

How your business is  
wasting 50% of its  
marketing budget

E-Book by  
Your Marketing Guide

This will change your perception on  
how you do marketing

**Does spending money on marketing feels like wasting ?**

**OR**

**Are you still confused why aren't you getting the results?**

Worry no more because in this book I have revealed marketing secrets for local businesses

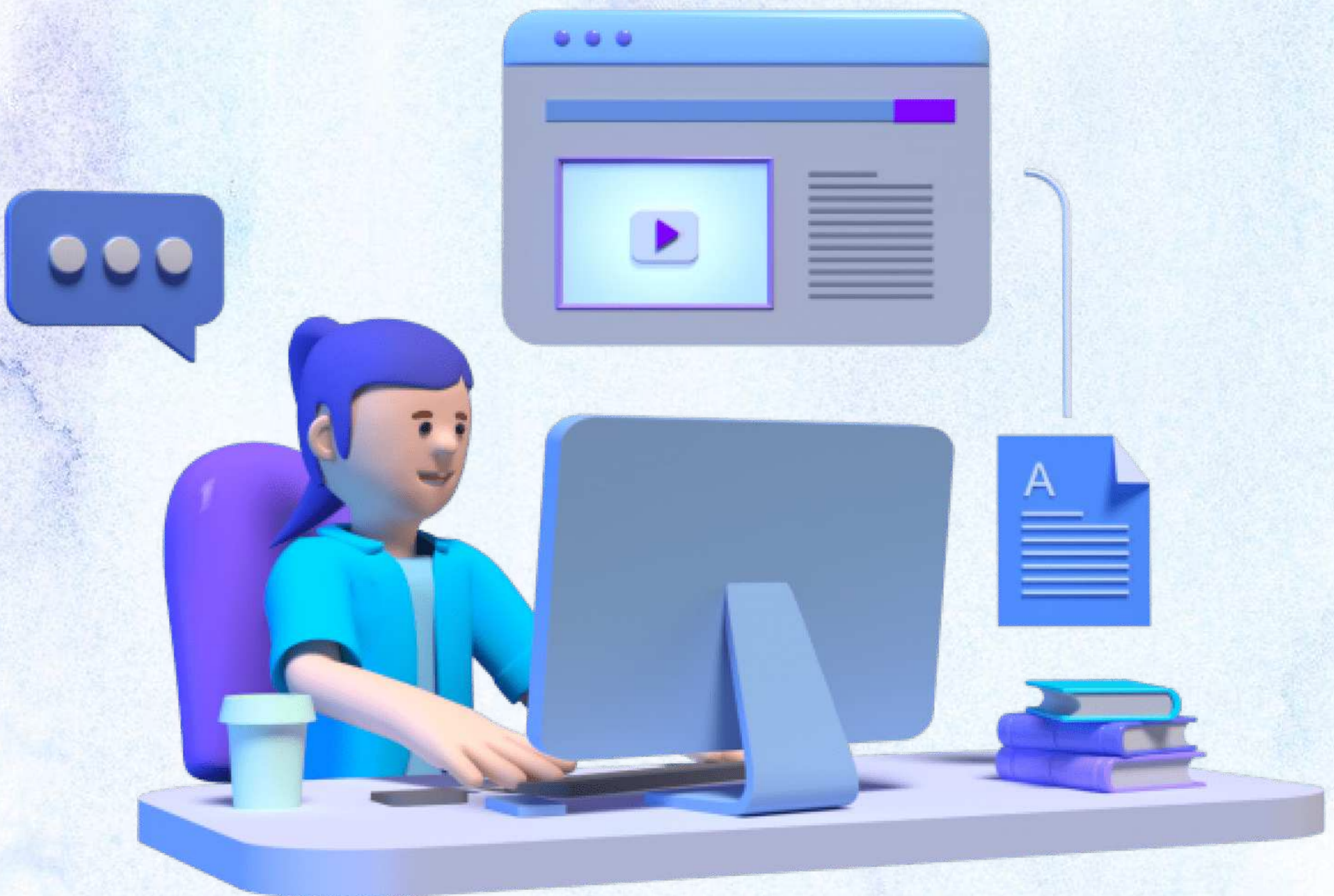


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**YOUR MARKETING GUIDE**

CONGRATULATIONS!!

