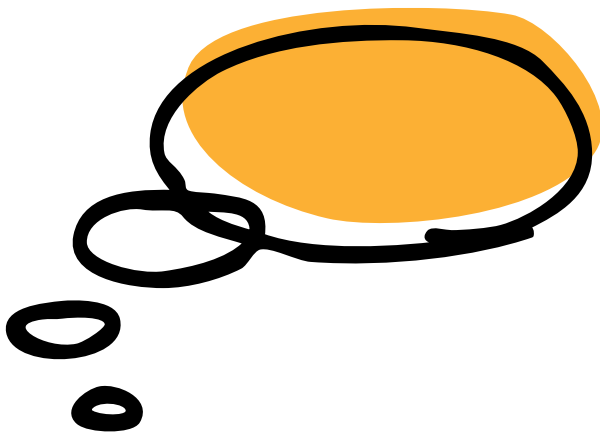




Attract prospects.
Provide information.
Sell services.

While you're on holiday.



SmartKITS

Effective, affordable keep-in-touch marketing
system for service-based businesses

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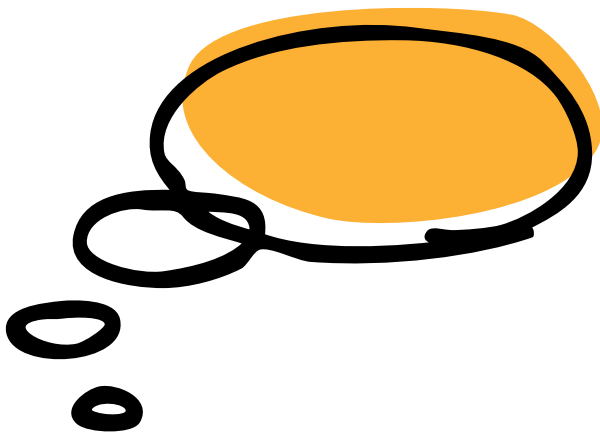
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Next steps



Smarthinking is a creative consultancy that helps service-based businesses to find and keep new customers. We work with business owners to develop simple, effective and affordable marketing systems that deliver a steady stream of new prospects.

If you're interested in finding out more about Smarthinking, or receiving help to create a marketing strategy for your business, visit www.smarthinking.com.au or contact:

Steve Osborne 03 9793 7816.

Lies, porky pies and fibbs

Like most SOHO/small business owners, you'll be used to the various outrageous claims made by media outlets claiming their new publication or website will bring generate more leads than you can handle, if you just advertise with them for long enough.

Like most, you'll have found that mass media brings little or no success to most service-based businesses.

And you'll be well-used to the now familiar mantra of the latest "flavour-of-the-month" advocates, loudly proclaiming that no small business can afford to be without the matching twinset and pearls of a corporate Facebook page and Twitter account.

Altho' told over and over that the business world is changing by people who know way more about social media than we do, forgive us for remaining skeptical.

Also lazy.

Here's a suggestion for service-based business owners suffering under the weight of marketing porkies. Take a look at your current array of marketing tactics. You've got a website, right? Is it up-to-date? Is it generating leads? If you're not using an information-based system of attracting new prospects, what's stopping you?

A Free Information Based Business system, or FIBBs, is a proven way of attracting qualified prospects. It builds credibility, then moves those prospects to a point where they trust you enough to start the sales process.

Giving away free information in a systematic way is not rocket science. It's nothing you haven't heard before. But if you aren't using this strategy in your business right now, it probably means you need help with implementation.

It's the ideal system for service-based businesses. Particularly those needing to be introduced to the managerial suite; those whose offering requires substantial investment; or, those with a longer selling cycle.

If FIBBs is the answer, what was the question again?

Problems and solutions

A proven strategy for service-based businesses

Many service-based businesses are stuck in an online time-warp. Their websites were often created more than 4 – 5 years ago and are in need of a major revamp. Since the time they were built, the web space has moved on considerably. Search engines are much more powerful; smartphones have appeared and competitors are staking out their online territory aggressively.

Often, considerable expense has been put into the site and the business owner will be reluctant to throw it away and start again from scratch. A more satisfactory option is to keep the architecture and give the site a new coat of paint.

Altho' often spoken about and agreed as a good idea, web-based information pieces will have not been utilised and a newsletter will not have been developed.

Assuming the general look and feel can be updated, invariably it's the onpage content that needs refreshing. There is also room for considerable "behind-the-scenes" improvement so the site can be seen on smartphones and can be found more readily through organic search.

The website probably delivers a small number of leads monthly through direct enquiry. A major driver for service-based business owners is to have the website generate qualified leads in order to justify its existence.

In general, the primary market for service-based businesses is other businesses. This target audience do not buy services on a whim. They are generally not in a hurry to make a purchase and when they are ready to buy, the supplier is just one of several offering similar benefits. It is a considered purchase, where the buyer often takes considerable time to research and decide.

