



54 Goldmine Strategies To Increase Revenue In Your Business

Contents

| | |
|---------------------------------|----|
| Introduction | 3 |
| What is database marketing? | 4 |
| Benefits of database marketing | 5 |
| Newsletter strategies | 6 |
| Product and services strategies | 8 |
| Full range strategies | 10 |
| Education strategies | 11 |
| Relationship strategies | 13 |
| Timetable strategies | 14 |
| Internal strategies | 15 |
| Survey strategies | 16 |
| Other strategies | 17 |
| Conclusion | 18 |



Introduction

Welcome to Goldmine Strategies, the report that covers more than 50 specific database marketing tips you can use in your business to increase revenue.

This report is specially designed to give business owners like yourself an insight into the amazing potential of the database marketing - the untapped goldmine that most businesses are missing out on.

All of the ideas and strategies presented here are highly cost-effective and have been successful for numerous small, medium and large businesses. I guarantee that after reading this ebook, you will have countless ideas to improve your own marketing and generate sales for your business.

If you would like more information on how you can maximise the Internet in your business, visit www.bloomtools.com.au.

Here's to YOUR success!

5 Quick Tips

Some great revenue building strategies include:

- Send a monthly newsletter to your database
- Email out special offers and promotions
- Automate welcome emails for new clients
- Use surveys to find out what your customers want
- Create articles to position yourself as a leader in your field

What is database marketing?

The Internet is an integral part of business today – we reach our customers through our websites, research other companies online and stay in contact with business associates using email.

Yet most businesses are yet to tap into the real Internet goldmine – database marketing.

Database marketing is the number one form of business communication, as it is an extremely simple and cost effective way to create leads and increase sales while reducing administration time and costs.

The diagram to the right explains the many tools that can be used in conjunction with your database of contacts.

Email marketing

Attractive personalised messages sent to specific target audiences that serve a particular purpose such as education or sales generation.

Article Manager

Write and upload articles to the web

to help position your company as an powerhouse of knowledge and improve your SEO.

Surveys

An all-in-one simple way to request information, details or opinions from contacts, that is automatically collated and graphed for easy analysis.

Event Management

Market and manage your events, with

everything from invitations and online booking system (including payment) through to instant name cards.

SMS Marketing

Utilising SMS technology (text messages sent to mobile phones) to communicate short, instant, personalised messages to specific target groups.

Database marketing involves using all of these online tools to attract potential customers, increase sales, build client loyalty and reduce internal administration.

>> Learn more about the Bloomtools Database Marketing System here - the complete business Internet marketing package.



Benefits of Internet marketing

The beauty of Internet marketing is that it is:

- Instant – you can send campaign that is received by your audience in minutes.
- Personable – mentioning a person's name, business name or location throughout your email gives the recipient the feeling that the message was written just for them and the response rate is greatly increased because they feel valued.
- Tested – it is so easy and fast to test

a campaign with a small test group prior to sending it out to the entire group. This gives you the opportunity to make changes to headings, subject lines and offers so they attract the attention of readers.

- Measured – you are able to get a general idea of how many, who and when your messages were opened.
- Targeted – if you set up your database of contacts correctly, you will be able to pre-select specific audiences to receive specialised campaigns designed just for them.

• Creative and innovative – it is now easy to produce some innovative campaigns that will put you streets ahead of your competition. All this can be done with no specialised creative skills.

- Viral – referrals are the number one source of new business and can be facilitated with database marketing. At minimum, make sure a 'send to a friend' link appears in your emails.
- Ever growing – whether it is a form on your website or a newsletter to gather people's details, a competition

or referrals, there are many ways to generate new prospects to be automatically added to your database.

- Time savvy with automation – where possible, look at your marketing and client loyalty processes and find ways to automate them through this medium. When clients need more to feel special and your time becomes more pressured, automation is the key to your future successful growth.
- Professional – make your business look like the expert with attractive, eye-catching emails.



Goldmine strategies for newsletters

Newsletters are a great way to position you and your company as a leader in your industry – you can be the expert that your clients, alliances and prospects refer to.

With a newsletter, you can educate, inform and entertain them with an ongoing variety of content. You can choose a frequency that works for your target audience and for your business, such as weekly, monthly or quarterly.

Newsletters are a fantastic way to drive traffic to your website - we recommend that you include lots of links to your website throughout the newsletter to make it really simple for people to get there.

Here are some strategies you can apply to your business:

1. Send out a general newsletter to everyone in your database

A monthly newsletter out to your database is simple way to keep your business top of mind and build credibility with prospects - so when

they are ready to buy, they come to your business.

