

Global Marketing

21 Essential

Global Marketing

Principles

for

Business Owners and Managers

By Chris Cardell

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About Chris Cardell

Chris Cardell is a trusted advisor to business owners from every size and type of business.

Every week, 310,000 Business owners receive his regular online Marketing tips.

Chris Cardell works with all types of businesses from B2B and B2c companies - selling both products and services.

He is renowned for being to take the world of Marketing and translate it into simple steps that you can follow in your own business to attract more customers and increase your profit.

Introduction

In this Special Report I share with you 21 very powerful Global Marketing Principles you can put to work in your business over the next 12 months.

They're in no particular order, and they all have one thing in common: they *all* work.

Marketing to a Global audience poses some very special and unique challenges when compared with marketing to a solely domestic audience.

There are societal, cultural and even legal considerations you need to consider if you want to make your Global marketing as successful as possible.

There's a saying which goes, "*small hinges swing big doors*". Truth is, without knowing your business intimately, I cannot tell you which of these strategies will work best for you.

And even if I did know your business, there are no guarantees how any individual strategy is going to work.

That's why we test.

But imagine this... imagine what's going to happen if you test just one of these strategies every few weeks... by this time next year you could have all 21 incredibly powerful Business Success Strategies boosting your profits.

So here's my challenge to you, and what I hope will become your new way of working: take time every week to try out at least one of these 21 strategies. It won't take long, and most of them are either free or very low cost.

I think you'll be pleasantly surprised at the results.

The 21 Global Marketing Principles

“Almost no one ever buys on price all the time”

1. Raise Your Prices

Yes, even in this downturn and the worst economy for 80 years, I’m suggesting you raise your prices, and by at least 10%!

Because contrary to what you might believe, and indeed what people claim about others and themselves, almost no one ever buys on price all the time.

What’s much more important than *price* is *value*.

If you raise your prices by just 10% you’ll not only almost double your profits on a 35% margin (about average for most businesses in most industries), but you’ll also *increase* your volume of sales as long as you take care to increase the perceived value of your products and services with outstanding marketing.

What’s more this is true in all countries, not just the UK.

But, here’s something to bear in mind: when you’re dealing with a predominantly foreign market, it’s wise to offer your products and services in other currencies than just Sterling.

Adding US dollars and Euro to your Paypal and Merchant accounts is easy, and most banks will even allow you to hold accounts in foreign currencies for a minimal fee.

Anything you can do to make purchasers feel more “at home”, the more sales you will make.

2. Test Pay Per Click Advertising.

One great way to drive highly qualified online traffic to your website is using “Pay Per Click” Advertising (most often Google AdWords).

You literally pay to have your ad featured on Google's search-result pages when people type in the search-terms. People click these ads and are taken to your website – and you pay Google an amount of money if and only if they click on your ad.

“The most important thing about AdWords is to get your keywords right”

Before Adwords came along, it never before had it been possible to get your ad in front of 100 million people within 10 minutes, and not a penny to pay until they respond to it.

As with all marketing strategies, you have to get it right. As with all marketing, start small and test every step of the way. The most important thing about AdWords is to get your keywords right.

But if you get your keywords wrong (and it's easy to do), then you can lose a lot of money and not actually sell anything.

Here are three tips to help you use AdWords to win in your business over the next 52 weeks:

- 1. Brainstorm.** Come up with a list of the keywords that are obvious for your business. Then look through your promotional material and website for obvious keywords that people could be looking for on Google.
- 2. Use Google's Free Keyword Tool.** This allows you to do two important things. First it will give you an indication of whether people are searching for the keywords you've selected. It will also give you suggestions for alternatives to your main keywords. This is very useful because it's these less common keywords that are usually cheaper to bid on – and can bring very well qualified buyers.
- 3. Use Wordtracker.** Wordtracker is a tool that you pay for but provides far more in-depth keyword analysis. It's fairly cheap and a good investment because the foundation of all PPC success is your keyword strategy www.WordTracker.com.
- 4. Use Specific Geographical Targeting.** If you're selling in several countries, even if you want to use the same ads, create

different ads for each country and use a different landing page. And then ensure both reflect any subtleties of language or culture, etc. This will also enable you to track where your ads are performing best.

