



Effective Marketing is
Within your Reach!

TransSynergy Group Top 10 List: Best Marketing Advice for Growing Companies (or growing membership associations)

Business owners and entrepreneurs find that the biggest challenge with marketing is—actually finding the time to do it!

But consistency in marketing is the key to growth. You must keep getting your message in front of your prospects in order to get results.

We have the advantage of having seen marketing results for many companies over many years! This marketing—"best of"—list includes some of the tried and true techniques. Not rocket science, not a fad. Just basic marketing advice to stay consistent and support your growth.

**Put a check mark next to things you WILL do
and make the time!**



1 Develop a Clear Marketing Message

This is always harder than it looks! Do you know your elevator pitch? Is it BENEFIT focused? Do you communicate the same message in all your materials—website, print, social media, proposals, sales meetings? Take a good look and evaluate.



2 Tell your customers or members that you love them

Referrals provide a steady stream of prospects, even more valuable, third party endorsements. Invest the time to set up tools to continue communicating with your customers or members.



3 Be unique!

Stand out, be memorable! Specialty sells, "same as everyone else" doesn't. What is the one thing you want people to remember?



4 Network to build relationships...then network more

People do business with people they know, like and trust. Widen your network. The goal is to create a network of people that know what you do and will recommend you when they identify an opportunity. **Social Media** should support your networking efforts. It is a great way to network with a larger audience, but it doesn't replace getting in front of a live group.



5 Follow-up, follow-up, follow-up

Don't forget that once you invest in networking or uncovering leads, you keep following up. If they don't respond the first time, it's not because they weren't interested; it's likely they forgot because they got busy. Your job is to stay connected without being a pest.



6 Keep putting your name in front of your prospects

You want to be there—top of mind—when the time comes, and they need your services. How? In similar ways you keep in touch with customers. Use newsletters or email, mailings, events, social media or even website messaging for specific prospect segments.



7 Offer valuable information—maybe even for free

Why? Delivering value before a sale will build trust.

This provides a valuable screening mechanism. If they are interested, they are a prospect and worthy of your follow up.



8 Practice integrated marketing—did we mention consistency?

You hear "integrated" all the time. It's a hot topic and big buzz word. What is it? It starts with #1 from our list: A clear marketing message. Use multiple mediums to amplify the message and keep "connecting the dots."



9 It doesn't have to be perfect

Really—it doesn't! Perfect is the enemy of good.

Marketing is a learning process. You need to measure results to choose better practices and build on those.

**The
TransSynergy
Group**

10 Call TransSynergy Group—we will take care of the first 9! Visit www.transsynergy.com