You finally took the  
action!!



I am so glad that you decided to get this book.

Now the reason I wrote this book is not just to show you how to do good marketing but also to change your perception on marketing.

I am here to provide you the solutions, so that next time you do marketing you realise where are you making a mistake or why aren't you getting the results.

**I'm sure most of the businesses would know this -**

that they could have the most wonderful product or greatest service but they could still starve **until and unless they have an affordable, efficient and dependable means of attracting a sufficient flow of qualified LEADS and BUYERS.** But the truth is even after knowing this they still focus on everything except the one thing that will make all the difference in the world to their success i.e **MARKETING.**

and this is the truth that we all have to agree to.

For applying The marketing systems that I am about to share with you in this book, you do **NOT** need any special background , education or skills to use.. you can apply it to any kind of business you are in.

The one thing that you need, to be successful is to make a strategic switch from traditional marketing to a response driven advertising. And to do that you need to :

- 1) **Identify** exactly **who** you want to be your customer, client or patient and
- 2) Getting them to **respond** in a specific way - not wasting any effort on branding, image, humor etc

but the issue with most ordinary businesses is that they **believe** they have to advertise and market like much bigger brand name and companies, so they invest (waste) lots of money in different kinds of media to promote but what they must realise is that there's a huge difference between their agenda and the big corporation's agenda.

The big corporations need to **appease** it's board of directors, it's shareholders, look good to media, build brand, sell something but **your business's agenda** is just to **sell something NOW!**

And business owners should realise that instead of **focusing** on mass advertising they need a more saner and **productive path to business growth** that makes their business life more pleasant and certain.

So now im going to reveal the part for which you were eagerly waiting for. I am going to provide you the solution for your question i.e

## " Why marketing fails?".

You are not only going to discover why marketing fails but also a totally new and a different way to **market your products and services**. but to understand the concepts provided in the book its important that you set aside any **preconceptions** you might have about changing gears with your marketing.

But before reading the ways I'm sure you might be wondering why should I listen to this guy or from where he discovered these ways, I want to say that I have discovered these amazing, mind-blowing ways from many entrepreneurs, business owners and some from my experiences.

I have also shared some secrets which I learnt from the father of marketing Dan S. Kennedy. These principles that I am about to share are neither **complicated** nor some **high-tech** skills just the experiences of many business owners who like you started their business from scratch and discovered these ways in the journey of growing their business.

Now, I hope you might be a little more interested in discovering these ways on how to perfectly market your products and services.



# Marketing Tip #1

Always work on creating **great offers** because people are addicted to offer's.

If you have a product or a service rebrand it with offers like

- ⚡ Buy 2 and get 1 Free
- ⚡ Limited Time Heavy Discount
- ⚡ Free Product only Shipping charges

Here is a great example:

When you buy a single burger at McDonald's it's only for **\$1 - \$3** and the company **suffers a loss**. But as you go on the counter the attendant always **upsells** you Fries, Coke , smoothies etc this is where they make money and overall cost of meal Becomes \$5+ and they make a big profit

## Marketing Tip #2

Always try to represent your **Product or Service** as a **Premium segment** because nowadays people are used to buying premium products or services. If you are selling a product, represent your product as **one of the best products** under its category, recommended by professionals, selling only limited quantities and it's not for everyone. If you use this simple concept while marketing of your product you can charge a **high price for the same product**. If you are selling a service to create a market positioning of working only with a limited number of clients, you choose clients not clients choose you,

Delivering only **quality** and associated with the Top Professionals. If you can create a strong positioning people are ready to pay you a premium price.

## Example for Product Positioning:

⚡ When Manyavar a Premium Indian Clothing Brand started operations their range of clothing was **10X costly** than products of the same category but they went on positioning that Manyavar clothes are only for High-End Parties and Family Occasion. It's not a daily clothing brand and that's why people buy a \$2000+ gown for their wedding.

