

3) People like an easy life

Are you creating hurdles (financial, time, age, location, qualifications etc.) which limit your new customers, clients, followers, friends and fans? Make starting a relationship a simple and easy process by:

1. Finding out what they want.
2. Getting them to sign up for what they want.
3. Giving them what they want.

There are plenty of easy and cost-effective ways to automate this, leaving you free to get on with creating value and not get bogged down in administrative tasks.

4) You can always find your customers

This doesn't mean spamming! Instead, you should take the time to find out who actually likes and uses your product, service or promotions. Discover more about them and their interests, then find out where they hang out. If this was the jungle, you'd be talking about a watering hole. In your town it might be a club, bar or society. Online, it may be a website, fan page or community.

Engage, but don't judge. Find out where they are and take out an ad campaign so they will notice you, or simply say hello. Strangely enough, your customer probably wants the same as you from their life – happiness, a full tummy and a sense of belonging. Respect that.

5) The technology is already available

No reinvention of the wheel is necessary. I find it's best to use an online and offline combination which includes blogs, social media, webinars, emails, videos, live events (meet and greet opportunities), conventional advertising to drive new customers to connect with you.

6) Everything can become viral

Everything you create should be easily spread through a third party – however unsophisticated they are. Create a message. Keep it simple, emotionally appealing and consistent. Think of what people would want to share about you, then reproduce that in the same way that a virus becomes self-sufficient and finds new hosts through exposure. Let your promotions enjoy the same objectives. You may have to find that secret sauce ingredient yourself.

7) Events provide the perfect opportunity for engagement marketing and brand building

Events can be run in a different number of ways:

1. As a 'one-off' experience.
2. Through an expensive media campaign with flyers, radio and TV ads, magazine ads, interviews.
3. Through sponsorship (beware the issue of intangible ROI).
4. A (hopeful) feeding frenzy of last minute ticket sales.

There are actually so many random factors involved that only a genius

or an idiot would attempt to make a living from it. When you engage an audience properly you will have a ready-made group of guaranteed attendees, you will never have to spend on random media advertising, and you can show cash sponsors the demographics (and contacts) of the attendees in advance. You can also drive sales automatically months in advance and will never get stressed out because you know each event was guaranteed to be more successful than the last one.

8) Once people are attending your event and working with your brand, they are on your side

You can do anything and they have nothing better to do than join in. But you have to be respectful, engaging and entertaining.

9) Most organisations don't know how to do it

As the Internet becomes more readily available, every day there are more so-called experts who cross over from a career in PR and marketing and claim mastery. The truth is that most are not.

Having a Facebook account isn't enough to create a powerful following for your events or your brand. All social media will punish you for spamming or sending unsolicited and unwanted messages. Don't forget that getting it wrong is almost worse than not doing anything at all.

Getting it right can reduce your marketing and advertising budget by at least 50% and allow you to spend that cash on better things.

10) By reading this article you have a head start on the competition

Share it with colleagues, friends, sponsors and anyone who is trying to advertise and engage their customers. Remember, when marketing is done properly, your customers will become more emotionally engaged with you as a result. It's all about two-way communication. So, talk to me, let's 'engage'!



DAVE CRANE

Dave is the founder of the Life Designers – a RAK FTZ licensed company that specialises in providing motivational entertainment that changes people for life using a combination of business coaching, self improvement tools, NLP (Neuro Linguistic Programming) and superior visualisation techniques. The Life Design Academy provides training in presentation skills, sales and communication techniques and stress management.

Email: dave@thelifedesigners.com Web: www.thelifedesigners.com