


THE MARKETING MACHINE WORKS

HOW TO ATTRACT AMAZING CUSTOMERS

without spending a fortune on a
marketing consultant



The ultimate guide
to lead generation in
small "niche" businesses



Do you actually need a marketing consultant?

Are you trying to scale up your business but you're regularly overwhelmed by the scale of the task and where to start?

Do you keep losing confidence in your marketing approach because you're not seeing results?

Do you start each quarter with a new strategy, crossing your fingers that this time it'll work? A strategy that seems to be working great for another business, so why wouldn't it work for you?

Most marketers want you to believe that the way to overcome this cycle is to get a marketing consultant. Only an expert will know how to get a great return on your marketing investment! But here's the secret marketing consultants will never tell you about small business strategy or planning...

They can't know what's truly best for your business because they can never know your business (or your customers) as well as you do.



Good marketing is NOT “creative fluff”. And it’s not a dark art. It’s a structured, logical process.

If you’re thinking you’re not creative or experienced enough to master the “dark art” of marketing, I want to put those fears to rest NOW.

I used to believe marketing was illogical nonsense...

I didn’t even want to work in marketing! I’d just finished a Mechanical Engineering degree and I was working in a small robotics company. But my boss, the MD, needed someone who understood robotics and could translate it into what our customers cared about: outcomes.

Working on the business’s marketing, it quickly became clear that everything I thought of as marketing (like advertising and websites and brochures and stuff) was just not going to work for us.

No one was going to see an advert and then buy a million-pound robot.

We couldn’t copy what worked for other businesses because we were so different.

Other people’s tactics were never going to work for our niche.

So, being an engineer, I decided to reverse-engineer marketing. If I understood how marketing fundamentally worked, I knew I could make it work for us.

I discovered that, yes, bad marketing was illogical fluff and nonsense. But good marketing was structured and followed a process. It was based on objective research and analysis. It was carefully planned, designed, project managed, tested and measured. It was efficient and effective. And all of a sudden it sounds a lot like engineering!

Good marketing actually follows the same process as engineering design.

In this guide I'm going to show you how marketing works. Believe me, it's not a dark art, and it's not rocket science either.

