



# Marketing to Sky Rocket Your Business



**Your Print Management Partner**

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# 1 – Introduction

Do you struggle to get the return on your marketing that you deserve? Not sure how to craft a perfect flyer or marketing piece that will speak to your customers?

In the next few pages, we'll go through 6 mistakes that we see over and over again and how to take action to make sure you're not making them.

## 2 - Marketing Mistake #1

### “Nobody Cares Who You Are...”

Neither your logo, nor your company name are going to be drawing people into your leaflet. The majority of professional leaflets you will notice don't have their logo or company name in prime position, it's small (usually bottom right or left) – this is because you need to stage the leaflet.

The HEADLINE at the top is where you draw your customer in – then you convince them they need the service or product you're supplying and only then will they need to know who you are and how to contact you, when they know they can't continue without your product or service.

I'm sorry to say, the customer doesn't care who you are, they want to know you can solve their problem. Don't waste important attention-grabbing space by putting your logo first.

## **3 - Marketing Mistake #2**

### **“Read All About It”**

Answer me this – when you visit a newsagents for a paper – without just picking up your regular paper – what is it that sells the papers? The Headlines.

Also, ask yourself this – when direct mail comes through your letterbox – how long does it take you to get to the recycling where you’re ultimately going to throw it? That’s the amount of time you have to sell your leaflet or marketing to your customer.

Grab your customers with a headline and your leaflet will be saved from the recycling.

## **4 - Marketing Mistake #3**

### **“Free with every order...!”**

If you want a return on your investment (ROI) then you need to have your customers, leaflet in hand and on the phone. You can't afford to have your leaflets put down in case they're forgotten about and binned.

A call to action – whether it's a limited time sign-up offer on your website, a competition entry or something free with their order. You need to make sure your customers know it's a limited time offer that they can't put off for fear of losing out.

# 5 - Marketing Mistake #4

## Follow your tracks

Hands up who out there knows the performance of each of their leaflets or adverts...?

What, really? You mean you're spending money on designers, print and distribution – yet you can't tell whether the person phoning is from a specific advertisement?

The use of Tracking Numbers is imperative in any marketing. If you have a leaflet going out to one town – use one number you know is connected to that leaflet and area only. The same goes for a newspaper advert – use another number associated to that newspaper so you can track it in the future.

You don't have to limit it to areas and leaflets. Why not use a different number on 2 leaflets to test which headline or copy gets the best response?

## 6 - Marketing mistake #5

Capturing Your Customers... data that is. If you're capturing the data of everyone that comes into your shop or everyone who asks for a quote, then you're leaving money on the table.

Make sure you have permission to contact these prospective customers and you can market to them even if they didn't buy the first time around.



## 7 – Marketing Mistake #6

Trying to be everything to everyone. This is a big one, so I've save it until last. We tend to find this will smaller businesses. When asked who their target market is, you'll get the response, "well anyone who buys 'widgets' to be honest".

This is a big mistake and one that is scary to change. It takes guts and the knowledge that you'll succeed if you can just concentrate on narrowing your field.

All of a sudden, by niching down, you're able to envisage your customer, you can talk to them directly, your words resonate with them, your messages and images hit home with them. You're suddenly able to focus more and you'll be able to win more business.

### **\*\*BONUS BIT\*\***

There's nothing stopping you having multiple niches. Start with one, create your customer avatar, make it work and then repeat. Just make sure you're only targeting one group with one piece of marketing.



## 8 – About Us

We're a family run print management company based in Northamptonshire, looking after print communications for a wide range of customers. We use our knowledge and experience of the print industry to save you time and money without sacrificing quality, leaving you to focus on your business.

**Quite simply we provide high quality print, managed by experts to help you save on costs while growing your business.**

Blue Star Print Solutions was founded in 2011 by Richard Markie with the sole aim to provide superior printing and distribution services that enable clients to easily and cost-effectively communicate with their customers.

We've worked, not only with local start-ups, but multinational and internationally recognised brands to improve their purchasing and procurement of print and bring control of their brand back to the business.

To stop making mistakes on your print, and to experience a little print freedom for yourself, get in touch with us now on 01933 698 123 or email us on [info@bluestarprintsolutions.co.uk](mailto:info@bluestarprintsolutions.co.uk).

It's Your Print, Our Passion



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