## Marketing tip #3

First of all Let's see how much it **cost for different marketing activities in U.S**

1. Newspaper Front Page Ad ( **\$5000 - 1,25,000**) commitment of minimum sales (3 Jackets/ their product)
2. Billboards on Prime Spot of Big Size (**\$550 - \$17,500 / 4 Weeks**) per month depending on Location.
3. T.V Ads costs \$200 to \$1500 for a 30 second commercial as of local television station. A 30 second spot broadcast nationally averaged around **\$1,23,000 as of 2016**. It can go **Upto 4 million** for a Super Bowl Ads

Now if you are local Business owner its nearly **impossible** to invest such heavy Budget on marketing as the result are very uncertain.

So **what's the solution..**

The Solution for the Problem is "**DIGITAL MARKETING (DM)**". In DM you can start your marketing with a minimum daily budget of **as low as 5\$** and start getting your Leads, Brand Engagement, Messages, Sales on an E-commerce website and 10X increase in Brand Visibility

In DM we leverage the power of Internet to get great results at a minimum budget better than your expectation and **YES everything is tracked** like the amount of money spent, the ROI generated and engagement of Geographics.

# Marketing tip #4

In this Post, we will let you know the right social media channels. There are mainly 4 Channels :

1. Facebook and Instagram Marketing
2. Google AdWords Marketing
3. LinkedIn Marketing
4. Inbound Marketing

✓ **Facebook & Instagram Marketing** - It is one of the best marketing through which you can get Potential customer Leads , Website Visit, Sell you product over e-commerce, get video views and best of all connect with your audience.

✓ **Google AdWords Marketing** - It is done specifically to promote your website and get leads. It works in a way that when a customer types for specific search your result is displayed on Top. **YouTube marketing** is also a part of Google.

✓ **LinkedIn Marketing:** If your B2B company is looking to get a High Quality Leads for growing your business then LinkedIn is a right Platform. It has only Professionals over its platform.

✓ **Inbound Marketing** - It's a type of marketing involved with activities like sending emails, WhatsApp Messages, Retargeting Ad to bring Audience in your existing marketing channel's.

# Marketing tip #5

If you ask me what are Limits to sell a product or service online my straight forward answer will be "**NO LIMITS**"

Because you can sell anything online From Online Courses to Consultation, From Product To Service.

The 3 Pillars of Online selling are Well Defined.

## ✓ **Positioning and Target group**

**determination:** This is one of the most important steps you should be very clear about your product or service. **I.e "WHO" is your perfect client, patient or customer** While starting, focus on a very small pool of people to sell your product.

Example : If your selling clothes online then identify your core funnel like this  
Clothes >>> T-shirt >>> Only Cotton Printed T-shirts >>> For Boys only >>> Living in Buffalo. This is how you become **very clear** about your product and Target audience to sell.

✓ **Platform and System:** You should be Omnipresent when you are just starting out. Get Registered on all E-commerce site, create your own online website, create channel partners, Affiliate, etc. You should always make **money through your systems.**

✓ **Inventory management:** This is simply controlling your Business structure, you can sell anything but real problems arise when you need to manage it.

You should be ready with your courier partners, Payment Processes and Invoice Management, Customer service and Refund management.

## Marketing tip #6

Marketing Initially can be FREE and if you read this small post you will learn the DIY strategy.

### **Use Campus Ambassador and Interns :**

You can easily use college students and teenagers to promote your product to your specific audience and can provide a commission based on sales. There are multiple websites to get interns.

**Use WhatsApp Marketing :** Create a Viral message and then ask your contacts to share it. It's a basic marketing channel.

### **Leverage Facebook and Telegram**

**group :** If you are a service provider then you can join multiple groups with multiple FB Id and then start creating engaging post over to group members.

**Use Google My Business (GMB):** These days you don't even need a website as GMB is free to create and it serves all purpose to skyrocket your business. You can add a phone number, Website address, social post and best of all create a website also.

**Going to Networking event and Business meetup :** This is also a good strategy as there are higher chances of getting Business in this way. Start sharing your business cards, helping people and ask for referrals.

