

**marketing zen**

# 10 SMART WAYS TO SKYROCKET YOUR BUSINESS

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How to Propel Your Marketing and Transform Your Brand in the Digital Age*

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- 01 Create a fantastic platform** - It does not matter if your business is online or offline -you need to have a fantastic platform. Your platform is what you stand for, what you represent. It is what separates you from all the rest in your field and lends you credibility. Your platform is a mixture of your personality, your target audience, and your strong selling points. You can convey your platform through a website if you are an online business or through your actual storefront if you are a brick and mortar business. The best example of a fantastic platform is Starbucks. Everything in their coffee shop, from the high-priced lattes to the comfortable chairs, conveys what they stand for. It is their platform. What is yours? What is your business all about?
- 02 Figure out your marketing message and stay consistent** - Marketing and marketing well should be at the core of your business. Although there are many mediums you can use to market yourself, always keep your message consistent and simple. This is especially true if you have a small marketing budget. Best Example: Southwest Airlines and their message of being a low-cost provider. They don't try to be the most comfortable airline with the best service, biggest seats, and best food. They are simply the low-cost airline, and that is their marketing message. All their television, newspaper, and radio ads convey the same message.
- 03 Love your current clients and customers** - It is very easy to forget existing clients while soliciting new ones, but remember that in this case, old is definitely gold. Strong marketing will bring you new clients, but the quality of your service is what will keep them coming back - and keep them talking about you.
- 04 Don't shy away from asking for referrals** - Most people can't wait to brag about a good thing, but don't leave it to chance. Make sure your current clients and customers know that you always appreciate new business. And when they do refer someone to you, make sure you thank them. The best way to do this is by presenting them with a small token of your gratitude. One associate I know gives steak knives with his company name engraved on them. Yet another colleague presents them with business card holders - also with his company name engraved on them.
- 05 R-E-C-I-P-R-O-C-I-T-Y! Ask me what it means to me** - If respect is what it takes to make love work, then reciprocity is the name of the game when it comes to business. There will always be people who are willing to help you when it comes to your business. Treat them well. They may come in the form of mentors, employees, colleagues, interns, etc. Make sure you give back because this is how business relationships grow and prosper. And strong relationships are the foundation of any good business.
- 06 Become a Marketing Master** - Your business can be divided into two segments - service and marketing. If you are reading this report, then the assumption is that you care about your service and improving your business. The second part of any business is marketing. Don't shy away from tooting your own horn. A lot of business owners I know are not comfortable with marketing because they feel like "Slick Willy" -a typical car salesmen stereotype. But marketing doesn't have to be underhanded. In fact, marketing is really about being an excellent communicator. Create a strong message and then communicate it with confidence so that the people who are in need of your service can know who you are. They want you as much as you want them!

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- 07 **Know thy Business** - *Who are your top competitors? Who could potentially be your collaborators? What are the current hot topics in your industry right now?* If you are in the business of selling peanuts, you should know what seasons are good for peanut growing, which city produces the most peanuts, why peanuts are good for health, and why agriculture as a whole needs more funding from the government. Once you start your business, it becomes your job to get to know your industry and your business inside-out.
- 08 **Befriend Numbers** - You do not have to be a math wizard, but please get comfortable with numbers. You cannot run a business successfully if you do not track the numbers. Keep track of your expenses and your profits. This is not to say that you should do your own taxes, but you need to know how much revenue is coming in and what your costs are. Keeping a close eye on your numbers is especially crucial in the first few years.
- 09 **Let them have a Taste** - Do you know why huge grocery store chains give away free samples? It is because most people who try the products end up buying. People who would have never ventured into the snack aisle become transfixed by the little snack table. They try one cookie and decide to buy the whole packet. When people can try something before they invest, it allows them to feel comfortable and safe about their purchase. Let people try your products and services - for free. If you offer a service, you can let people have a taste by offering free webinars, giving free lectures, and by writing!
- 10 **Become a Media Darling** - There are more magazines and newspapers out there than there are stories to fill them, and reporters are always looking for reliable experts. The best way to become a media darling is to first create an irresistible platform. Then, continue to speak your marketing message clearly and consistently. Third, look for stories that pertain to your business and **SPEAK UP**. For example, Mattel recalled many of their toys due to a manufacturing error. If your business sells toys, release a press release sharing your opinion about the toy industry. If your business deals with children, release an article on how parents can keep their children safe. Take a close look at current events and see where your expertise fits in.

## HERE'S TO SKYROCKETING YOUR BUSINESS!



Known as the “Zen Master of Marketing” by Entrepreneur Magazine and the “Millennial Master of the Universe” by Fast Company, Shama Hyder is a visionary strategist for the digital age. As CEO of The Marketing Zen Group, she has led the organization through explosive growth, averaging 400% growth annually since its start in 2009.

Under her leadership, the company has grown to include a team of 30 employees, and clients that range from publicly held, Fortune 500 companies to privately-held small businesses and non-profit organizations across the globe.

She is the bestselling author of *The Zen of Social Media Marketing*, now in its 4th edition, and recently released her latest book, *Momentum: How To Propel Your Marketing and Transform Your Brand in the Digital Age*.

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