“Bad news: there’s always someone willing to work for less money than you are”

3. Stop Copying Your Competitors

Most of us start out in business by copying what we see our competitors doing. If we open a pharmacy, we look around us and see what other pharmacists’ shops look like (they’re all pale, brightly lit, and smell of cosmetics!).

In doing this, we fail to differentiate ourselves from them in any meaningful way. That means the only thing we have to compete on is... price.

Bad news: there’s always someone willing to work for less money than you are.

So, instead of doing what everyone else does, make a point of doing the opposite and see how it goes. Nothing is set in stone, and nothing is sacrosanct. Your business is serving your customers and clients, so try seeing things from their point of view.

One great way to get some fresh ideas is to look at other, completely unrelated businesses to yours and “steal and deploy” from them. Don’t blindly assume that something not done in your industry is not done for a good reason!

Here’s a tip: don’t just take what industry veterans say as being gospel truth. They’re often too deeply immersed in habit to think of anything new.

4. Understand That Your Business IS Marketing

It might sound obvious, but the purpose of your business is to sell your products and services and make money.

For that reason, the marketing process is

fundamental to the whole endeavour.

In fact marketing IS your business, no matter what business you're in.

“In fact marketing IS your business, no matter what business you're in”

If you're a butcher you're in the marketing of a butcher's business; if you're a baker you're in the marketing of a baker's business; and if you're a candlestick maker, you're in the marketing of a candlestick maker's business

Yet most business owners treat marketing as a necessary evil. It's not. It's your key to financial freedom.

And because marketing is so important to the continued existence of your financial life support system, your marketing should *never* be left to chance.

If you don't have a system for marketing, then any sales you make depend on your prospects', customers', and clients' systems for buying, and it's unlikely they have the same desire to buy from you that you have to sell to them.

Your marketing and sales should be a system, pure and simple (how else do you think MacDonald's makes so much money? It's not the grumpy teenagers behind the counter, it's not the "experience" and it certainly isn't the *food*. It's the *system*).

So your marketing should be systematic and *always tested*.

There are some standard approaches and methods which have shown themselves to be effective for well over 100 years. So learn them and use them... and document them so you can share what works and what doesn't work with the rest of your team.

It's also going to pay you to see your marketing as being a constant process, like a production line. Too many marketing professionals see it as a single event - the actual sale, or the close.

It's not.

Effective marketing is about creating a

constantly flowing sequence of leads, cultivating those leads, finding out what they want and making sure they get it.

“Effective marketing is about creating a constantly flowing sequence of leads, cultivating those leads, finding out what they want and making sure they get it”

5. Make sure your Website passes the ‘8 Second Test’

The next key strategy is to make sure your website passes the *8-second test*.

As you can imagine, it’s worth a huge amount of money to big corporations to know how people behave on the internet. They want to know what people like, what they dislike, what they do and what they don’t do. These corporations have spent millions of dollars researching this.

Most of this information is in the public domain and you and I can access it. This is really cool because the same information they gather for their corporate website is just as applicable for you on your website.

Researchers found that when people arrive at a website, on average 50% of them will leave that website within 8 seconds. In other words, when someone arrives at your website, if you don’t do something within 8 seconds to keep them there, at least 50% of them will leave. That’s just an average. For you it might be 60% or 70%.

Think about how you surf the web. Think about the phrase “surf the web.” It means you go from one site to the next, to the next.

The metaphor everybody heard when the internet started was, “The internet and your website are like a big shopping mall. Everybody comes and gets to browse your shop.” Yes, but what if everybody is whizzing around the mall at 45 miles an hour? They’re not going to find time to stop at your window. That’s what it’s really like.

Make no mistake: you and I have a huge challenge.

We have to make sure that within 8 seconds

we grab our visitors' attention... and keep it.

It's no mean feat and there are a couple of things you really need to pay attention to. When you think about your website, your homepage or whatever page you send people to, ask yourself, "What's the headline?"

"Remember: the headline is the first thing to grab me, and entice me... and it's going to stop me from surfing to other sites"

What grabs me when I arrive at your page?

If you have a good headline, it keeps people reading.

Use headlines and information above the fold to grab the reader's attention

If you don't have a headline in the form of words, then your headline is whatever greets me when I arrive at your page. That could be a logo, a graphic or a piece of blank screen. We all have the equivalent of a headline. If you have nothing to grab the reader's attention, they'll be gone.

