



Marketing Your Business in a Tight Economy: Tips and Strategies that WORK!

Entrepreneurs Club

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Presented by

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Your Marketing Toolkit



The Four Pillars of Marketing^(sm) refer to marketing best practices you should focus on to:

- I. Retain and Grow Relationships with your Existing Clients and Contacts**
- II. Attract New Clients and Develop New Business**
- III. Increase Name Recognition and Awareness**
- IV. Create Targeted and Effective Communications**

Pillar I – Retain and Grow Existing Relationships

Tip #1 – Keep Your Eye on the Ball

Marketing Objectives

1. Existing Contacts: _____
2. New Business: _____
3. Increase Recognition: _____
4. Communications: _____
5. Industry Activities: _____
6. Presentations: _____
7. Articles to Write: _____
8. Other: _____

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Revenue Analysis

Total Revenue Goal for 2009: \$ _____

Client Name	2007 Revenue	2008 Revenue	2009 Revenue (Projected)	Comments

Real Business Development Goal: \$ _____

Tip #2 – Focus on Relationship Building

Top Ten List of Contacts to Reconnect With

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



Tip #3 – When in Doubt, Ask Your Clients

Select Clients to Interview:

1. _____
2. _____
3. _____
4. _____
5. _____

Develop your Questions:

- How is the economy affecting your industry?
- In what ways has the economy impacted your business?
- What are you hearing from your customers, suppliers, vendors, referral sources, employees?
- What are the biggest business concerns you have for 2009/What keeps you awake at night?
- What are your staffing plans for 2009? Any plans to reduce or add staff?
- What are your accounts receivable balances and have they increased; are your customers paying you in a timely fashion?
- What is the highest level value your business brings to the market right now?
- Where do you see your business in five years?
- What trade organizations support your industry that you are actively involved in?

Tip #4 – Make your Services “Must Have” with Clients

Identify the services you offer that are most important to clients in this economy:

1. _____
2. _____
3. _____
4. _____
5. _____

Visit this website: <http://www.buyerpersona.com> and identify your Buyer

Persona: _____

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Pick a current or prospective client and research them using www.WarmCallCenter.com:

Client Name: _____
Industry Information: _____
Company Information: _____
Individual Information: _____

Tip #5 – Create Invoices your Clients WANT to Pay

Tips to Consider:

- Set expectations up front
- Provide very detailed invoices
- Don't bill every minute
- Check in on fees
- Enter time consistently, every day
- Get your invoices out on time each month
- Enter time as if you had to pay for it!

Pillar II - Develop New Business

Tip #6 – Know the Criteria for Your “Ideal” Client

Identify the criteria your very best clients have in common - - your A-level clients:

Industry: _____
Type of Entity: _____
Annual Revenue Range: \$ _____ to \$ _____
Number of Employees: _____
Referred by someone you trust? Yes _____ No _____
Would you refer this person/company? Yes _____ No _____
Do you like, trust, and respect this person? Yes _____ No _____
Do they have realistic expectations? Yes _____ No _____
Are they responsive/easy to work with? Yes _____ No _____
Will they accept advice (or resist it)? Yes _____ No _____
Will they pay on time? Yes _____ No _____

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Tip # 7 – Target Your Audience *and* Your Message

Define Your A-Level Target Audience:

Industry: _____

Position held: _____

Type of company: _____

Other Descriptors: _____

Define your Message:

What makes you unique? _____

Why should a company hire you? _____

What makes you a better choice than a direct competitor? _____

What are the highest level skills you bring to a client? _____

What unique skills do you offer clients in this economy? _____

Tip #8 – Focus on your Top Ten Lists

Current Clients

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Prospective Clients

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Referral Sources

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Your Plan to Connect with Current Clients:

Your Plan to Connect with Prospective Clients:

Your Plan to Connect with Referral Sources:

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Pillar III – Increase your Name Recognition

Tip #9 – Stay Involved in Your Community

Take a look at your current volunteer efforts and rate yourself in the following areas. Give yourself a letter grade, A-D (A= weekly B=monthly C=quarterly D=annually). How often do you:

- _____ Provide pro-bono services to those less fortunate
- _____ Sponsor an event in the community
- _____ Serve on a non-profit board and regularly attend meetings
- _____ Volunteer in the community
- _____ Contribute financially to an organization you support

Volunteering Resources

[Board Source](#) – Formerly the National Center for Nonprofit Boards, this is the premier resource for practical information, tools and best practices, training, and leadership development for board members of nonprofit organizations worldwide.

