



AgileMarketingServices.com
Make more profit using our services

Dear :

I left off after our first five commandments (or laws, or principles, or whatever you feel comfortable calling them). These are ideals that Agile' tries to demonstrate to our clients. It's also perfectly acceptable to tell customers about your principles, before or while you show them in action.

For us, these are the marketing principles we try to build into the strategies we devise for our clients. We feel they're important enough to bake into our marketing pies, as it were.



Commandments - part 2

6) ASK your customers what would get them to come back more often, and to spend more money. Many business owners are reluctant to do market research. Perhaps they think it's too expensive, or annoys their customers - I'm not really sure. My point is, most business owners don't have any idea why people buy what they do from them. Or they assume they know. Now, I'm not saying you have to be so blunt as to say, "How can I get you to spend more with me?" No,

being subtle is more effective, and asking open ended questions can get you a lot more information. But the truth is, if you offered what existing customers wanted - *or if they knew you already carried the additional things they want and need* - they would probably spend more money with you. Increased buying frequency and order size are what we're all after, right?

7) Valuegraphics allow you to craft messages that resonate with people who like your products and services, and who are likely to buy now. Remember, connecting with people on their values is more effective than lumping people together on where they live, or what kind of car they drive. Also, trying to talk with people who value loyalty and community about how your prices are cheaper than your competitors could actually drive them away. People want you to validate their beliefs and interests, not talk about something they couldn't care less about.

8) Social proof - positive words said about your services and products by customers - is worth more than all the ad money you can spend. Actually, you want to promote your social proof in your ads. Telling people they'll love your stuff isn't nearly as impactful as *having people just like your audience tell them the same thing*. Social proof before a purchase provides evidence your stuff is worth buying. Social proof after the sale diminishes the chances of buyer's remorse, negative reviews, and refunds.

That's it for now, folks. Thanks for joining us. We hope you find our emails helpful and educational.

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

Very best,

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