Remember: the headline is the first thing to grab me, and entice me... and it's going to stop me from surfing to other sites.

If you don't have a captivating headline to keep the visitors there, just making that one, small change will make a big difference for you. If you're using a headline on your direct mail or advertising and it works very well, don't hesitate to duplicate it on your website.

Next is what appears "above the fold." Imagine you're watching someone read a large newspaper you have to fold up to read. You have to fold that newspaper in half to read the top chunk of the page and then turn it over to read underneath.

The newspaper phrase "above the fold" refers to what you can see on that top half. The equivalent on your website is what people see before they have to scroll down the page.

So... what greets me on your website before I have to scroll down the page?

This plays directly into the 8-second rule. Not only are people going to give you just a few seconds

to get their attention, but a good proportion of them will not even bother scrolling down the page if you don't give them a good reason to.

If the bit that greets me on a website before I have to scroll down the page is a big picture, a graphic with no real purpose, or a boring bit of information like, "This company has been in existence since 1974," or, "We just moved offices," or, "We just won this award," then... I'm gone.

*"Step out of
your own shoes
and step into
the shoes of
your potential
customer"*

Put yourself in your customer's shoes

Step out of your own shoes and step into the shoes of your potential customer.

What are they interested in? What worries them? What concerns them? What keeps them awake late into the night staring up at the dark ceiling thinking "if only...?"

The big mistake many website owners make is they're too close to their businesses. You know your business inside out, so when it comes to writing the homepage of your website you tend to think you're going to write about your business.

In a strange way, that can actually be a big mistake.

The blunt truth of the matter is people who come to your website don't care about your business and don't really care about you. I'm sure they're lovely people, but that's not what they're there for. Don't take it personally.

They're looking because there's something they need. They're feeling pain or they're afraid. They have problems... and they're looking for someone to make it all better again.

In short, they have a self-interest and it needs meeting!

If you can meet that self-interest by talking directly to them about their lives, their problems, their challenges and how you're going to resolve those problems and challenges, you will have a huge advantage.

So step into their shoes and ask yourself, “What are they most interested in?”, and then rewrite your copy accordingly.

My challenge to you is go to your website as if you were a first-time visitor.

Be tough on yourself.

Ask yourself whether you are really captivating people in those first 8 seconds in a way that keeps them there and will keep them as customers.

“The blunt truth of the matter is people who come to your website don’t care about your business and don’t really care about you”

6. Get Customers Through Facebook

In the last few years Facebook has come from nowhere to being the most talked-about Internet phenomenon ever with an active user base of over 800 *million* users (and they count their users as “people who have logged in in the last 30 day).

To put it in perspective, that’s almost 11% of the entire population of the world. Over 43% of all Internet users visit Facebook on an average day, and they spend almost 25 minutes on the site when they get there.

No matter *what* business you’re in or how you look at it, that’s a LOT of potential buyers.

The opportunity is simply... HUGE.

Here’s why: never, ever before has it been possible to get an ad for your business in front of 800 million people... for free.

It’s true.

Because Facebook Advertising is FREE right up until the moment someone actually responds to your ad by clicking on it — and they do that if and ONLY IF they are interested in what you are offering them.

It sounds too good to be true... but this is one of those rare occasions when it’s even better than it sounds.

Why?

Because you can be up and running within just a few minutes... and have your first clicks a short time later.

But even if you don't want to get use the paid advertising system there's still a lot of business to me had using good old fashioned relationship marketing with your business's "Fan Page".

“Never, ever before has it been possible to get an ad for your business in front of 800 million people... for free”

It's merely a matter of getting on there, driving traffic to your page and getting them to "like" it so your Fan Page updates then appear in their newsfeed (plus the fact they've become a "fan" of your Page then appears in their friends' newsfeeds, which is how the whole thing can turn viral very, very quickly, leading to a sudden and exponential growth in traffic to your page.

And more traffic means more potential buyers in front of your business.

And it's all free!

7. Get More From Your Ads

If you're running ads in local or other press, then experiment with different ways of increasing response.

