


Pre-Webinar POLL

What strategies and/or tactics do you currently use to market your business?

- A. Email
- B. Direct Mail
- C. Blogging
- D. Social Media
- E. Networking
- F. Referrals/Word of Mouth
- G. Advertising
- H. Other (please describe)



Type your answer in the box below, adding any comments you would like and then Click Submit

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Welcome to the Webinar!



Preview

GET CLIENTS NOW!™

with your Host & GCN! Facilitator

Marty Marsh



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The Secret to Successful Professional Services Marketing:

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The Secret to Successful Professional Services Marketing:

**Choose a set of simple,
effective things to do, and
do them consistently.**

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The background features a gradient from green on the left to blue on the right, with numerous white stars of varying sizes and thin white lines radiating from the center, creating a starburst effect.

Scattershot or Sporadic Marketing

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Strategies

vs.

Tactics

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Why you must have a Marketing SYSTEM...

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A Marketing System is:

Reliable, Predictable, Consistent

Affordable

Efficient

**Provides Abundant Numbers
of Your Perfect-Fit Prospects,
Clients, and Customers**

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What Works?



What Works?

What really works to market
your business or
professional services?

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What Works?

What really works to market
your business or
professional services?

Referrals... networking... making contacts and
then following up... word of mouth...
email marketing... direct mail... the phone

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~~What Works?~~

And what **DOESN'T**
work so well?

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~~What Works?~~

And what **DOESN'T**
work so well?

Buying ads... generic letters and emails
to strangers... spending \$\$\$ on promotion...
waiting for the phone ring...
Building a website then hoping they'll come...

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The Best
Marketing System
I know...

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Effective Marketing Strategies



1. DIRECT CONTACT AND FOLLOW-UP



3. PUBLIC SPEAKING



5. PROMOTIONAL EVENTS

Outreach

*Visibility
Credibility*


Visibility



*Outreach
Credibility*

*Visibility
Credibility*

Visibility



2. NETWORKING AND REFERRAL BUILDING



4. WRITING AND PUBLICITY



6. ADVERTISING

What Will Work for YOU?

Which 2-4 strategies will you use *this month*?