The content could include:

- A welcome letter from you
- Introduction of new products
- Company news and events
- 'How to' articles
- Questions and answers
- Profile on a client
- General interest stories
- Articles from alliances

Remember a good newsletter is one that is 80% about the reader and 20% about you. Readers will soon unsubscribe if they aren't getting any value from it.

2. Produce targeted newsletters for different groups

Email marketing allows you to tailor the content to suit each specific group. When the content is relevant to the reader, they are more likely to respond.

You can create different newsletters for different groups or just change one section of your newsletter

so that that section talks directly to that specific audience.

Potential audiences include:

- Prospects
- Alliances
- Clients – broken into the type of product/service they have bought; or their particular interest
- Your alliance's clients
- Agents, distributors, affiliates

For example, a real estate agent could send a bulletin to commercial buyers, residential buyers and property investors each week to update them on their areas of interest.

3. Create an industry newsletter

Join forces with other businesses in your industry to share the responsibility for producing the newsletters - each of you contribute one article each time.

This will save you time and effort and the end result will be a newsletter with an interesting variety of content.



4. Produce a combined business newsletter with your alliances

Join forces with a few businesses (eg. your alliances) to each contribute to the newsletter then send it out to your combined databases. This reduces the time and effort that you have to spend, and also puts your business in front of more prospects.

For example, a fashion retailer may join forces with a beautician, shoe store and hair salon to produce their newsletters.

5. Advertise in other newsletters

Ask your alliances, suppliers and partners if you can advertise in their newsletters - place an ad or contribute an article. This is a great way to drive traffic to your site and build your own database.

Newsletter tips

Here are our top tips for getting the best possible results from your newsletter:

- Make sure you personalise every newsletter with the recipient's name (and other details where possible)
- Make your subject line count - you don't have many characters so focus on a benefit or a hook to get them to open the email
- Have a 'printer friendly' version easily accessible

- Include a 'send to a friend' link to increase your database
- Include links to your website for more information - research has shown that the words 'learn more' in the link gets the most clicks
- Make sure you are compliant with the spam laws of the country you are working in

Always ensure all of your online and offline marketing/communications facilitate the attraction and gathering of new members to your database (newsletter) list - the bigger your database, the more potential new and repeat customers you can reach.

Tips about spam laws

Spamming is sending bulk email campaigns to people that have not requested to receive them from you. Australia has very strict spam laws and your business will face huge penalties if you don't comply.

So make sure you only add people to your database that have asked to be added and provide a simple unsubscribe function in every single email you send.

Bloomtools Database Marketing System has an automatic unsubscribe function that appears on the bottom of your email campaigns to ensure you are always compliant.

Goldmine strategies for promoting your products and services

If you want to boost sales to new clients or get your existing clients to buy more from you more often, special product or service promotions will work for you.

Put links throughout your email campaign to your website to make it really simple for readers to buy.

6. New product release promotions

These are ideal for introducing the product or service and selling the features, benefits and value. Include an incentive for the reader to act (find out more, try or buy).

For example, a bike retailer has

just imported a new range of drink bottles. The business introduces the product via a simple email message, offering an incentive of a back up bottle to the first 100 buyers and providing a link to their website for more information.

Remember, with promotions it is essential you put in a 'call to action'. This tells the reader what to do next.

7. Run 'Client Only' days

Organise special events that only your clients are invited to, such as a VIP closed door sale they can bring a friend along to, or a special open day

prior to launching a new product to the public.

These types of events are great for making your clients feel special, as well as generating great instant revenue and attracting new clients. If new people attend these events, remember to have a way of capturing their details so you can build up a relationship with them too via email.

8. Hold a seasonal sale

Promote and generate inquiries for your business and increase sales of your product and services with a seasonal sale.

Promote them with a short email to your database featuring the best deals and a catchy call to action to get them to buy online or call you.

9. Have a sale on a major holiday or occasion

These are easy to promote and will increase your sales. When it comes to the email, you can have a lot of fun with these both graphically or just in the headline alone.



10. Play off special events

Create a simple email campaign to go out to your database about a theme sale or special deal. Eg. end of financial year or Olympic Games.

11. End of the line promotion

People see sales of discontinued lines as a great way to get a real bargain, so you will attract a lot of business by holding one - especially from existing customers who already love your products and want to buy more.

Send an email promoting the sale a week before it starts, then a short reminder the day before to make sure people are aware of it.

12. Online auction

This strategy will depend on the functionality of your website, but if it's possible, it's a great way to sell your products and raise interest in your brand.