Here are some ideas:

1. Remove unnecessary whitespace and graphics (this includes your logo!), and get more of your sales message in.
2. Make the font smaller and add even more compelling and persuasive copy (try reducing the font-size by 2-points. If you have a strong headline and good body-copy, people will still read it!).
3. Make sure your ad includes a compelling offer and a proper call to action (and I don't mean something like "call us if you think we can help"!).
4. Test more than one way of responding (e.g. Telephone, and a website address). The

more ways to respond you give, the more responses you'll get.

5. Try a really tiny ad, literally just a couple of inches long and maybe an inch wide which is just a headline, a benefit, a hint at a solution and then a website address for them to go to where you can give them the rest of your "story". e.g.

“Try a really tiny ad, literally just a couple of inches long and maybe an inch wide which is just a headline, a benefit, a hint at a solution and then a website address for them to go to where you can give them the rest of your ‘story’”

Fed Up With Being Bald?

Grow NEW hair within 7 days, *guaranteed!*

Free Report Shows YOU How!

www.FedUpWithBeingBald.co.uk

8. Stop Worrying About The Recession

Not only will it not help you in the slightest, but it will actually focus your mind on "problems" rather than "solutions". No, I've not turned into a "tree-hugger" - having a positive mindset really does work.

If instead of aiming to "scrape by" in the recession I suggest you set yourself a challenging goal of doubling your profits and start working on it.

Now, you might not hit that ambitious target, but you'll be going in the right direction and you might just surprise yourself.

One thing's sure: if you aim for a low target, you'll most likely hit it (we rarely get better results than we deserve).

9. Cut The Cost Of Your Advertising

One way to double the Return on Investment (ROI) of your ads is to double the response. Another, and often easier way is to halve the cost of the ad.

Here are a few things you can try:

“Use the recession in your favour and knock down the price of the ad – papers are really suffering right now as firms slash their advertising. An advertiser in one of the Sunday papers recently got a £500 ad for £90 just by having a bit of ‘brass neck’”

- 1. Make your ads smaller** (see above for one way to do this).
- 2. Buy your ad space cheaper by calling the media sales-person just before the copy deadline and play hard ball.** Every square inch of unsold space is money they lose commission on if it's still unfilled when they go to print. Don't feel bad about this – they'll happily squeeze you for every penny they can if they get the chance.
- 3. Use the recession in your favour and knock down the price of the ad** – papers are really suffering right now as firms slash their advertising. An advertiser in one of the Sunday papers recently got a £500 ad for £90 just by having a bit of “brass neck”.
- 4. Get someone to buy your ad space for you.** Media buyers are experts at slashing the silly “rate card” prices of the media outlets. They take their fee as a commission from the publisher, so it won't cost you a penny and could save you a small fortune.
- 5. Use a simple direct-response black and white ad you can create yourself rather than a full-colour effort churned out by some graphic designer.** Not only will you get better results, but it's cheaper to print and you won't be paying the graphic designer to create a lemon.

10. Embrace The AIDA Principle For ALL Your Marketing

If you follow this formula in every marketing piece you write or produce, you will greatly increase your chances of success.

- **Attention** – the first thing your ad needs to do is grab the reader's attention. You achieve this with your headline.

“Even if someone desires what you have, it is not enough until they take action”

- **Interest** – once you’ve got their attention, you need to create an interest in your product or service.
- **Desire** – There is a big difference between being interested in a product or service and desiring it. You need to convert the reader’s interest into a strong desire for what you are offering.
- **Action** - Even if someone desires what you have, it is not enough until they take action. At the end of the ad you need a call to action. Tell people exactly what they need to do to follow through and make it easy for them to do so. This is where many people go wrong. Even if you have a good ad, you still need to tell people precisely what to do - how to take action.

11. Test “Permission Marketing”

Instead of running your ads and other marketing pieces with the intention of making an immediate sale, turn your philosophy around 180° and offer something free to begin the relationship.

Business is built on relationships, and since you’re the one who wants prospects to give their money to you instead of to your competitors, it makes sense to take responsibility for starting the relationship onto your own shoulders.

So, offer something for free with no pressure or obligation for your prospects to complete the sale, pretty much like you saw above with the “Fed Up With Being Bald” ad.

But be warned: whilst you don’t want to be giving away too much, at least make sure what you *are* giving away has a high perceived value to your prospects. That’s why information in the form of Free Reports is always a good thing to try.