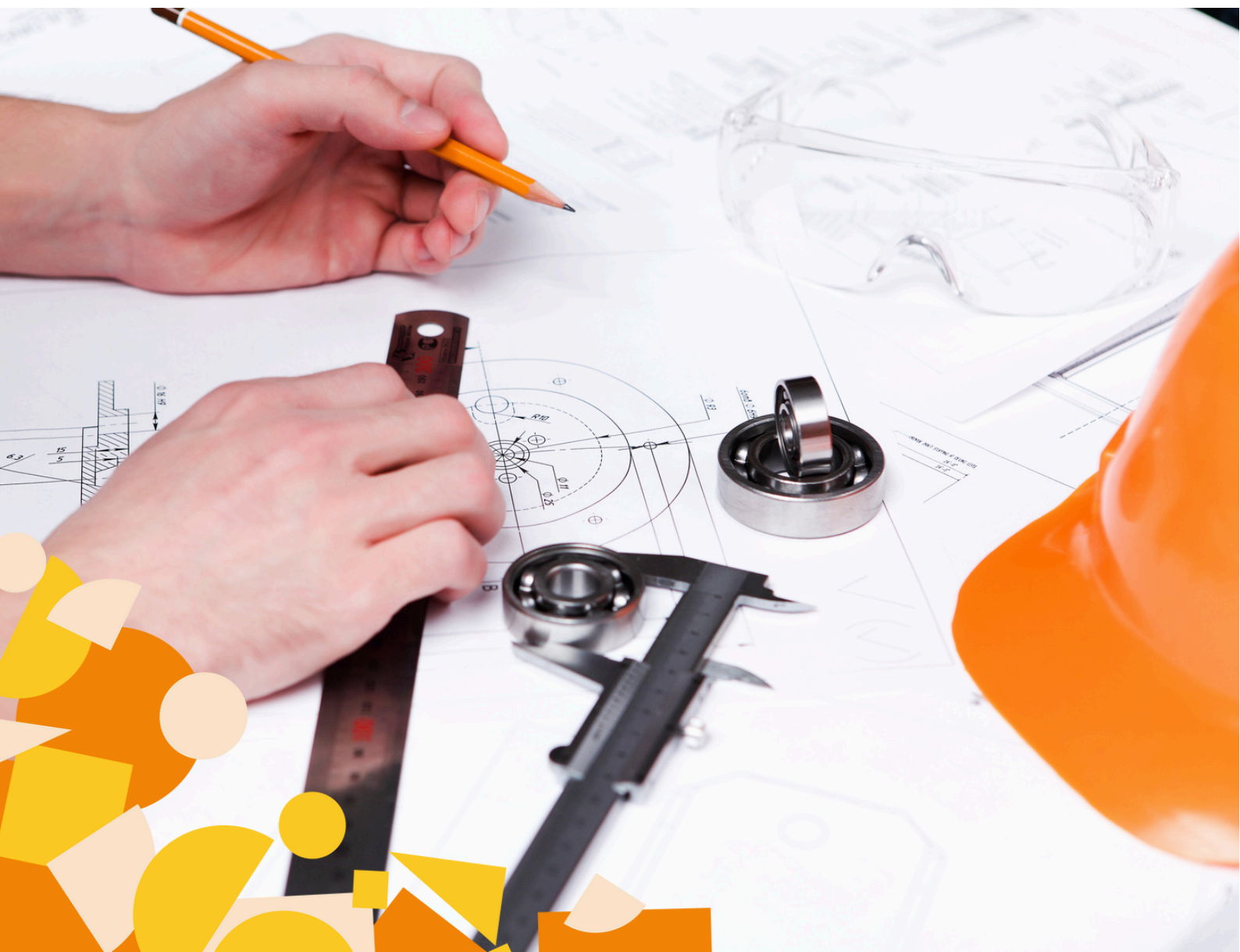
And when you understand marketing, you can use it to attract amazing customers to your business (no matter how niche your business is).

So let's get started...



Your marketing should be like a machine, churning out lots of long term loyal customers.

So, how do you engineer your marketing to attract these amazing customers to your business?



Step 1.

To increase your sales, you DON'T need to market to more people.

Instead you need to market to the RIGHT people



I used to think the best way to increase profits was to promote to as many people as possible.

This is what marketers call “scattergun” marketing.

The problem with this is that you’ll inevitably end up wasting money promoting to people who are unlikely to buy.

Maybe they won’t get that much value from what you offer, maybe they don’t have the budget to afford what you’re asking, or maybe they’re just not going to be a good fit for your business.

Instead, if you promote your business only to people who are a really good match for what you offer, sales will become much easier and your marketing will be more efficient and cost effective.

This is why you need to be more precise in who you want to attract to your business.

I’m sure I don’t need to tell you that the most profitable businesses are the ones with lots of highly profitable customers. But a lot of people forget this.

"I don't need a strategy, I just need more leads"


They think “a customer is a customer” but that’s not true at all. Some customers take

a lot of nurturing to get them over the line, then they buy once and complain because this wasn’t really what they wanted. No one wants to spend money attracting THOSE kinds of customers!

You want your marketing to churn out lots of long-term, loyal customers. Profitable customers. Customers who love what you deliver so much that they tell everyone they know about you.

So how do you make sure you're only attracting really good customers?





Now, I trained as an engineer so, when I was trying to solve this problem, I looked at it like this: if we were going to design a marketing machine that churns out lots of amazing customers, how would we go about it?

Well, first we need a specification. And our specification has to define exactly who the marketing machine is going to churn out.

What does an amazing customer look like for your business?

Now, you may have created an ideal customer persona before. And if you've struggled to see the value in this exercise, it's not your fault. Most marketers will start by asking you to draw your ideal customer, give them a name and then fill in loads of demographic information in the blank space around your sketch. How old are they? Are they male or female? Where do they live? Are they married? What books do they read?

The thing is, if your business is anything like mine (and most of my clients), than a lot of this information isn't actually relevant.

