

THREE STRATEGIES TO INCREASE Brand Awareness & Sales

1 Update and Manage your Brand/Identity

- **Is your logo stale, out of date, and inconsistently represented across all your marketing and sales materials?** Are you aware of how your individual agents and offices are representing your brand? Now is the time to **do a Brand/Identity Audit**.
- **Left unattended, individual agents/offices will produce their own makeshift marketing campaigns.** This results in a mixed bag of logos, taglines, and packaging. Your customers will be confused and your company will look disorganized.
- **Effective brand awareness allows your business to capture a larger share of target markets** and builds loyalty that can protect against lower-priced competitors.

2 Create a Blog

- **A blog creates a conversation with current and potential customers**, positioning you and your company as proactive experts in the industry.
- **Effective SEO will increase your PageRank**
"PageRank" (a term coined by Google) indicates the popularity of a page. This is determined by the number of links from other pages on the Web that point to your page. Google considers all incoming links to a page to be a positive vote, confirming the relevancy & superiority of a page, which determines the rank.

3 Proactive Marketing

- **Direct mail campaigns could be more effective now than ever!**
Your competitors have likely reduced THEIR communication due to budget cuts, creating a competitive advantage for you!
- **Develop a unique and personalized campaign.**
 - Builds customer confidence about your commitment to your products & services.
 - Keeps you top-of-mind when they make purchasing decisions.
- **More than 95% of executives maintain a high interest in learning about and investing in new products and services even in a down economy** (Yankelovich/Harris Study).
- **Over 85% of executives believe marketing/advertising in a down economy is extremely important** (Yankelovich/Harris Study).
- **Create an e-Newsletters for current customers.**
Give them some information for free! Position yourself as an expert in your industry with 'news they can use' - and it's a tool that won't break the bank. Communicating to existing clients is a must! It's much easier to keep current clients - and you never know if they need additional services unless you stay in touch.

“ 87.4% of companies successfully increased measurable SEO objectives as a direct result of blogging. ”

- TopRank Marketing's survey on Search Engine Optimization & Blogging

Marketing budgets are expected to grow by 9.2% over the next year. Not surprisingly budgets for internet marketing are expected to rise an average of 13.6% followed by brand building at 8.3% and CRM spending at 8.3%.

The survey notes that social media spending is expected to grow from 9.9% of total marketing budgets to 17.7% over the next five years.

- 2010 CMO Survey, conducted by the Fuqua School of Business at Duke University and the American Marketing Association

Nearly 60% of direct mail campaigns in financial services aimed to produce a direct sale.

Response rates for B-to-B campaigns - generally higher than for B-to-C campaigns. Lead generation & high-end average sale campaigns also had higher response rates.

- DMA 2010 Response Rate Trend Report