12. Measure And Test Your Marketing

Anything measured improves. The human brain is the most complicated structure in the known universe, and you, my friend, have one of these amazingly powerful pattern-matching, goal-seeking devices all of your own.

“The very fact you’re looking at the results of what you’re doing will automatically get your brain looking for ways to improve it”

The very fact you’re looking at the results of what you’re doing will automatically get your brain looking for ways to improve it.

Besides, if there’s anything in your marketing mix you can’t measure, then you should stop doing it until you *can* measure it – because if you can’t measure it you can’t know if it’s making you any money, and marketing not making money is the most expensive marketing you will ever do.

13. Use The 80/20 Rule

The 80/20 rule, sometimes called the “*rule of the vital few*” tells us just 20% or so of our products, services and sales efforts account for around 80% of our profits.

The numbers might not be exactly 80/20, but the point is there will be a massively disproportionate set of effects stemming from a ridiculously small number of effects.

Your job is to identify these where they occur in your business and do more of the really effective ones and less of the ineffective ones (the effective ones are around 16x more valuable than the ineffective ones).

Don’t make the mistake of trying to tweak the poorly performing areas unless they really are likely to respond. You’re better off putting more effort into what’s already massively more powerful (it stands to reason there are very few things you can tinker with and make 16x more effective).

Here are some areas you can look at:

“The 80/20 rule applies to your working time as it does to everything else. And it follows if you achieve 80% of your results in just 20% of the time spent working to get them, then the remaining 80% of your time is pretty much wasted. Think about that. It’s like being super effective on Monday and taking the rest of the week off to go fishing”

- 1. Your sales.** Go over your sales figures and see which products and services you have are responsible for the lion’s share of your profits. Sell more of the ones doing well, and don’t worry so much about the rest.
- 2. Your time.** The 80/20 rule applies to your working time as it does to everything else. And it follows if you achieve 80% of your results in just 20% of the time spent working to get them, then the remaining 80% of your time is pretty much wasted. Think about that. It’s like being super effective on Monday and taking the rest of the week off to go fishing.
- 3. Your employees.** Your best ones will be around 16x more effective than your worst ones. It might mean getting new employees or cutting back your staff entirely (or, conversely, taking people off the ineffective activities and putting them to work on the effective ones).
- 4. Your customers.** As you’d expect, 20% of your customers will be responsible for 80% of your business. It will serve you well to take that top 20% and not only treat them better than Royalty, but also to figure out ways of selling even more to them. Don’t fall into the politically correct trap of thinking all your customers are equal and are equally deserving of your time and attention. They’re not. Yes, they’re all intrinsically valuable as human beings, and you should give everyone respect and great service. But for some customers you really do want to be willing to jump out of bed at 2am to sell them a Mars Bar if that’s what they want.
- 5. Your marketing.** You’re going to find 20% of your marketing brings in 80% of your results. So do more of it. I DO encourage you in this case to tweak and test any marketing you do that’s making a profit because marketing is one of those rare

“Writing persuasive and compelling copy is actually fairly simple, because it’s a formulaic process. A skill, in other words”

things where a small change can make a huge (even 16x) improvement. If a marketing avenue is breaking even, then keep doing it, because the real value of your customers and clients is in their long term value, so be aware a lead “costing” you today might well turn into big profits tomorrow.

Please don’t trust your “intuition” and “feelings” about this because that amazingly powerful pattern-matching, goal-seeking device all of your own I mentioned a moment ago is so good it sees patterns that aren’t even there.

So you MUST have the data in front of you, and preferably in graphical format.

14. Learn To Write Great Copy!

You don’t have to be a pro copywriter to make money from writing sales letters and ads!

Writing persuasive and compelling copy is actually fairly simple, because it’s a formulaic process. A skill, in other words.

And because it’s a skill, you can learn it.

You can very easily learn to write much better copy than any of your competitors are writing, and so reap the rewards in terms of more sales and sales at higher prices.

Copywriting legend Joe Sugarman often talks about what he calls the “greased slide” to the sale, and what he means is your copy tells a story, beginning with the headline and the first line of the copy... and then always moving the reader forward to the sale.

The headline gets you the *attention* and the opening line and paragraphs of the copy must get the *interest*.