When I was trying to market multi-million

pound robots it made absolutely no difference whether they were a 38 year old man from London or a 59 year old woman from Switzerland.

What mattered was that...

- 1.They needed our product or service
- 2.They had the budget to spend on our product or service
- 3.They would be profitable to our business
- 4.And they would get the full benefit of everything our product and service had to offer

So I spent a long time (approx 10 years, give or take) working out what was actually useful to know about my ideal customer, and here's what I discovered: You need to know...

- Their attitudes to your industry, your product and what other alternatives they could choose to do other than buy from you.
- What are their biggest challenges and pain points that your product or service solves?
- What's the impact of making a bad decision? And what objections or reasons might they have not to buy?
- What "sparks" them to go looking for what you offer?
- Who else influences their buying decision?

The interesting thing is that every business has a different ideal customer. Even if your business is very similar to a competitor, you won't be exactly the same as them. So your ideal customer won't be the same either.

And if you already have an ideal customer persona, in my experience, however well you think you've defined your ideal customer, you probably need to dig deeper. Really question WHY they feel this way about your industry and what are the REAL reasons they might choose not to buy. That's where the marketing gold lies.

“At the end of the day I had a clear idea of what problems I can solve for potential clients, exactly who my Ideal customer is and how to think about overcoming any objections they may have to using my services. The course provided a clear, concise and inspiring introduction to moving my marketing forward. Brilliant!”

Martin Kerlake, Director at Kerlake Design





Step 2.

Make sure your marketing messaging resonates with your ideal customer...



If you aren't describing the benefits of your product in a way that is meaningful to your ideal customer then they just won't 'get it'.

If prospects are turning you down when you know that your product is perfect for them, this could be where the problem lies.

Of course, when you understand exactly who you want to attract to your business, this becomes so much easier. You can talk about the outcome your buyers actually want and show them the light at the end of the tunnel after they've bought from you. If you haven't really understood your ideal customer then it's impossible to know for certain what words and phrases will resonate with them.

Also think about the alternatives for your buyer. What else could they do instead of buying your product or service and what are the pros and cons of each alternative. Knowing why someone might choose an alternative over your product or service is key to effectively describing the value of your offering.


You don't need to be a marketing genius to create great content.

You just need to understand WHO your ideal customer is and WHY they buy from you.



Step 3.

Know what you want your marketing to achieve so you know what metrics to test and measure



People think of marketing as being immeasurable and expensive. That's why, when times get tough, the marketing budget is often the one that gets cut.

I want you to start thinking about your marketing as "buying customers".

Think about it... if you don't do any marketing at all, you probably won't get any customers. Equally, if you had an unlimited marketing budget, you'd hope to be able to take over the world!

So the cost of your marketing should be the price of buying a long-term, loyal customer.

Imagine I have a customer shop. You can walk in and buy your ideal customer straight off the shelf. They need exactly what you offer, they have the budget to invest, they'll get so much value from your product or service AND they'll be hugely profitable to your business.

How much would you be willing to pay to acquire this customer from my shop?

This is your marketing budget. You need to make sure your marketing is costing no more than this amount per new customer.

Now, I often talk about marketing being a machine which churns out lots of long term, loyal customers.

And in this machine, your marketing activities are all the different cogs and components that keep the machine running. But in order for it to keep churning out these amazing customers, all of these cogs need to be working as efficiently as possible to make it really easy for your customer to buy from you.

The mistake a lot of people make with marketing is they think of an activity, like Facebook or LinkedIn say, as being one thing that's either working or not working.

Imagine you decide you want a car. You spend months designing and building it. You put the key in the ignition and... nothing happens.

Do you...
(a) scrap the car and design a new one
(b) look at each of the individual components in the car, testing and measuring each one, to try and work out which part is broken

So why don't we do this in marketing?

It doesn't take a genius to see that there could be a hundred reasons why the car

isn't working. Maybe the starter motor isn't connected. Maybe it's got no fuel. Maybe you've got the wrong key! There could be hundreds of reasons why it's not working.

