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digital

# Miltec Digital

**Ten Thoughts on Business  
Growth and Marketing**

**The Business Growth Agency**

# Ten Thoughts on Business Growth and Marketing

**1.** Be clear on WHY you do what you do in your business. What's your purpose, your beliefs? It's NOT about profit. Is it about innovation? Doing things differently from your competition? People don't buy what you do, but why you do it.

Search on the internet for *Simon Sinek – Start with Why*. It's a short TED talk but highly valuable.

**2.** Your communications need to tell a story, which is tied in with 1) above. Once you recognise what the why is, tell the story in all your communications to get belief from your customers. We all love a good story; what's yours?

**3.** The clearer the profile of the person (or Persona) you want as a customer, the more likely it is that they will become a customer. If you want everybody, you are likely to get nobody. How old are they? What are their business and personal values? Are they married? Do they have children? What kind of holidays do they go on? These are just some of the questions that you will need to ask to profile a customer's and their buying behaviour. You can target messages accordingly.

**4.** Think about your company's Value Proposition(s). How do you really bring value to your clients or customers? This is really important to understand, and often is a lot more complicated than 'We are cheaper than our competition', or 'Because our deliveries are reliable'. You might have different Value Propositions for different segments of the market that you deal with.

**5.** A Brand isn't just a logo, and the company's colours. A Brand is how you speak to your customers and suppliers and even the irritating individuals making a cold call. It's how you treat your staff, and how you engage with visitors to your premises and how you interview potential employees. You get the picture. In today's world of information, the truth will out.

**6.** Keep the message and language in your marketing communications simple. Complexity turns brains off. We have so little time to make an impact, people need to 'get' the why of what you do, and how you do it, quickly.

**7.** Marketing is really about getting the Right Message, to the Right Person, at the Right Time. All of these three aspects are important, but so many marketing and advertising campaigns falter and founder because the Message isn't Right. The message needs to be effective, creative and inspirational and ideally tie into the *Why?* Factor.

- 8.** With No. 7 in mind, it sometimes takes an outside opinion to see the creative Wood through the Trees which is why organisations engage with good agencies.
- 9.** On average it takes seven marketing ‘touches’ before a prospect becomes a customer. You need to persist. Sometimes marketing takes time. Having the Right Message reduces that time.
- 10.** Your website is a great source of new customers. Have a site where visitors react well to the content on it. Does it answer the question that was being asked in the search bar with skill and elegance? Does your website answer the multitude of questions that your potential clients might have and have searched for? Or does it effectively ignore them with a content vacuum?
- 11.** OK, I know I said Ten but here’s a really important one. Let’s measure the results from your marketing effort. Are you getting Return on Investment or a bunch of pretty pictures that look nice but don’t produce results?