

easy

3-STEP DEFINITION OF MARKETING

1. Define an audience.

So, decide on a group of people you want to target. They should all have something in common, like an area of town or where you met or what they've purchased from you. They are all teachers, or love the same football team or whatever. Or maybe it's a list of all of your past clients and they just have that in common. Keep it simple.

2. Reach out with something that is specifically for that audience.

Whether you send an email, post on social media, do a direct mail campaign or a combination of several reaching methods, offer something of value that your audience would be interested in. A special offer, a giveaway, information that you can share freely. And when you send it, make it clear that it is for them. Sending to teachers, mention classrooms and students. Sending to everyone on your email list, let them know they are getting this great thing because they bothered to join your email list.

Bonus tip - don't write to people and address them with Dear Valued Customer. Nothing makes people feel less valued. Use their name if you have it. ...you should have it.

3. Elicit a physical, measurable response.

Anytime you reach out to an audience, any audience, try and make it as easy as possible for them to take action. That's why you're marketing, right? So elicit, or pull, a response from them. Give them something to click on, to reply to, to print out and walk into your business, a survey to take.

And it needs to be measurable. If you get nothing else, get this. Most marketing tools these days make it easy to measure response. But even if you're just keeping a tally by the register of how many people mentioned your offer from the website, that's measuring. Now you're marketing.

*“If you are not measuring,
you are not marketing.”*

Julie Niehoff, Host of The Easy Marketing Guide