Build up the excitement with a series of promotional emails in the lead up to the auction.

13. Container sale

The arrival of new stock is a great occasion for a sale. So if you have a period of low sales or are looking for a new promotion, organise a container sale to attract new customers and generate sales.

Why not be a bit different and promote with SMS messages to your database? This is a really simple strategy to use and adds to the urgency of the sale.

14. Date specials

Use a particular date to theme and promote your sale, such as mid-week or end of the month.

If you have an online shopping cart, send an email to your prospects and current customers with a promotional code to use in your shopping cart, which makes the sale seem even more exclusive to them.

15. Birthday promotion

Give your clients a special offer for them to use as a birthday gift. This is a great way to make your customers feel appreciated.

You can offer incentives such as coupons, discounts, free offers with purchases, or just a free gift for showing a coupon or the SMS you sent on their mobile phone.

If your software allows it, why not automate this email to go out on their birthday so you can 'set and forget' - no effort from you, but it will be greatly appreciated by your customers.

16. Anniversary promotion

Offer your clients a special deal or sale on the anniversary of them becoming your customer. Use the same automation strategy as above so it takes no time or effort on your behalf.

17. Send an offer for subscribers

These days, people are subscribed to so many newsletters, so you should give them something of real value to reward them for sharing their details with your business.

A great idea is to run a special offer for mailing list subscribers only - it makes them feel like they are getting something other people aren't.



Goldmine strategies for promoting your full range

In many cases you will find your clients/prospects don't know your full range of products and services.

A great way to make more money in your business is to promote your full range to your current clients and get them to buy from you again. Best of all, it costs far less to work with your current customers than it does to attract new ones - research suggests about 6 times less!

18. Promote a different part of your business or range regularly

This is most successful if you do it

weekly, monthly or quarterly. Attach a special offer relating to your feature product.

Not only are you educating your readers you are also providing an incentive for them to act and buy. For example - a lawyer may select a service to educate his clients on each quarter or a wholesaler may select a product to profile each month to his database.

19. New product/service release

Most businesses launch a new product or service and wait for their clients to

come and see them when they want to know about it. Not any longer.

Now, as soon as you are ready, send out a quick email campaign to tell your clients it has arrived and educate them on the value they will gain from it. Do this with an offer and incentive such as 'a free trial for the first X to call'.

20. Case studies

A great way to inspire your clients is to send them examples of what other clients have done to achieve success with your products.

The email can end with a testimonial from your client and include an offer for a free evaluation to the first 10 replies.

21. Explain your other products and services

Send a customer feedback survey to your database and ask customers if they knew that you also do X, Y, Z (list some of your topical services, or product ranges).

Choose products that are profitable to you but that a lot of your customers would not be familiar with.



Goldmine strategies for educating your clients/prospects

Informing and educating your customers on your industry and services will help you to position yourself as the expert/leader in your industry and is a great subtle way to sell.

Here are some simple ways to use articles and emails to educate your clients and prospects:

22. 'How to' guides for selling the products or services

A great idea for wholesalers is to keep regularly updating their resellers with tips on selling their products (this can be done by emailing short tips each week or by using articles to create longer guides and checklists).

This will keep their training up to date and increase their effectiveness in selling the goods, therefore increasing the number of goods they buy off you, the wholesaler.

23. Educate customers in your area of expertise

Demonstrate your skills and be the expert that you are, by uploading articles, 'how to' guides and advice to your website.

You can include links to your articles as part of your regular newsletter, or just send out one

email a week promoting your latest article – you will need to test it to find out what your contacts prefer.

For example, a Financial Planner could upload information on 'how to save more money so you can invest more and have a better lifestyle' or 'the top 9 tips for investing in stocks', an Accountant could give advice on 'how to minimize your time preparing for end of year taxes'; and a Dentist could offer an 'review of teeth whitening products on the market' or 'the best way to teach children how to clean their teeth' – the possibilities are endless!

24. Work with alliances to provide advice

Giving your clients good, informative advice from your business alliances on a variety of topics adds value to the services you offer and broadens how you help them, and with your email marketing and article software, it's easy and fast to make and doesn't cost you a cent.

For example, a Health and Safety Consultant has an alliance with a Pest Controller and they provide an ebook to their clients on the 'top 21 tips for keeping bugs at bay within a working environment'.

This, like any education strategy, is extremely effective in building up your relationship with your clients as you are seen to be focused on them and their success, rather than just selling your own products/services.

Also it is a 'leveraged' way to generate valuable copy as you don't have to write it all yourself. You may even be able to give your own articles and guides to your alliances for them to send to their contacts.