It is difficult to accurately predict just where the target audience is in the buying cycle when they come across the supplier website. They may be at the very beginning, assembling general information or in the middle, comparing potential suppliers. Or they may be nearer the end, deciding on service offerings and getting quotes.

So the website content must accommodate all of them, in every part of the cycle.

Businesses struggle with this issue. They are often unclear about the words to use when describing themselves – what they do, the value they offer and why clients should choose them over a competitor.

The major content issue for most service-based businesses is how to deal with the challenges of the intangible service offering. The first hurdle is building the relationship. Obviously, a supplier can't simply bluff their way into someone's office and convince a person they've never met to buy stuff from them. Their prospects cannot see the service before making an investment.

Typically, tangible products from cars to cornflakes use mass-market advertising to generate enquiry.

Intangible services (such as business coaching and financial planning) cannot ever be seen, so do not have this "in-the-hands" factor. They therefore need a proven lead generation strategy that does not rely on mass-market methods.

So what can be done in advance of the meeting to clearly identify a market position and the specific attributes that make the business the obvious choice?

SmartKITS. Successful. Service-based.

Keep In Touch

What's needed is an integrated marketing approach based on a simple, proven strategy:

- attract attention with appealing offers
- provide information that establishes differentiation from competitors
- create desire for services with a clearly defined message
- make a call to action that compels prospects to act

It is based around the idea of positioning the service-based business as an expert in its field, completely unique and different from its competitors. The website acts as the central hub or pivot point for all marketing activity. Prospect traffic is driven to the website and a full range of lead-generating devices is utilised to attract enquiry.

The goal is to substantially increase qualified leads to the business. There a number of ways this goal can be accomplished, using a combination of on- and offline tactics. The recommended tactics will result in achieving two desired outcomes:

- in the short-term, lift the total number of leads generated
- in the long-term, provide an ever-increasing audience of receptive prospects who are interested in the services being offered and are willing to be marketed to. These prospects turn into highly-qualified sales leads.

The SmartKITS integrated marketing approach addresses both the short- and long-term goals. It borrows from the classic "two-step" information offer technique well-known in traditional direct marketing. Optional components which can be added as budget or needs dictate.

First steps

Preparation, Positioning & Core Marketing Message

COMPLIMENTARY CONSULTATION

During your complimentary consultation session, we'll talk at length about your business, your goals, your achievements, your customers, your past and present marketing and your budget.

POSITIONING

We then set to work to clearly establish a powerful point of difference. A Core Marketing Message is developed that portrays your business in a consistent way to its target audience, across all forms of media.

MINI SITE

A mini-site is created to reflect the desired positioning and convey the focused message. The site is optimised and the content replenished as needed.

INFORMATION

A series of information pieces is developed, based around the business' professional passions and interests. These will be ghost-written, based on outlines supplied. Typically, a substantial report is created to address common concerns of prospects when dealing with your business for the first time.

- The report portrays your business as an expert solution provider for these concerns. It is available as a downloadable PDF from the mini-site to registrants whose details are stored in an online database.
- Additional devices such as an online quiz/ questionnaire can be added as other mini-sites if appropriate. These devices rate entrants on their readiness to buy according to their knowledge, assets and understanding of your service offering. The results are emailed instantly to the entrant, whose details are stored in the database.

Keep in touch campaigns

REGULAR COMMUNICATION

A newsletter/ email message template is created to contain items of interest and special offers, in anticipation of regular communication.

ADVERTISING OPTION

An optional offline advertising campaign is created, comprising a series of small-space newspaper ads containing a service offer to be redeemed online, plus a free information offer driving prospects to the mini-site.

The campaign is affordable, adaptable and regular, designed to appeal to audiences with an immediate need, plus those who want to learn more about the company.

DIRECT MAIL OPTION

An optional direct mail campaign is devised for those existing customers for whom no email address is available, enticing them to register online for offers and regular updates.

BUILDING THE LIST

Long term, an email marketing programme based on regular "keep-in-touch" vehicles will enhance a business' ability to attract prospects and communicate with potential customers.

The result of your initial marketing activity will be to capture email addresses from existing customers and prospects through your new mini-site and existing website. These will populate an ever-increasing database that can be configured to function automatically, sending out regular newsletters and/or marketing messages.

As these information pieces and reports gain popularity over time, your business will find itself elevated to an "obvious expert" status. The resulting credibility will enhance your business reputation in the long-term.

An optimised website will have an inbuilt capacity to support a blog. We will create the blog and regularly update it with useful, entertaining information of value to prospects.

KEEP IN TOUCH VEHICLES

A series of promo emails will be sent at monthly intervals to the database. These HTML promos will connect to the website and contain service offers, links to the downloadable reports, plus links to enable referrals.

