



6 Tips to boost your **Marketing power**

Introduction

First of all, welcome to Kodiak Group! Whether you are a new or potential client, or just someone that saw these 6 tips available to download for free, it's nice to have you here.

The following few pages will hopefully just give you a bit of inspiration and a good starting point to get your teeth stuck into the wonderful world of marketing. If you are a small business, budding entrepreneur or simply someone with a general interest, these 6 tips are some low cost methods to provide more power behind your existing marketing campaigns.

So sit back, relax, and take a look over the next 10 – 15 minutes and hopefully find a few useful hints and tips to incorporate into your marketing.

If you would like to have a more detailed guide then please take a look at the following book [Simple Marketing for SME's](#) written by our Managing Director.

1) Plan your Strategy

Before you even start marketing you should first ask yourself a few questions that will shape your entire marketing strategy for the product or service.

What is my USP?

What makes you different from the person down the road? Why should they buy from you?

How do I want my company to be seen?

Friendly | Professional | Humorous | Informative | a mixture?

Who are your competitors?

What marketing are they doing? Where do they operate? Is there a niche you can exploit?

When you have answered these questions you can start to formulate your creatives and the tone of voice for all of your marketing campaigns in a way that will reach the right people in the right way.

2) Customer Profiling

Similar to the last point but rather than thinking about your business, turning it around to think about the customers that you will serve.

What does your ideal client look like?

What is their income, is your service a luxury or necessity?

Where do they travel?

School Run | Shopping centres | Children's Football Practice

What do they do in there spare time?

Television | Facebook | Twitter | Youtube | Instagram

All of a sudden just from the above you can start to build a campaign that hits them at multiple touchpoints:

School Run > **Billboard Advertising**

Shopping Centres > **Product Placement**

Football Practice > **Partnership/Shirt Sponsor**

Television > **SkyAdsmart**

Facebook/Twitter/Etc > **Paid & Organic Social Campaigns**

Some of the above examples are more for a heavy investment but you can start to see how we create our campaigns based on our ideal customer.

3) Website SEO (Search Engine Optimisation)

Your website is your digital shopfront, the amount of people that see your website will far outweigh the amount of people that walk through your physical doors.

With that in mind you need to ensure your website is the absolute best it can be.

Create a strong call to action and build your site around that, if you want your customers to email you, ensure that they can email you from every page on your site.

Your website needs to be as easy to navigate as it can possibly be, no additional step pages, no long drawn out searching for information, **clean, simple & effective**.

A few SEO specific tips:

- Make sure you use URL's that relate to the page
- Complete the metadata for all pages and pictures
- Ensure you fill your content with relevant keywords

4) Referrals & Reviews

A commonly overlooked method of marketing these days is referrals. Never be afraid to ask your happy customers to refer you to their friends and family.

If they had a great experience why wouldn't they want to talk about it?

A referral scheme can take many forms from just simple requests to offering discounts on future purchases, whatever the method you decide on make sure you talk about it, it's the quickest way to build your business for no cost at all.

Your customers are your greatest brand ambassadors

This goes hand in hand with reviews which can help your organic Google ranking. When Google see's people actively engaging with your page and leaving positive reviews they serve your page to more people as it's seen as useful to their algorithm.

A customer will always click on a company with 5 star reviews over the company next to it with none, it's human nature.

5) Local PR & Partnerships

Your business needs a mixture of both tactical and awareness marketing to grow and the awareness aspect cannot be underestimated. Whilst there is always a need for instant results and sales we also need to work on the longevity of the company and the overall reputation that it holds under its brand.

Getting your local community on side will be crucial to your success so make sure you get involved with everything possible.

From local events to sponsorships of grass roots football teams, you are the expert in your own area as to what has the biggest footfall and what causes are in-line with your business.

Look for relevant and topical opportunities to get involved with and watch how much organic custom you receive through people just hearing & seeing your brand.

6) Engage with your audience

You've set up your Social accounts and got the website looking perfect, all done right? **Wrong**.

Adjusting and evolving is the only way that you and your business will stand the test of time. Thankfully socials are your ideal platform for engaging with your customers & receiving genuine feedback.

Reply to every question, comment & query.

It's a great place for honest feedback, if 100 people are saying the same thing then it's a pretty clear sign that it is something that needs your attention to improve.

Encourage discussions and feedback & don't be afraid of the odd negative comment. People will respect a company more when they deal with an issue in the open rather than delete any negative comments.

If there is a public complaint:

> Apologise for the inconvenience and ask them to DM or email you with the details to take it away from the public forum, then when you have dealt with the issue request that they amend their comments.

Customers that feel their opinions are respected are loyal customers.



Thank you for taking the time to read over these 6 simple tips to help boost your marketing power.

Make sure to have a look at our website and socials to find out how we can help you take your marketing to the next level.

Website > www.KodiakGroup.co.uk

Facebook > [The Kodiak Group Ltd](#)

Twitter > [@TheKodiakGroup](#)

Or you can email us if you have any questions

Email > hello@kodiakgroup.co.uk

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