1. Direct Contact and Follow up



2. Networking and Referral Building



3. Public Speaking



4. Writing and Publicity



5. Promotional Events

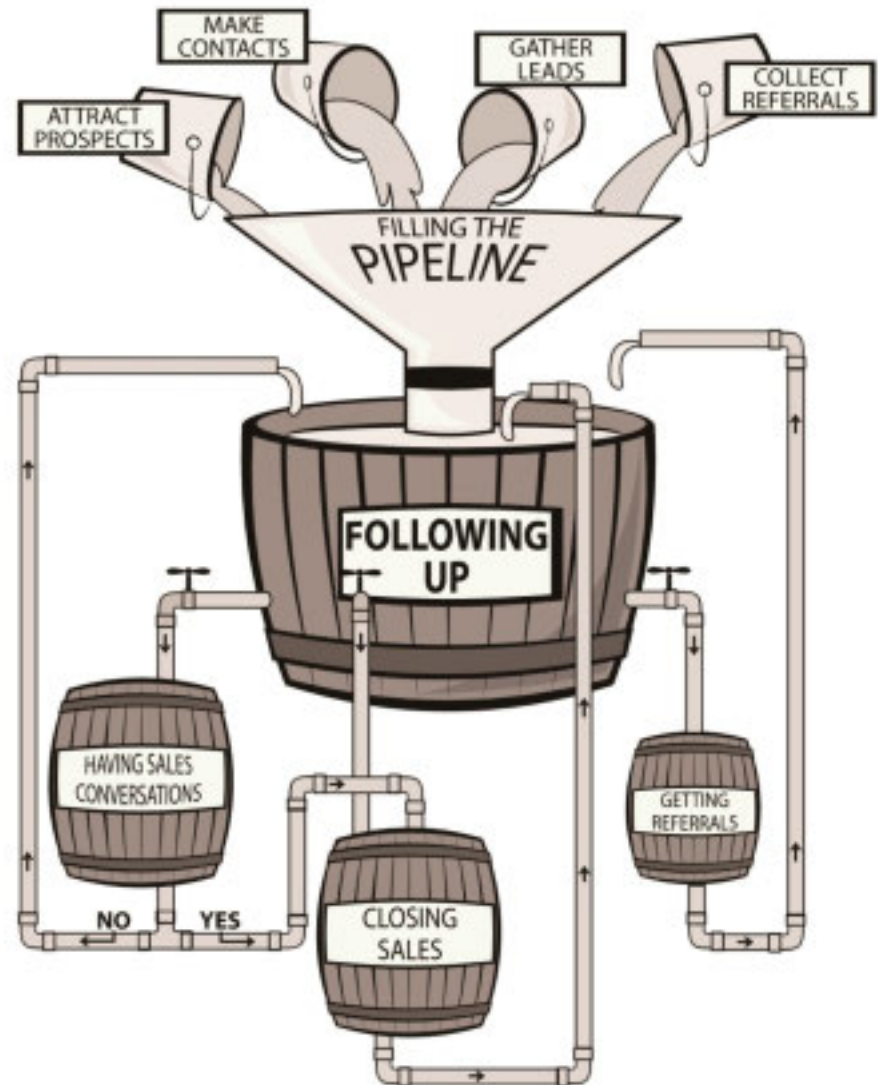


6. Advertising

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The Universal Marketing Cycle

- Filling the Pipeline
- Following Up
- Having Sales Conversations
- Closing the Sale





Where are You Stuck?

Where are You Stuck?

- Filling the Pipeline – knowing enough people to contact
- Following Up – contacting the people you already know, or know about
- Having Sales Conversations – getting from follow-up to meaningful conversation
- Closing Sales – getting from meaningful conversation to the sale

Need New Business? Fast?

- New business from
NEW PROSPECTS
- New business from
EXISTING PROSPECTS
- New business from
INACTIVE CLIENTS
- New business from
ACTIVE CLIENTS



**What's
Missing?**

What's Missing?

- What are the missing ingredients?

Why can't you _____?

Why aren't you _____?

What's Missing?

- What are the missing ingredients?

Why can't you _____?

Why aren't you _____?

Why can't you fill the pipeline?

"I'm not sure which clients to approach."

Why aren't you filling the pipeline?

"I don't know where to network."



A=Action
C=Changes
T=Things

Your Mini-Marketing Action Plan - Part 1

SUCCESS INGREDIENTS

1. _____

By when: _____

2. _____

By when: _____

3. _____

By when: _____

Your Mini-Marketing Action Plan - Part 1

SUCCESS INGREDIENTS

1. Social Media Sites for Marketing

By when: 4/22/16

2. Networking Venues

By when: 3/25/16

3. 30-second Introduction

By when: 4/1/16

What Will You Do?

- Remember the strategies you chose...
...and where you said you were stuck

How can you _____
using _____?

What Will You Do?

- Remember the strategies you chose...
...and where you said you were stuck

How can you _____

using _____?

How can you fill the pipeline using networking and referral building?

What Will You Do?

How can you *follow up* using *direct contact and follow-up*?

How can you *get more presentations* using *public speaking*?

How can you *close more sales* using *writing and publicity*?

Your Mini-Marketing Action Plan - Part 2

ACTION STEPS

1. _____

How many/how often: _____

2. _____

How many/how often: _____

3. _____

How many/how often: _____

Your Mini-Marketing Action Plan - Part 2

ACTION STEPS

1. Attend Networking Events

How many/how often: 1 per week

2. Place warm phone calls to prospects

How many/how often: 3 per day

3. Post good stuff to Social Media

How many/how often: 2 times per day

Putting It All Together

- It doesn't matter so much what you choose as it does *that you choose*
- Consistency and persistence will pay off better than occasional brilliance
- The best way to stick to a plan is to share it with someone



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