This is why it’s so important to get the headline and first line right, because at this point you don’t have any momentum, no real desire for what you’re

selling.

Once you've got them past the headline and the first line, you've now got to keep them moving and in fact accelerate them down the slide until they're moving so fast towards the sale they couldn't get off even if they wanted to!

“Probably the simplest and one of the most powerful methods to use when writing marketing copy is the PSA formula”

How do you do this?

By building *desire*.

And how do you build desire?

Probably the simplest and one of the most powerful methods to use when writing marketing copy is the PSA formula:

- 1. Problem** – identify the problem or pain your reader is experiencing or feeling and then, along with a promise you can make it all go away, show them you can empathise with them. Speak to them in the language of shared experience and understanding.
- 2. Agitate** – twist the knife. Use strong, emotional copy and make the pain worse. If you were selling fire-alarms you wouldn't just write about the fire. You'd go into detail about not only how terrible the fire can be, but also the subsequent consequences. Even if your entire family isn't actually wiped out, you've got all the hassle of insurance claims, valuable documents being destroyed, all the hassle of moving, rebuilding... all the things you can think of to make your readers think “Oh my, anything I can do to avoid this has GOT to be worth a measly £10!”
- 3. Solve** – you offer the solution plainly and simply. You become your readers' “lucky rabbit's foot”. By the time you get to this part of your copy, your reader is out of control on that greasy slide and is inexorably on their way to the sale. This is where you really create the desire for your product or service.

And how do you write your copy to do all this?

The simplest thing to remember is your copy is your way of communicating with your prospect in an attempt to get them to buy something from you. People tend to buy from people they like and trust, so it makes sense to write in a way to engender liking and trust.

“The simplest thing to remember is your copy is your way of communicating with your prospect in an attempt to get them to buy something from you. People tend to buy from people they like and trust, so it makes sense to write in a way to engender liking and trust”

And the easiest way to do that (and regardless of what the teachers told you in science classes at school, what your colleagues tell you and what all the “professionals” out there say), write like you speak, like you’re having a conversation with a friend or a favourite Aunt and you’ll find your words having a much greater effect than you ever dreamed possible.

So, this means writing using everyday language and phrases. As a rule of thumb, since the average reading age of adults in the UK is about 10½, if your letter can’t be understood by a 10 year old child, it’s too complicated (and I strongly recommend you get your kids or someone else’s kids to read it for you – and get them to read it aloud so you can hear if they’re having any problems getting through it. You’ll also get a feel for how well it “scans” and flows).

It also means dropping unnecessary jargon, big fancy words, complicated and “impressive” phrases, and all those things you’re tempted to put in so you sound “professional”.

It also means, if you’re communicating with a Global audience, you have to be careful about the words you use. In particular, the differences between UK English and US English are sometimes subtle (as with some of the spellings), but can also be very large (from the difference between a “lift” and an “elevator”, and between “chips”, “crisps” and “French fries”).

Finally, you should also use “emotional connection” with your readers. All experienced copywriters and marketers know, and recently science has proven with the aid of MRI scanners, we humans decide emotionally and then justify logically.

This means it’s no good trying to sell me a fire alarm using logic – you’ve got to use words and language which connects with the emotional pain of

what a fire would mean to me and my family. It's no good telling me how reliable it is unless you tell me what that reliability means.

“Unless you have the deep pockets of Richard Branson, you probably can't afford to be spending a fortune on building your “brand” for the sake of having one”

15. Stop Traditional ‘Brand’ Marketing And Advertising And Replace It With ‘Direct Response’ Marketing

Unless you have the deep pockets of Richard Branson, you probably can't afford to be spending a fortune on building your “brand” for the sake of having one.

The reality is, you can't afford to throw money away on just getting your name and logo out there. But that's what a lot of small business owners do. ‘Brand’ Advertising is a waste of money. You should only engage in ‘Direct Response’ Marketing. As the name suggests, that means Marketing that produces a RESPONSE that you can MEASURE.

So every marketing campaign you put out there *must* give people a reason to respond. You must be offering one specific thing, something they want or need, something that's going to interest them enough to haul themselves out of a chair and respond to you.

Indulging in so-called ‘institutional / brand marketing’ where you essentially say “*This is us, here's what we do, give us a call if we do anything that interests you*” is a great way to empty the contents of your wallet into the wallets of the ad agency and graphic designer with no appreciable return for you.