Monthly management may include:

- creation of messages to fit the template designed in Stage One
- a newsletter comprising lead article and items of interest
- list management
- auto-responder setup and maintenance
- regular updating of blog posts

A formalised referral system can also be introduced that rewards customers who identify themselves as advocates.

Optional SEO and PPC Modules

SEARCH ENGINE OPTIMISATION

At the same time, an SEO campaign is instigated to raise the Google page ranking of your site.

Search engines allow potential customers to find products and services through organic enquiry. Failure to rank in the first two results pages means the website might as well not exist. A plan will be devised to get your website as near to the top of the ranking as possible and keep it there.

A complete audit takes place, examining:

- how the pages of the website are viewed by search engines
- the indexation of the pages
- the types of keyword phrases being targeted
- competitors keyword analysis
- HTML tagging and code
- the use of additional domains
- internal linking through text and image links
- content issues
- sitemaps
- site architecture considerations
- Google Places Pages for local search
- 404-error pages
- linking and Social Media review
- creation of articles and press releases for submission.

SEO is a continual process. Once the plan is in place the never-ending task of tracking its progress begins.

A huge amount of information is processed on customer activity and clicking habits to ensure as many clicks as possible are converted to sales enquiries. The primary emphasis is on enquiry conversion, not the number of visitors to the site.

Keywords and phrases are continually evaluated and all incoming traffic is tracked to ensure the best chance of a healthy conversion ratio. Daily analysis is conducted to establish the best and poorest performing keywords, conversion ratios and even the website content itself. Findings are reported on a regular basis over a six month period, which is the usual time period needed to realise results.

PAY PER CLICK

Pay-Per-Click (PPC, also known as Google's Adwords) is another productive, low-cost marketing method. It works by prospects clicking on an ad at the top right hand side of the Google search.

It costs nothing to place – payment is only made when a prospect clicks on the link. The business sets a monthly maximum budget and only pays for advertising to prospects who are actively seeking information.

Generally, SEO and PPC go hand-in-hand. It's not usual to separate them and for best results both are required. An effective PPC campaign will deliver first page placement, so long as the bid is high enough.

The same campaign will tell us what keywords are particularly powerful. This info feeds into the SEO campaign, telling us which keywords to use on the site itself.

We will set up and manage your Google Adwords account, monitor results, perform tune-ups, conduct audits and once campaigns are up and running, improve the return on investment with monthly management and maintenance.

Ongoing services cover:

- copywriting of ads for each ad group
- creation of targeted landing pages for each ad group
- effective bid management
- appraisal and monitoring of competitors
- guidance from certified Google specialists
- ensuring proper tracking and measurement is in place.

Although it costs nothing to start a PPC campaign, it can turn into a costly exercise if appropriate planning and research has not been conducted at start up. Simply placing ads against the most popular keywords may end up with lots of clicks that don't lead to enquiries.

Return on investment is crucial, so PPC management is recommended. PPC is relatively easy to turn on and off, so budget can be controlled. Similar to SEO management, findings are reported on a regular basis over a six month period, altho' results can often be realised well within this time.

This module is best suited for businesses ready to commit to a minimum Adwords budget of \$500 month. Less than that and you're probably better off managing your own campaigns.

Effective. Comprehensive. Affordable

Fees

CONTENT MANAGEMENT

- Create Core Marketing Message
- Edit and update existing content
- Create new content and replenish

Mini Site

- Creative, coding, domain registration, hosting

Information Report

- Copy, design, file preparation

Email Marketing Management

- Promo template creative, coding
- Auto-responder setup, maintenance
- Database management, maintenance
- Tracking and regular reporting

\$995 setup

\$495 mth *Minimum contract 12 mths*

OPTIONAL MODULES

Blog updates x 12

Newsletter articles x 12

Local Press campaign

- Creative, file preparation

Direct Marketing to existing customers

- Creative, coding, file preparation

Pricing on application

SEO MANAGEMENT

Initial Analysis & Report

Create campaign

Ongoing management, maintenance

Tracking, regular reporting

\$395 *Monthly*

Minimum contract 6 mths

PPC MANAGEMENT

Campaign copywriting

Bid management, maintenance

Competitor tracking

Measurement, regular reporting

\$195 *Monthly*

Minimum contract 6 mths

Discounted rate for combined SEO & PPC

\$495 *Minimum contract 6 mths*

Introductory pricing effective until 30.06.11. Subject to change without notice. Enquire for details.

Fees do not include printing, postage, ad placement, database entry, Adwords bid budget, additional design or copywriting services.

Attract prospects. Provide information. Sell services.

SmartKITS is a fully managed automated keep-in-touch marketing system that delivers qualified leads from your target market; follows up on those enquiries and has prospects selling themselves on why they should do business with you.

All while you're on holiday.

Your next step:

Contact us today for a complimentary consultation. Call 03 9793 7816 or register at smarthinking.com.au and find out if SmartKITS is right for your business.