## Marketing Tip #7

In 2018 a research showed that 3 out of 4 people selected Domino's as their first choice of Pizza restaurant.

But the **question is How Domino's received this massive success?** The answer is in **Product Positioning and Unique Selling Point (USP).**

Domino's pizza when started operations and marketing they never said

They have the Best Pizza in world, But they **focused on 2 great USP :**

1. Domino's pizza will be delivered in only 30 minutes.
2. If the Pizza is not received on time then you will get it for absolutely Free.

So you can learn that 'The service or product you sell should have a **selling point** totally **different from your competitors**'.



# Marketing Tip #8

Getting leads from online channels is easy in the service industry but if you want to make money then you **need to focus on conversion.**

Here are some Tips for conversion

✓ **Pre - Position a client:** Before getting on a call or meeting with client get a ton of knowledge and create a basic information cheat sheet to represent

✓ **Consistency is key:** Be consistent in your follow-up, be consistent in providing an edge class content that's helpful for your client, always be ready with your Proposal.

These were some tips for conversion in the Service based industry.

# Marketing Tip #9

The initial contact is important but success lies beyond an initial phone call or email. Sales Reps who make multiple attempts to contact a buyer have a "70% Higher Contact Rate" Thumb rule - A salesperson should make a minimum 5 attempts. Communicate with your leads on their preferred channel like phone, email or text

A study says,

- 44% of sales reps people give up after one "NO"
- 22% of sales reps give up after two "NO"
- 12% of sales give up after three "NO"

That simply means 8% of B2B salespeople are closing 80% of sales. Texting follow up has increased dramatically with monthly text's to follow-up have increased by 770% per month

## Top strategies for Follow-up :

- Be Persistent ( But Don't Pester them )
- Fast Call Backs ( Taking longer than 10 Minutes can decrease the odds of landing a sale by 400% )
- Build Rapport

The Universal Rule of Success in B2B is that a sales rep will need to reach out in different ways Sent that email, make the call, and if a little extra help is needed, use specialized tools like CHATBOTS to automate the routine texts.

## Marketing Tip #10

Video Marketing is ruling the Internet and the majority of customers are **making their buying decisions** after looking at a video review.

A study says,

By 2020, online videos will make up **more than 80%** of all consumer internet traffic (85% in the US).

(Cisco) Companies that use videos in their marketing have 27% higher clickthrough rate and 34% higher conversion rates than those that don't. (Buffer)

So, produce as much video content as you can **and DOMINATE the thinking** of your customers

***So, these were some awesome tips*** or you could say advices when it comes to marketing your business. If implemented accurately these marketing systems could generate leads (clients) for your business on autopilot. But it is important that while implementing these ways you need to be patient for seeing the results.

I hope you like these ways and you got some knowledge from this. Now I also mentioned a tip (**Marketing tip #4**) on how to market your products/services leveraging social media tools. And this is one of the most trending way you can achieve your results fast!

Most of the people we see are on social media these days and all your target audience could be easily found on these platforms. So you could easily understand why i'm **emphasising** this point.

I explained how you could make your presence using **Facebook ads or instagram ads** and other platforms too. But instead of learning how to run ads through these platforms or manage your social media if you want I could team up with your business and do all of this (ad setting) stuff for you myself.

Think about it, I will be setting your campaigns or your social media and you just have to do what you have been doing for a long time **i.e serve the customers** .

I know if you have signed in for this book then you need marketing solutions for your business and I just want to provide you the solutions for that. I don't won't you to look for **other solutions** instead I want **you to take action** and if you want we could do it **together** !!

If you are interested in how we could help your business grow using our marketing strategies.

We can have a free **15 minute consultation call** in which I will explain all of this to you.

If liked the idea we will implement those ideas right away but if not you will have immense knowledge about these systems.

It would be a win-win situation for you !!

but which ever the case we wish you achieve great results with the tips we provided and we will love to further provide you with such marketing ways !!

*Keep Hustling*



Book a free call with us

Let's connect virtually



[@Yoursmmaguide](https://www.instagram.com/Yoursmmaguide)