25. Create news updates aligned to your industry

For example, a Mortgage Broker may email or SMS you regular updates on interest rate reviews or a Surf Retailer may send you regular updates on the international competition circuit.

The value of this depends on your industry, but if you are up-to-date with everything that's happening in your industry, you are automatically seen as an expert.

26. Send out a tip for the day, week or month

Again this can be an email or even a

short SMS message. It will provide valuable content about your products or services to assist your clients, prospects and alliances and keep your business at the forefront of their minds.

27. Send out an inspirational quote for the day, week or month

It will only take you 5 minutes to create a quick email and it will help to keep you top of mind with your clients. A quick search of the Internet will give you heaps of quotes you can use.

28. Series of welcome letters for new clients

Make clients feel welcome and keep them excited about doing business with you with an automated series of welcome emails. This strategy also helps to minimise any buyer's remorse they might be feeling.

For example, a Weight Loss Clinic sends a welcome letter with important contact details on day one, then in the second week they send a variety of recipes in line with their diet, and from the third week



onwards, give their clients a variety of motivational pieces, diet planners, and education as the client goes through the program with them.

If you use the Bloomtools Database Marketing System, you can automate this whole process. Simply create the campaigns and schedule them for X

days after joining group 'New Clients' then put all your new clients into the relevant group in your database - the emails will go out by themselves.

>> Learn more about the Bloomtools Database Marketing here

Goldmine strategies for Relationships

Emails are a great way of keeping in touch with your contacts. Research says that close to 7 out of every 10 clients that will leave your business will do so because they feel like you don't care. So, in order to maintain and grow a successful business, you must identify a number of strategies, such as email marketing to make your clients feel appreciated.

29. Client birthday emails/SMS

Set up your database marketing account to send an email to your contact on their birthday with a special offer. This will save you a lot of time and money and gain you a lot of kudos from your clients.

30. Your business's birthday

Design an email just for you with a special offer as a new way to celebrate your birthday. Send it out to your database of contacts and boost your sales.

31. Your client's anniversary

Send an email to each of your

clients on the anniversary of them becoming your client. This will make them feel valued and will build your relationship with them.

32. Seasonal emails/SMS

Send emails or text messages to your clients to celebrate holidays and occasions. For example Christmas, Easter and New Year's cards just to let your clients know you are thinking about them.

33. Thank you for your purchase

Make your clients feel appreciated by thanking them for buying/using your product. It's a simple gesture that won't take up much of your time, but your clients will enjoy it.

34. Thank you for your referral

It is essential to thank anyone who has sent you a referral. Not only is it a courtesy, it also shows your appreciation and encourages them to send more referrals your way.

Make up a really nice email with

some kind of voucher or gift and send it to every person that gives you a referral.

35. Thank you for being a valued client

A great technique is to add a thank you gift with your email (either from your business or an alliance's business), such as a free financial analysis, free personal training session, 20% off next purchase or free gift with next purchase.

36. Invitation to an event

Invite your clients to a seminar, workshop, client evening, tradeshow or promotion evening using your event management software. This will help build relationships with them and make them feel special. You can also get them to bring a friend to build your database.



Goldmine strategies for timetables

Database marketing is also a great tool for keeping your customers up to date with the timetables and schedules of your business.

With one simple email campaign, you can inform all your contacts of important information about your business so everyone is up to date.

Little strategies like this show that you are willing to go the extra mile to make life easier for the client which is great for your relationship with them and your sales!

37. Reminders

Send your clients regular reminders about topics that are relevant to them. These can be either cyclical, such as once a month, or date specific, such as the end of the financial year on June 30th.

For example, an Accountant reminds you the deadlines for each tax period, a Dentist reminds you personally about your six-monthly check up, or a Doctor sends automatic immunisation reminders to new parents for each shot the baby needs.

Save yourself time by setting them up now and scheduling them for future dates, so they just

happen throughout the year with no effort from you - it can't get any easier than that!

38. Upcoming events of interest

Email your clients a calendar of upcoming events your business is running that they may be interested in attending. The more people that know about it, the more people will attend and the better results you will get. You could also ask your alliances to send the same campaign out to their own databases.

39. Important dates

Give clients a timetable of important dates they need to remember, such as billing days or even personal dates (such as Valentine's Day, Mother's Day etc).

This is a great way to keep your business top of mind and you can even align promotions with these dates.

40. Business schedule

Email your clients details of your schedule. For example, a gym can send members class timetables, or a retailer can send customers its Christmas trading hours.

