from your team.



4 IMPLEMENTATION ABILITY IS THE MOST IMPORTANT ABILITY

Whether you're hiring full-time staff, freelancers, or an agency, the ideas they have are not as important as their track record of implementing ideas and attaining pre-determined revenue goals.

Trust me, good ideas, that can make someone look smart, can be regurgitated with ease from a podcast heard on the train. Only marketers who can prove they can execute those ideas and attain pre-agreed outcomes are worth your time & money.

So how to you measure implementation ability?

Insist on speaking with at least 2 past clients or employers of the people you are considering hiring. Ask them about how the campaign fared against quantifiable, revenue focused metrics.

Ask to see examples of the work (it's very rare that advertising assets will be disposed of completely, Plus there is the Facebook Ads Library to view of campaigns) and ask what the success metrics being measured were?

In my experience, marketers who have a track record of successful implementations of their ideas, won't hesitate to provide clear and compelling answers to your requests & questions.



5

EVEN IF YOU THINK YOU'RE #1 IN TOWN, NO ONE CARES

Local business websites and local media are filled with indefensible claims such as “We’re #1” or “Choose the best in town”. News flash! No one believes you, no one is listening and no one is choosing you because of these claims.

So stop it. Seriously, get these claims off your website.

If anything, you are losing credibility with your audience by making these ubiquitous claims which can’t be proven.

So what do you say then? Always adopt the mindset when creating marketing material that you are solving specific problems your audiences have. You know these problems. Be clear and tell your audience how your services makes their lives better.

And then describe the feeling your customers will have immediately after you have delivered your service. For example, if you’re a carpet cleaner you might say...

“Let us give you the carpets that you want to lay on this weekend. Take the kids out to the park, while our experienced team removes unsightly stains and leave your family with fresh and clean carpets”.

This line not only paints a highly desirable after state for a parent with dirty carpets but also makes the prospective customer think about the benefit of having a professional do it (less effort, saves time, can do something more enjoyable with their time).

6

FIND YOUR UNIQUE SELLING PROPOSITION... that your customers care about

Do you know your business' unique selling proposition (USP)?

In other words, *why should one of your customers choose you over one of your competitors?* Don't talk about price or being the cheapest, this is a race to the bottom.

Instead, get your team around a table and ask them:

How do we deliver our service differently from our competition?

What is unique about our after-sales service?

Your answer to these questions could be your USP. But the last filter to pass your answers through is to ask yourself, "is this a claim that our customers will care about and will it positively influence their buying decision?"

Use this in your marketing collateral, and focus on training your staff to be great and overdeliver on your USP. After a while, you will be known for this thing, and it will drive new customers and loyalty.

7

PUT PRICES ON YOUR WEBSITE

“I can’t do this, my competition will know what we charge”

The reality is they probably already do, or can easily find out.

The reasons for putting prices, or at least a price range on your website are simple:

- 1. Your prospective customers want to see prices**
- 2. Webpages with prices ranks better on Google because Google knows their users (your customers) want to see prices.**
- 3. Website pages with prices convert better than webpages without prices**

This advice holds true so long as your prices are not the most expensive in town. So price shop your main competition to find out. If you are the most expensive in town, I suggest advertising a price range and listing the criteria that can impact the final price.

If you are legitimately the most expensive in town by a significant margin, you need to ask your customer base if your price premiums are justified and find out specifically why they are (in your customer's words). If most of them say your higher prices are warranted, you need to use these quotes as testimonials and use their language in your marketing copy.



**\$300-
450**

8 GET OUT IN FRONT OF YOUR CUSTOMER'S MOST COMMON OBJECTIONS

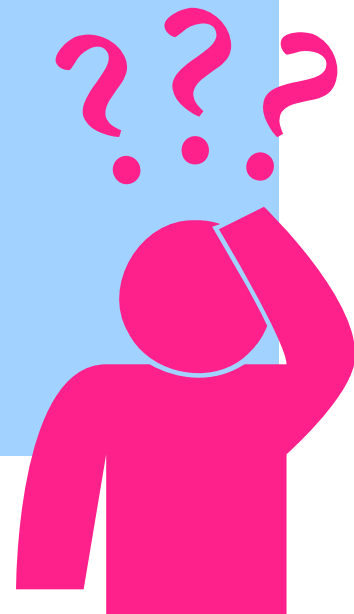
When you directly address the most common objections your staff regularly hear (on the phone or out in the field), you increase the chances your customers will buy from you.

Not only do you earn credibility by giving your prospective customers the answers they want, you are also making their life easier.

As a result it's proven they will be more likely to reward you with their business because of this transparency and ease of doing business with you.

Put an “FAQ” or “Common Objections” section on each service page of your website.

Just write the questions your customer ask in the language that they use.



9

DEVELOP CUSTOMER RETENTION AND REFERRAL CAMPAIGNS

Neglect focusing on Retention and Referrals and you will lose out on your highest converting leads and your highest lifetime value customers.



We all know that it costs a lot less to keep a customer than it does to win a new one. This is a fact. And with most media costs consistently rising, this delta is only expanding.

Think about this, once you have paid the initial amount to get a customer, pretty much every dollar thereafter is pure profit. Sure, retention campaigns where you entice customers with discounts or specials do cost money, but it will be a nominal amount versus the cost to acquire new customers.

Referral leads will be your best quality leads. People who come to you because they were referred to you, will turn into paying customers at a higher rate than any other customer segment. That's a fact. A referral system does not need to be complicated.



It could simply be calling or emailing current clients 1 x time a month asking if they would be willing to keep you in mind in case their friends ever need the service you offer. Or offer your clients and the customers they refer 15% off their next order or enter them into a prize draw and see a sharper increase in referred new clients.

DON'T AGREE TO ANY LONG-TERM CONTRACTS WITH MARKETERS & AGENCIES

1 month at a time is optimal in almost all cases. This is long enough for the marketer to show progress towards your ultimate goals (remember leads and sales) in most cases.


S.E.O. and design agencies are the biggest culprits of insisting on longer-term contracts.

It is true that many websites will need 3-6 months to start seeing an increase in leads, but there are leading indicators that an S.E.O. agency can show progress on each month.

For example, the increase in position for the commercial-intent keywords you have agreed to target.

1 month contract

This is the longest contract you need to sign with a marketing agency in most cases.



Anything I have left out which you can attribute to your business' marketing success?

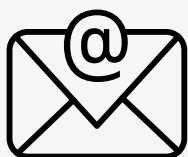
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