
Survive & Thrive

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Chartered Marketer Top Tips



Top no cost/low cost tips to help Market
your business



CRM



Customer Relationship Management

People see CRM as a software system.

However CRM is about sending the right message to the right people at a time when they want to buy...

Easter Eggs!

Implementing CRM Systems



Stage 1

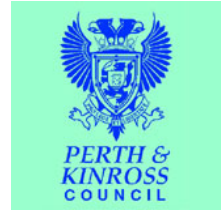
*Data capture - Names, address, e-mail,
SMS,
customer category*

Stage 2

*ensuring you have the 'right' fields
and the permission to use them*



CRM – The Finished Article



- Building a CRM system is not easy and takes time
- You need to implement it as *'part of the job'*
- For people to do it they must understand why they are doing it!
- The biggest challenge is getting staff to do it...
- It is like *riding a bike*



Social Networking



Social networking sites are designed to tell your interested markets and peer groups:

What you are up to?

When you might meet up?

What is happening in your business?



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Social Networking Examples



Bebo & Facebook

The screenshot shows the Bebo homepage. At the top left is the "bebo" logo and a search bar. To the right is a login section with fields for "Username" and "Password", a "sign in" button, and options for "Lost ID or Password?" and "Sign In With Your AOL/MSN Account". Below the login section is a "Keep me signed in for 2 weeks" checkbox. The main content area features three columns: "explore" with a video player for "Metro Station" and a "Check it out!" button; "share" with a grid of user avatars and a "sign up now!" button; and "connect" with a "Find" button. A large advertisement for Sony Ericsson is also visible, promoting a trip to gaming studios in San Francisco.

The screenshot shows the Facebook homepage. At the top is the "facebook" logo and a login section with fields for "collette@fm.co.uk" and a "Log in" button. Below the login section is a "Sign Up" section with the text "It's free and anyone can join". The sign-up form includes fields for "First Name", "Last Name", "Your Email", "New Password", "I am:" (with a "Select Gender" dropdown), and "Birthday:" (with "Day", "Month", and "Year" dropdowns). A "Sign Up" button is at the bottom of the form. A world map with user avatars is also visible. At the bottom, there is a footer with "Facebook © 2009 English (UK)" and "Log in About Advertising Developers Jobs Terms Find Friends Privacy Help".

Social Networking Examples



These websites were principally seen as ways of linking up with your friend...

...Now the format is used as a vital communication tool to target markets for an increasing number of businesses!



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Social Networking Examples



Bebo & Facebook

Networking on Facebook & Bebo provides you with the perfect opportunity to invite people/friends/relatives into your store when holding events/launch nights etc.

Build profiles for staff and for you...
...build awareness on your green efforts



Social Network Examples



LinkedIn Home | What is LinkedIn? | Join Today | Sign In | Language

Over 35 million professionals use LinkedIn to exchange information, ideas and opportunities

- Stay informed about your contacts and industry
- Find the people & knowledge you need to achieve your goals
- Control your professional identity online

Join LinkedIn Today

First Name:

Last Name:

Email:

Continue

Already on LinkedIn? [Sign in.](#)

Search for someone by name: First Name Last Name

People directory: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) [more](#)

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Social Networking Examples



Latest LinkedIn Facts

- Over 36 million members in 200 countries around the world
- A new member every second
- A professional network of trusted contacts
- Helps you gain advantage in your career
- A valuable asset
- Helps you make better use of your professional network



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Blogging



- Blogs can be time consuming however Search Engines love Content that is always updated.
- Blogs are the perfect format for constantly updated content.
- Creating a company blog is a great idea if you have the time to do so.
- Starting a company blog is a great way to increase your Search Engine traffic and build customer trust.



Blogging



- Once you have a blog be sure to link back to your website
- List your blog in as many relevant directories as possible

These tips will help your blog get indexed by all the major Search Engines and improve its Search Engine ranking.