16. Get Higher on Google Using the Power of Inbound Links

The key to higher rankings on Google, once you have your on-page content optimised is backlinks.

But... not all backlinks are created equal. Back in the early days of SEO it was the sheer number of backlinks that counted, which is why so-called “link farms” sprang up — websites which were literally just pages and pages of links pointing at any old selection of websites.

“Not all backlinks are created equal”

Nowadays, though, Google is much smarter and the *quality* of the backlink counts enormously (to the extent where if you have enough low-quality backlinks, you will be penalized and not just overlooked for reward).

In the same way as *relevance* is so important for the on-page content and site-structure, the relevance of the backlink *and* the site it’s hosted upon is increasingly important too.

To make your links relevant they need to be coming *from* a page which is on more or less the same topic as the page of yours it’s pointing to; and they need to contain the keyword in the anchor text (that’s the text you click on to follow the link).

So, if you’re writing about 18th century shoes, then a link back from a highly-ranked site about shoes would be better than a link back from a site about cheese, say. And to make this link even more relevant and valuable it would look something like this:

Visit my friend’s site for more information about [18th century shoes](#).

The very best backlinks to get are from authority sites with a .gov or a .edu domain extension.

These are very difficult to get, especially as Google have also got wise to the “trick” of spamming .edu for with comments.

The next best links come from .com, .org and .net authority sites (like wikipedia.com or dmoz.org).

Then we have all the rest: ordinary .com, .net and .org links from sites like blogs and forums, which are about the same topic the page you’re linking to is about.

17. Offer A (Generous) Guarantee.

“Guarantees are a fabulous way to overcome price resistance”

Guarantees are a fabulous way to overcome price resistance. You see, any transaction involves risk. And since you’re the one asking them to trust you with their money, it’s going to benefit you to take this risk onto your own shoulders.

You do this by offering a fantastic guarantee.

Now, you might be thinking by giving a great guarantee you’re opening yourself up to being ripped off by hordes of unscrupulous liars and cheats.

Well, technically you are, but in practice it never happens. Most people are fundamentally honest and won’t cheat you. Most won’t even call you on your guarantee when they’re actually entitled to.

And even if a few do, so what?

If you sell 100 extra widgets a week because of your guarantee and get cheated a couple of times, the extra money you make more than makes up for these small losses.

No matter what business you’re in, you can create some kind of guarantee.

For example, if you’re in a business where you can’t guarantee *results* (as in healthcare, for example), there’s no reason not to guarantee a level of service (*“if you don’t get to see your dentist within 5 minutes of your scheduled appointment time, your appointment is FREE!”*, for example).

18. Embrace The Fact No One Is Interested In You Or Your Products And Sell On The Benefits You Offer Your Clients And Customers, Not What You Can “do”.

Human beings are naturally selfish. It’s OK, we’re not broken -- it’s just the way we are.

We are permanently tuned to the world's favourite radio station: WIIFM. That's Radio *What's In It For ME?*

“Make your emails friendly, informative and useful.”

Consequently, if your marketing consists of brochures, letters, ads, and a website which comprise your logo and company name, a list of things you do, and a phone number, don't be surprised when no one cares and no one responds to it.

They don't want your products: they want the product of your products. They don't care what you can *do*; they want to know what you can do for *them*.

So change your mindset: start thinking not in terms of sales of stuff, but in terms of service and benefits to your customers and clients.

Put yourself in their shoes, see their problems, understand their fears, learn their wants and needs, and then cater to them.

Take some time to understand your customers, and *show* them you understand... and your sales will increase.

19. Use the Power of Email Marketing

If you're emailing your customers and clients less than once a week, you are definitely leaving money lying around unclaimed.

Make your emails friendly, informative and *useful*. Modern email delivery systems are cheap and easy to use, and they contain templated functionality to allow you to personalise emails with the receiver's name and other information.

Remember, the ultimate purpose is to sell your products and services, but you'll find you can do a better job of this by building a relationship with them. It might take a little longer and a little effort, but you'll reap the rewards in higher-value sales and longer-term customer relationships.

Another thing to be aware of is, even if you are

emailing your prospects, you are almost certainly not doing it enough. It is possible to email them too often, but the breaking point is usually much higher than you think.

