

A FREE CUSTOMER GUIDE FROM:



WHY YOU SHOULD MARKET YOUR BUSINESS - AND HOW!

If people can't see you, they'll go to your competitor.

So take a look at our quick guide, raise your profile - and the success of your organisation!

Without customers your business won't survive. People are unlikely to walk in and buy something if they don't know who you are. So, to attract and retain customers your business needs to be marketing consistently.

A lot of businesses don't place enough importance on marketing, seeing it as something that requires a lot of money and fancy marketing campaigns.

But you don't need the budget of Coca Cola to market effectively. For example, with no money you can allocate a couple of hours of your time to promote your business through your social media channels. With a small amount of money you can place a print advert or a website banner.



Whatever you do, however, you need to be consistent, because converting prospects requires four stages: **Recognise, Read, React and Remember.**

Recognise

When someone first spots your advert, it flags you up. They take a quick look and then most likely move on.

Read

The second time someone spots you, they pay more attention – they read what you've got to offer and understand you a bit more.

React

Generally when someone spots your advert for the third time they get a sense of déjà vu. But even if they like what you've got to offer, the timing may not be right.

Other priorities such as a boiler to replace, or Uncle Ray's birthday present to buy, might mean their cash is put to use elsewhere. By now, however, you are on their radar.

Remember

While your marketing communications are important to you, this isn't always so with your prospects even if they specifically requested them.

They may lose or misplace them, throw them away, accidentally deleted them or spilt their coffee on it. Perhaps you haven't encouraged them to take immediate action.

So, to help them remember, the key weapon to your marketing success now is **Repetition.**

Your advertising competes with so much other marketing, so to convert your prospects into buyers, you need to keep in touch with them repeatedly before they are finally motivated to act. Repetition builds familiarity, which in turn builds credibility and encourages people to buy.

So what does Beach Media Publications offer you?

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