Blogging Site Examples



Top 10 Environmental Blogging Sites:

<http://www.ecostreet.com/>

<http://gristmill.grist.org/>

<http://www.environmentalgraffiti.com/>

<http://www.theoildrum.com/>

<http://greenoptions.com/>

<http://www.worldchanging.com/>

<http://www.realclimate.org/>

<http://www.ecogeek.org/>

<http://www.inhabitat.com/>

<http://www.treehugger.com/>



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Feature PR



Feature PR

- Availability of merchandise
- Right contacts
- Scheduled plans
- Long service awards
- Charity events
- Key contacts
- Unusual products



Feature PR: Where?



Consistent and frequent PR makes a big difference!

Sources of feature PR include:

Weekend Supplements
Interest Magazines
Press
TV

Trade Press
Lifestyle Magazines
Daily press – lifestyle
In-flight magazines



Loyalty Schemes



Loyalty Rewards = Repeat Business



Loyalty Reward Examples



TESCO CLUBCARD

Tesco.com Welcome to Tesco.com. We hope that you enjoy your visit. [Sign In / Register](#)

DIRECT • GROCERY • WINE • BOOKS • EMAIL SIGN-UP • GREENER LIVING • GIFT CARD

Clubcard Deals and Airmiles

Tips for a greener 2009

For Sign Up Today >

How do I collect points?

It's more rewarding with CLUBCARD

Turn bags into mags.

Find out more >

Join a Clubcard Club

- WINE CLUB
- TESCO BABY & TODDLER CLUB
- 13950 Food Club
- HEALTHY LIVING club
- Christmas Savers CLUBCARD

My Account

How can I spend Clubcard Vouchers?

Tell me more about Exclusive Clubs

The more formal bits

Site Map Contact Us FAQs Terms & Conditions Clubcard Charter

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Competitions



Run branding competitions and events with local press circulation departments



You Tube



You Tube

- People view YouTube as a resource for wacky practical jokers looking to post humorous video clips of their latest exploits
- It can however form a key part of marketing strategies



You Tube



- YouTube is not just for big companies
- An increasing number of small business owners are posting video clips to share their expertise
- And to promote their firm nationally and internationally...



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The You Tube Video



What to include in your videos:

- Talk about your knowledge in your area, which may be useful to others
- Instead of ordinary blogging you could use YouTube to create a video blog
- Create a simple PowerPoint slide presentation about your business and what it can offer



The You Tube Video



- Create humorous clips to get potential customers smiling
- Demonstrate how your service works, giving the user a better visual indication of 'how' or 'why'
- Once you have uploaded a video, you will be provided with HTML code which can be used to embed clips on other websites



You Tube / On-line Video Stats



- YouTube has 258 million users
- The user base is broad in age range; 18-55
- Evenly divided between males and females
- Spans all parts of the world
- 51% of users go to YouTube weekly or more often
- 52% of 18-34 year-olds share videos often with friends and colleagues
- YouTube is currently available in 19 regions across the globe and in multiple languages



Events



Target the new customers through events & affinity marketing...



Search Engine Usage



Search Engine Optimisation



Search Engine Usage



- Search engine optimisation is the process of improving volume and high quality traffic to your website from search engines.
- The higher a sites *'page rank'* the more visitors it will receive
- This is important when considering on-line marketing as well as face to face.



Search Engine Usage



- You can optimise your site by using key words and phrases which people would search for when browsing the worldwide web (www)
- The best way of optimising your website is through Google Ad words



Google Adwords



- Google AdWords connects you with potential customers at precisely the magic moment
- When they are actively searching on terms related to environmental issues
- Adwords enables you to use a list of key words that customers are likely to search under
- Ad-words can cost anything from 1p per click – check it out...



Environmental Awards



There are several reasons to consider entering an environmental award:

- The award organisers will usually make an award logo available which shortlisted entrants and winners can apply to their product packaging or marketing activities.
- Winners and nominated businesses usually get publicity from media coverage generated by the awards.
- Winners and nominees can also generate their own publicity around the awards by letting local and trade press know about their success.
- Some awards may come with a prize attached or funding to help you implement your environmental plans.



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The Carbon Trust
Awards; Scotland



Questions & Answers



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