And when people try marketing activities, they often see them as being one thing, instead of being made up of many many components which each need to be tested and measured in order to make the whole machine run as efficiently as possible.

People say, "I tried Instagram, but it didn't work." "I tried Adwords, but I didn't get any sales from it." "I tried exhibitions, but they were a waste of money."

People often ask me what they're doing wrong in their marketing, as if there's one big thing that's broken in their machine. Invariably, there isn't one thing, there are loads of little things that can all be improved.

This cog needs some grease... That cog's a bit wonky.... There's a cog missing here...

This is why it's so important to have a specification for your marketing.

You have to know what you want the outcome of your marketing to be. Once you know this, you can then test and measure each component to check that it's helping to working efficiently achieve the results you want.





Step 4.

Map out your customers buyer
journey



A buyer journey describes how your customer goes from never having heard about your product or service before, to making that first purchase and then becoming raving fans and telling all their friends about you.

Every business has a different ideal customer and every business has a different buyer journey.

This is why copying other peoples' marketing doesn't work.

Even businesses which seemingly offer the same product or service as you, will have a slightly different buyer journey because their ideal customer will be different. Each buyer journey has to match their customers' needs.

Here's an example...





Your marketing needs to support your customers as they move through their buyer journey so they can make their buying decision comfortably, in their own time.

My definition of marketing is "making it really easy for people to buy". So you need to offer your customers a logical, easy, low-risk next step wherever they are in their buying journey.

Some marketers sometimes refer to this as a "sales funnel", however I don't like this term, and here's why...

The term "sales funnel" gives the impression that your customers are like marbles, mindlessly following the pull of gravity. But never are you ever going to funnel every single lead you generate into a sale. It just won't happen. And it shouldn't! If everyone is saying yes to your offer, then it's probably priced too low... But that's an issue for another article.

The other problem with "sales funnel" it only has meaning from the business's perspective. Your customer is not a marble and doesn't want to be funnelled! They want to find something that'll help them.

"Buyer journey" on the other hand, helps

you to see things from your customer's perspective. And seeing their perspective helps you see how to make it easier to decide to buy.

Good content should answer your customers' questions and get them excited about what you offer.

You could do this by;

- Adding an FAQ's section or "buyer's guide" to your website to overcome any initial questions they might have about your product or service
- Sharing blogs which discuss commonly asked questions in more detail. For example, I'm commonly asked about x so I created a blog called x (which you can read here).
- Sharing great reviews and testimonials to put any concerns they may have at rest.
- Creating a free guide or piece of content for potential customers to download that tells them more about your processes and answers a specific question for them.
- Making sure that your brand is consistent across every platform you use (like social media posts, your website copy, any signage you use or ads you put out there)





Remember, you don't need to be a writer to make content! If you're better at talking, then record short videos or dictate your ideas first and then tidy them up afterwards.

Think quality, not quantity. By making sure you have a few pieces of quality content available to your customers tailored to each stage of the buying journey, your customers will be able to build a relationship with your brand.

Good content should actually SAVE you time by answering the questions that clutter your inbox and slow your sales calls.

And, lastly, content helps your buyers feel supported so that they are confident in taking the biggest step in their buyer journey - making that first purchase!

“Ros is all kinds of awesome. She helped me get super clear on my client's journey so that I could apply that to my new website, blog posts, podcasts, social media, and other marketing. It has been an absolute game changer and I can't recommend her highly enough.”

Rebecca Lowrie, The Sexual Alchemist



Step 5.

Prioritise and plan... but don't spend weeks on it!

In engineering, there's a methodology called "Agile". Every engineer knows about it (and you might already know about it!) because it's all about delivering value to customers faster, with fewer problems. Instead of beavering away for years and then having a huge launch, engineers will start small, delivering work regularly, and evaluating and improving all the time.

And yet people aren't doing this in marketing... even though it's been proven in engineering to deliver much better results, much faster. It's almost like agencies WANT you to spend more money on marketing!

Too often people waste time trying to make their plan perfect before they start taking action.

Agile marketing is a systematic process of incrementally improving your marketing by testing and measuring each cog in your marketing machine.