Goldmine strategies for internal communication

Your team members are just as important to your business as your customers, so you need to communicate effectively with them on a regular basis too.

Database marketing is a great strategy for this. It makes keeping your employees up to date easy, keeps company morale high and reduces the need for paper memos.

41. Employee company updates

Keep your employees in the loop and make them feel valued by giving them

regular updates on company news. They will be much more loyal and productive if they feel like part of the company's success.

Create a template for weekly updates, then simply type in the current news and hit send – it's that easy.

42. Employee company focus/targets for week or month

Send a quick email to your team with details of your sales targets or your promotional focus for a certain

time period so they all informed and up-to-date.

Include some tips to help them reach the goals and mention high achievers to keep the team motivated.

43. Event announcements

Quickly and easily let your staff know about upcoming events, such as workshops and training sessions. If your Internet marketing software has event management capabilities, the employees can even RSVP on the spot.

44. Social club announcements

Contact staff with social club news and a calendar of upcoming team events. You can even have the functionality for them to book online to minimise administration time for the event.

Sending an email campaign is much quicker and more effective than relying on word of mouth and it ensures that no one gets left out of the loop.



Goldmine strategies for feedback surveys

Surveys are a great way to get feedback from all of your stakeholders. They will help you understand more about your customers so you can improve your business.

Best of all, with database marketing, it's now fast and easy to send them and collect the results - no more printing and sending letters or counting responses!

45. Readers poll

Gather the opinion of your target audience and report it back to them in your newsletters or in other forms of marketing. Also utilise this tool to get to know your target audience better.

46. Send out a customer satisfaction survey

These are great for getting feedback from your clients. Some useful types are:

- New client
- Per product purchase
- Per service purchase

- Regular reviews
- Review team member

47. Send out a marketing survey

These will give you an insight into what your customers think about your products and services and what you could potentially improve on.

Remember surveys can also be a very powerful selling tool too. Some examples include:

- New product testing evaluations
- Focus group
- Website feedback
- Conference feedback
- Speaker evaluation
- Product/service evaluation
- Product positioning
- Brand awareness
- Advertising effectiveness
- Newsletter readership
- Competitor comparison
- Questionnaire – self evaluation

48. Create a human resources survey

These are used to get feedback from within your business. Types include:



- Employee evaluation
- Job satisfaction
- 360° reviews
- Training evaluation
- Employee business suggestion
- Employee exit review

>> Learn more about the survey tool in Bloomtools Database Marketing System here

Other database marketing strategies

As you can probably see, the opportunities to use database marketing in your business are endless!

Here are a few more strategies:

49. Refer a friend or colleague

Provide your clients with an attractive professional looking message that they can easily forward on for referrals/recommendations.

Ask your best customers to help you out by sending on an offer or article, to generate new clients.

50. Update your database's details

Email your clients a reminder/form to update their details often. Keeping these details up to date is essential for the continued success of your database.

51. Promote a new loyalty points scheme

Send out information to clients

about a new loyalty program. Be sure to include the benefits of the program so they are interested straight away.

52. Promote a competition

A great way to promote your business and build your database is to run a competition - because everyone loves getting something for nothing!

Send out an email campaign to your database about the competition and link them to the sign up form on your website.

Also, put a 'send to a friend' link in a very prominent position to make it easy for people to send the competition on - and watch your database grow!

53. Get Facebook friends and Twitter followers

All businesses today should be maximising social media sites like Facebook and Twitter - so you need all the people on your mailing lists to

join you on these sites.

Send an email campaign to your database with a special offer for people that join you Facebook and Twitter, plus links to the sites of course.

The more people you have on these sites, the bigger your presence is and the more potential for results. Plus, it's free to join them, so there's no excuse!

54. Send videos

Videos are hugely popular on the Internet right now and there are many ways your business can use them to your advantage - training films, promotional videos, education, viral marketing etc.

Once you've made your video, create a campaign and place a link to the video in it. Then send it out to your database to promote it.

Don't forget the 'send to a friend' link - a video that goes viral is great publicity for your business!



Conclusion

Thankyou for reading our Goldmine Strategies ebook. I sincerely hope that these strategies are helpful to you and your business.

I am sure you would have gained at least one good idea that you can apply in your business today. The next step is up to you – so we really encourage you to take action!

If you would like to learn about database marketing and a system that can help with you with the above strategies and much more, please ask us about the Bloomtools Database Marketing System.

If you would like a Bloomtools consultant to create an Internet marketing plan for your business, including some of the above database marketing strategies, please contact us.

Once again, thank you, and good luck!