



AgileMarketingServices.com
Make more profit using our services

I'll try to make this quick. . .

Recently, I was asked by a prospective client, "What do you do exactly, and how do I know if I need your help?"

That's a fair question, and one that could take me a whole day to explain!

My main "introductory product" for most of my clients is a combination of website design, hosting & management plus social media post creation and scheduling. That takes a lot off the plate of a business owner or manager.

But that's not nearly all of what Agile' offers to its clients. Three things to mention first -

3 - We exist by the Pareto Principle, also known as the 80/20 rule. When I work with a client, one of us does 80% of the work, while the other does 20%. Now, that doesn't mean the 20% is the easy part!

2 - The next most important thing to understand is one definition (of many) of marketing:

Marketing is a two-way interaction with the public, prospects, and peers to present them with the best face of a business. You do this to inform and persuade them of the benefits of dealing with that business.

1 - But the most important point to understand is the sole purpose of marketing:

Marketing efforts exist solely to make more profit.

All other "purposes" are pointless.

You hire Agile' to help your business increase its profit margins. That is to say: to make more money than you spend on us.

I'm currently writing a short book on the discipline of marketing for small and medium sized businesses. I'm trying to decide what to call it.

However, I thought it was essential that I share the outline with my newsletter list. Even just the outline will give you a bare-bones idea that answers the question, "What is marketing, and how do I do it?"

So, to finally answer the question I was asked:

Agile' Marketing takes the outline below, and does one or more of the following:

- Makes sure all the moving parts are there
- Acts as the engine to get all the strategies and tactics firing
- Designs the processes
- Puts the processes in place
- Records all the data
- Evaluates all the data
- Performs market research
- Reports all the metrics
- Refines all the processes, strategies & tactics
- Implements the refined process all over again

Without further ado, the outline for my book on marketing for small and medium sized businesses.

1. Understand what the discipline of marketing can and cannot do
2. Understand the purpose of marketing
 1. Marketing efforts exist to make more profit
3. Understand that ALL interactions and efforts are "marketing"
4. Systems and processes are essential for tracking & evaluating marketing efforts
5. Understand who your audience is
 1. Know their values, demographics, and psychographics
6. Know where you are right now
 1. Capture current measurement metrics
7. Can you offer or create multi-priced versions of your products and services?
 1. Understand that how a product or service is packaged can increase profit margin
8. Set out SMART marketing goals, written in present tense, active sentences
 1. (*I am accomplishing. . .*)
 2. Keep your goals in front of you
9. Write a marketing plan, broken into "bite sized" action steps

1. Keep your plan in front of you
10. Schedule your action steps in advance
 1. Weeks are better than days, months are better than weeks
11. Create simple processes to follow when a lead or prospect makes contact
 1. See #3 above
12. EVERY contact should be entered into a tracking & contact system
 1. If possible
13. Make sure you capture & track ALL data from your goals
14. Evaluate everything
 1. Short, mid- and long-term goals
 2. Daily/weekly/monthly/quarterly/annually bases
15. Person in charge of marketing efforts should track progress and share with appropriate staff
16. "Rinse and repeat"

* * * * *

I know this was a longer email, but I hope it gives you an idea of what a marketing expert can do for you. If that's Agile' - great! If not, then I still wish you success with your marketing efforts.

Thanks for joining us. We hope you find our emails thoughtful and informative.

Until next time, be well and stay healthy & happy!

Very best,

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