You need to have a basic specification to start with, but that doesn't have to take long to make.

Think of it like batch cooking your marketing decisions. Once you have a





strategy in place, the vast majority of your marketing becomes easy because you don't have to think through every little decision. Those decisions have already been made and are based on logical, robust rationale.

You know what to post on social media because you know who you want to talk to. You know where to advertise and what to say. And when someone calls you up with a "great marketing opportunity" you'll be able to quickly decide if it fits in with the rest of your marketing and will deliver a return on your investment, or if it'll actually be a complete waste of money.

It takes me a couple of hours on a Sunday afternoon to batch cook all my meals for the week. It's a bit of a time investment, but if I made all my meals from scratch every evening the total amount of time I'd spend on cooking would be two or three times as much.

In the same way, it takes time to set the strategy and make a plan, but it makes all the rest of my marketing so much more efficient.

The other benefit of batch cooking is that I can make sure that my family has a healthy balanced diet, instead of realising too late that we're eating pasta for the third night in a row because I've been busy and wasn't thinking.

In the same way, by having a strategy and plan, I can make sure I have a balance of different marketing activities going on, and I don't forget an important ingredient when other urgent tasks are stealing my time and attention.

One of my favourite client success stories, which really shows how effective agile marketing can be, comes from Hullo Creative. Hullo Creative are a small Bristol-based graphic design company who I was working with back in March 2020. We had just created a 90-day marketing plan and everyone in the team had a really clear idea of how they were going to achieve their 90-day goals.

But then, 2 weeks later, the whole world turned upside down with the first Covid-19 lockdown.

We had a call booked in for the following week and I was worried I might be picking up the phone to a frantic team - I'd spoken to a lot of people that week who were overwhelmed and panicked by the sudden shift in the market. But actually, they were calm. Because they had a plan in place and knew exactly who their ideal client was, it was easy for the team to quickly pivot their marketing plan. They started creating content that was relevant to their ideal customer in that moment of chaos and change and showed them how they could help right now.

The themes of the content they had planned changed but the steps stayed the same. You see, because they had spent that time on their strategy in advance they only spent about an hour working out what their ideal customer's biggest problems and concerns were in the face of a lockdown, and what they needed to hear to be reassured. So Hullo Creative were able to quickly create content that resonated with their ideal customer.

By investing a bit of time in creating a marketing strategy they were confident in, they didn't need to panic. They didn't throw their plan out of the window at the first sign of change and start copying what their competitors were doing.

Instead of wasting time churning out content that was no longer relevant to

their customers (which I saw many companies doing at that time), they honed in on the cog in their marketing machine which they knew needed adjusting, and started creating great content that addressed their customers current concerns. Blogs like 'The 4 stages of transition as a business owner and parent in lockdown' and 'Making a pitch to a creative agency during lockdown'.



“Kickstart your marketing has genuinely helped us so much with our marketing and what we’re doing as a business. It’s helped us understand in a much clearer way; who our ideal client is, what they're thinking, what their buying process is, how they work and I really recommend it to pretty much every client we work with because it’s so valuable for any business to do.

At the end of the course you get an entire buyer's journey which means that you know what people are doing from the beginning to the end when they’re working with you or looking at investing in your services. And they understand who you are as a company and you understand who they are as a customer so it means that any time you're doing marketing, from that point you have such a clear vision of that person that you don't question what to post on social media or whether or not you should invest in a newspaper article, because actually, you understand who you are talking to and you know whether it’s relevant for them or not.”

Emily Jones, Hullo Creative



Is it time you got a strategic marketing plan in place for your business?

What if I told you could have a strategic marketing plan like Hullo Creative's in place by this time tomorrow? How much would that be worth to you and your business?

A plan that is specific to your business and will give you a marketing machine that'll churn out amazing customers without being held to ransom by a marketing consultant.

With our support you can have exactly that...

So, what are you waiting for? Find out more at rosconkie.com to start creating your marketing strategy and plan today.





Ready to get started?
Find out more about how we can help
you at:
rosconkie.com