



DESIGN + PRINT

Soar Valley Press

THE TOP FIVE MARKETING ERRORS

AND HOW TO AVOID THEM



DESIGN AND PRINT
MADE SIMPLE



THE TOP FIVE MARKETING ERRORS

and how to avoid them

Are you looking to improve your marketing and grow your business?

Do you find it hard to know where to put your limited time and money into the right marketing?

Then read on about how to avoid the top mistakes that many business make in their marketing efforts.



Rated Excellent on ★ Trustpilot





NOT REACHING THE RIGHT PEOPLE

Knowing your target market and ideal customers means you can tailor your design and print to speak directly to similar people. You want to attract similar customers to your best customers so make the message work for them and distribute your literature to places where they go.

Typically your best 20% of customers generate 80% of your profits. Wouldn't it be better if your marketing literature attracted more of those 20% of customers?

The chances are your best customers know lots of other people who are similar to them. So ask them to help you by recommending others. Understand more about your best customers and use that knowledge to appeal to similar prospects.

Engage with your best customers with surveys and good questions when meeting with them. Use a referral system such as sending them a voucher for them and their contacts.

Write your copy with your ideal client in mind and ensure you demonstrate the key benefits that attract such customers to you.

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FAILING TO CAPTURE REPEAT CUSTOMERS

If your marketing literature is always focussed on reaching new customers then you are missing out on repeat revenue from your existing customers.

Studies show it is six times more expensive to sell to a new customer than to sell to an existing one. It is likely that you have many products and services and that the vast majority of your existing customer base only buy one or two of those products and services from you. There is also a good chance they are already buying the other products, not from you, but from your competitors.

Your existing customers already know about you and there are less barriers to overcome in buying new products from you than a prospect who hasn't bought from you would have.

If your design and print is targeted solely at new customers then you are missing out on big opportunities to increase revenues.



NEED HELP WITH YOUR DESIGN AND PRINT?

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MARKETING WITHOUT A USP

Your USP is your unique selling proposition, a single statement that sets you apart from your competition. It needs to show how the benefits of your product or service directly addresses the needs of your customers in a way that other products don't.

Think carefully about how your product solves problems for your customers and what it is that you do to make their experience different from your competitors. Write down everything about your product and distil it down into one sentence with the key point.

Our USP is *"we make design and print a stress-free and straightforward process for our clients."* We even shorten this statement to the strapline *"design and print made simple."*

A USP not only helps you with your marketing, but by asking your team to live by its message and make business decisions in line with your USP, you will build a more coherent business that is better aligned to your key selling proposition. Making things simple for our customers is the foundation of everything we do and how we improve the way we interact with our customers. **What is your USP?**

By including your USP across your literature it will help your customers understand why they need to buy from you and what sets you apart from the rest.



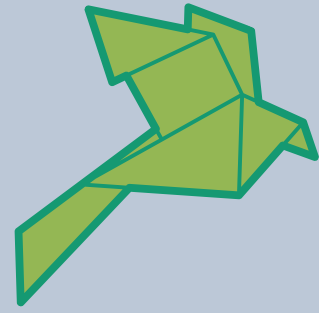
LACK OF FOCUS ON CUSTOMERS' NEEDS

It is easy to fall into the trap of thinking you know what your customers want. Few businesses really understand their customers' needs and wants.

Of course, sometimes your customers may think they need one thing, but you know your product or service can help them even more. But acknowledging what they want and then showing them how they really need what you have will make your marketing more successful.

Once you understand the need that you can fill, work hard to achieve that better than anyone else. One great way to communicate that you offer the best solution to their needs is to make it your USP.



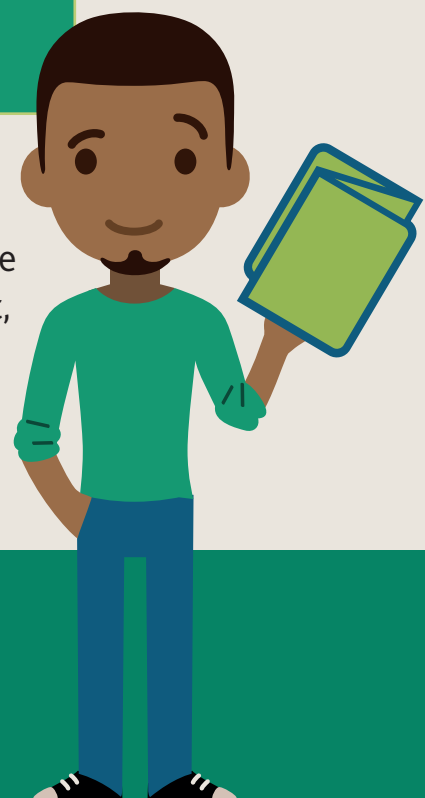


NOT PART OF A WIDER STRATEGY

Many businesses will focus on just one or two ways to reach clients and prospects. Perhaps they have a high profile on social media, or send regular email campaigns, or focus on networking groups, or distribute flyers or rely on referrals from existing clients. Focussing on one area can bring some success, but creating multiple touch points with customers and prospects brings much greater results.

As customers and prospects keep engaging with your marketing in multiple ways, they become familiar with your brand and understand more about how you can help them. For many prospects it takes multiple touch points before they are ready to buy from you. Design and print can be key to this process.

Having consistent professionally designed marketing across all your different channels will help prospects connect with you. Printed literature can be beneficial in helping them make that buying decision. Once you are engaging with a prospect, printed literature is a valuable resource in increasing your conversion rate and developing a prospect into a regular customer.



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HOW SOAR VALLEY PRESS CAN HELP

Looking to improve your marketing and grow your business with great design and print that reaches your ideal customers and prospects?

Talk to our team today and we will make your design and print a simple and straightforward process.

You can contact us today on 0116 259 9955 or email orders@soarvalleypress.co.uk

We have lots of useful information on our website at soarvalleypress.co.uk

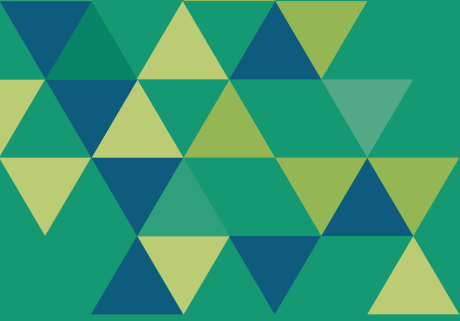


OUR GUARANTEE

We are totally committed to ensuring you are completely happy with the products and services that we supply. We will strive to ensure you have a positive experience and work hard to fully resolve any issues you may have. We offer a full refund or reprint if we are not able to deliver what we promise in our proposal.



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