“Online video is a fantastic way to increase sales, and for two reasons”

If they really do get fed up with you, they’ll tell you (and in truth, those who do this are probably not the kind of customers or clients you want anyway). Your job, once you have their contact details, is to keep on sending them stuff until they either buy, die, or tell you to stop!

Make it a habit to mail your list regularly with useful, topical content they can use. They’ll love you for it, and you will make more sales.

20. Use Online Video to Increase Sales

Online video is a fantastic way to increase sales, and for two reasons.

First, it’s the next best thing to actually being there in person with your prospect, because it allows you to communicate with all the facial expressions and nuances of body language and voice tone you simply don’t get with writing or even audio.

The second thing is it’s also an excellent way to drive traffic to your site with SEO.

Online video is burgeoning over the ‘net and is a major source of search engine traffic, which makes it important to get it right.

The hosting-site of choice simply has to be YouTube. Google owns YouTube so is going to index YouTube hosted videos in preference to all the others.

It’s that simple.

Until very recently, the direct SEO effects of videos hosted at YouTube were small, but as we’ll see in a moment, it seems like that is changing.

It’s likely to be only a matter of time until the search engines give your site the SEO “kudos” of an

embedded video even though the video is not hosted on your site.

So the time to start using online video (preferably embedded on your page and hosted on YouTube) is NOW, so your site is ready when it really starts to take effect.

“So the time to start using online video (preferably embedded on your page and hosted on YouTube) is NOW, so your site is ready when it really starts to take effect”

21. Follow Up with Each Potential Customer at Least 7 Times

Relentless follow up is probably the most important and effective thing you can do to increase sales — and it’s not only effective, but it can be very cheap, too.

Writing an effective ad or other marketing piece takes time and work, and then when it doesn’t get the response you wanted, it’s too easy to conclude it didn’t work because it can’t work.

This is a mistake, and there are many, many reasons people don’t respond, and few of them have anything to do with them being resolutely opposed to buying from you.

Even the best copywriters in the world score only a 1:8 success rate – meaning for every 8 ads they write, 7 crash and burn. The reason it pays, is the profits from the one which works vastly outweighs the costs of the 7 which fail, if they test properly.

When it comes to following up on prospects and leads, don’t just contact them once and give up!

Let me share with you some statistics which should scare the living daylights out of us:

48% of sales people never follow up with a prospect

25% of sales people make a second contact and stop

12% of sales people only make three contacts and stop

It's a staggering discovery, but only 10 % of businesses make more than three contacts.

OK, so what does this mean, then? Well, it means they're losing a small fortune.

Because...

2% of sales are made on the first contact

3% of sales are made on the second contact

5% of sales are made on the third contact

10% of sales are made on the fourth contact

80% of sales are made on the fifth to twelfth contact

So if you're like almost half of all businesses and make no more than one follow-up to your prospects... you're leaving 98% of your income on the table for someone else to come along and pick up. If that wasn't bad enough, here's why it's even worse than you think. Look at these eye-opening statistics about why people stop buying from businesses:

1% die.

3% move away.

5% follow a friend's or relative's recommendation.

9% find an alternative they perceive to be better quality or value.

14% are dissatisfied with the products or services.

And a massive 68% of people leave a business because of... indifference. They take their business elsewhere simply because they do not feel valued.

Since you spend a lot of time, money, and effort to get a visitor to your business, if you let them leave because of indifference, you might as well be flushing £10 notes away.

Follow up *at least* seven times and you'll see a substantial increase in your sales.

“So if you're like almost half of all businesses and make no more than one follow-up to your prospects... you're leaving 98% of your income on the table for someone else to come along and pick up”

Conclusion

So, there we have it: 21 things you can do TODAY to improve your Global Marketing and start writing more successful advertisements and other marketing pieces for a Global audience.

There's obviously a lot more in-depth detail to effective Marketing than I've given you here, but these fundamentals *if* you apply them rigorously *will* make a huge difference in your marketing.

In the weeks ahead I'll be sending you Free tips and advice by email and will share with you how great Marketing *will* make a huge difference to your business.

I hope this is the beginning of a great, long term relationship where I become the source of leading edge information for you and make a real difference to your business.

Happy Marketing!

Chris Cardell