Access a national database to help you find a wide variety of charitable organizations and IRS-recognized non-profits:

[GuideStar](#) – trusted information on non-profits

[Charity Navigator](#) - America's premier independent charity evaluator, works to advance a more efficient and responsive philanthropic marketplace by evaluating the financial health of over 5,400 of America's largest charities

Use a national volunteer clearinghouse to help you find specific ways to get involved in your local community – from volunteering and donating money, to getting involved with the issues they care about.

[Network for Good](#) – Online donation site

[Volunteer Match](#) – Find a place to volunteer

[Volunteer Solutions](#) – sponsored by United Way

[1-800-Volunteer](#) – a service of the Points of Light Foundation

[Federal Government volunteer opportunities](#) – this site lists volunteer opportunities at national parks, forests, and monuments

Notes:

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Tip #10 – Focus on the Media, Not on Advertising

Four concepts to keep in mind:

1. Keep members of the media current on happenings at your firm (through regular news releases)
2. Talk to editors and reporters about being a knowledgeable source they can consult when covering stories involving your highest-level expertise (see your responses to Tip #4 above)
3. Develop a timely and relevant story angle and “pitch” editors and reporters to interview you
4. Identify specific ideas for articles you believe their readers, viewers or listeners need to know, contact the editors, and tell them why you are the best professional to write an article or to be interviewed on the given topic.

Tip #11 – Join a Trade Association and Be Active

To what trade and professional associations do you currently belong?

Organization Name	Your Role	Opportunities for Involvement

What trade associations serve the industries you are targeting; those your clients belong to and that you would be willing to join and regularly attend meetings (see your client interview responses in Tip #3 above?)

Organization Name	Industries Served	Opportunities for Involvement

Pillar IV – Communicate in a Targeted Fashion

Tip #12 – Continue Communicating with Your Clients

Identify a timely, relevant topic or industry trend affecting your clients:

Now, summarize the impact of that topic on the businesses of your clients and send it to them in the form of a personal email. Repeat on a quarterly basis.



Tip #13 – Don't Just Tell Them, Show Them!

Clients want to see that you have done what they need. Don't just create a bulleted list of services; show your clients the results you deliver by creating pieces of representative experience in the following format:

Client Industry:

Client Issue:

Your Approach/Solution:

The Result:

Client Industry:

Client Issue:

Your Approach/Solution:

The Result:

Client Industry:

Client Issue:

Your Approach/Solution:

The Result:

Client Industry:

Client Issue:

Your Approach/Solution:

The Result:

Tip #14 – How Is Your Website?

As you consider the effectiveness of your website, ask yourself the following questions:

- What year was your website originally launched?
- How many major enhancements have you made to your site since its launch?
- How often do you add content to your site?
- On a scale of 1-10 (10 highest) how visually appealing is your website?
- On a scale of 1-10 (10 highest) how dynamic is your website (versus static and unchanging)?
- As an objective visitor, what letter grade would you give your current website based on those of your competitors?
- Do you use web-tracking analytics software like WebTrends or Google to analyze traffic to your site each month?
- How do you drive traffic to your website? What are your ongoing plans to promote your website?
- When you do a Google search, where do you (and your firm) show up on Google and other major search engines?

Tip #15 – Take the Plunge into Social Networking

Link: [Social Networking Sites on Wikipedia](#)

Book: [The New Rules of Marketing and PR](#), November 2008, David Meerman Scott

Book: [World Wide Rave](#), March 2009, David Meerman Scott

Book: [Social Media Marketing: An Hour a Day](#), October 2008, Dave Evans and Susan Bratton

[www.Delicious.com](#) – Social bookmarking site [10 Ways to Use LinkedIn](#), Guy Kawasaki,

[www.Digg.com](#) – Social bookmarking site

[www.Ping.fm.com](#) – Social media communicator to multiple sites

[www.Wordpress.com](#) – blog spot [www.Typepad.com](#) – blog spot

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