

IT Resellers

Marketing Guide



Helping You **Grow** Your Business

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Preparing for **The Future**

- Building Your Brand
- Building Your Pipeline
- Developing Relationships with Existing Customers
- Help From External Sources



Building your **Brand**

- Security = Trust
- You are the expert
- Why choose your company? Differentiators/USPs
- Target audience?
- What do you want to achieve?
- Measuring results
- Advertising – print and online
- PR
- Speaker Opportunities
- Trade Shows
- Sponsorship
- Your Website



Security = **Trust** - You are the expert

The important thing for security resellers when doing any kind of marketing activity is to convey the message that you are the expert.

In a competitive market, you need to stand out from the crowd as being the experts in your field. This could be by getting your name known locally by writing for a local paper, creating a security blog on your website or twitter, or presenting at a local business seminar or breakfast meeting.

The key to remember is Security = Trust and if your potential customers trust you, they will take your advice and buy security products from you.

Why choose your company? **USP's / Differentiators**

What makes your company stand out from the rest?

Is it price, service, product range or good recommendations? Your competitors will be trading on their good reputation and word of mouth so you need to make sure that you have positive feedback from your customers that will let you stand out above your competitors.

Price is a good USP but be careful of pricing yourself too low or too high as people have an expectation of a value for the goods/services you supply.



Target **Audience**

Who is your target audience?

Are you looking for business end users, home end users or a mixture of both?

Only by defining who your target audience is will you be able to write your content in such a way that will appeal to that market.

You can help define your target audience by taking a small survey of who you already deal with in order to build a profile up of who you are already successful with. This will give you the knowledge that you will probably be successful targetting similar customer types with your marketing campaigns.



What do you want to **achieve**?

What are you trying to achieve from your marketing campaign?

- Are you looking to arrange appointments?
- Are you looking for someone to buy immediately?
- Are you researching information for your database?
- Are you recruiting people to come to a seminar?

It is important to identify the reason behind any marketing campaign and what you are trying to achieve from it before you begin.



Measuring **results**

How do you measure success?

Once you know what you want to achieve from a campaign, you can measure the success of it.

It is important to weigh up the cost of the activity vs the results it achieved in order to determine whether you should run it again in the future.

Many campaigns have sub-objectives which can be things like information requests which can develop into leads in the future. It is important to factor these items into any post-campaign evaluation.



Advertising- **Print & Online**

Is Advertising worthwhile?

In our view - mostly no. Even with a strong call to action, the typical cost of most advertising can escalate in excess of the likely rewards. This is in no small fact due to the difficulty in determining whether leads have come from advertising or other means as customers are not often good at letting you know where they heard about you.

In some circumstances, regular advertising can be beneficial from a brand awareness point of view if you want to saturate a particular vertical market or local area with your business name so you can start to breed familiarity. For most small businesses however the costs outweigh the benefits.



PR

PR is not just about press releases

The area of Public Relations covers a wide range of areas not limited to the writing and sending out of press releases. This also covers areas such as case studies, testimonials and reviews which can prove more useful as a day to day business handout/information tool than the occasional press release.

This is not to say that distributing press releases isn't a worthwhile activity, because it is. Now many news organisations including local papers subscribe to online news feeds, it is important to send out information to these online news wires to get your message across to your key target media.



Trade Shows

Exhibitions and Trade Shows can be expensive

They can also be very worthwhile. As a source of potential new business leads you can capture your target market all in one room for a period of between one and three days. This very much lends itself to higher value services or products however as the cost to attend exhibitions and trade shows can be expensive even with cost effective stand design solutions.

The return on your investment will be determined by how well your stand brings people in to it, and how effective your own team are at identifying potential customers and having that all important first meeting.



Your **Website**

Your website can serve many purposes.

- As a tool to provide information about your products and services
- As a way of capturing feedback from potential customers
- To provide a landing space for adword and advert campaigns
- To provide the ability to order/shop online

Whatever the purpose of your website, it is important that it looks good, fits your corporate image and quickly provides target customers with the information they are looking for.



Running your **campaign**

- Must be campaign-based
- Focus on issues
- Tactics
- Sourcing your lists
- Following up
- Keep in contact
- Inform your sales team!
- Post campaign evaluation



Must be **campaign-based**

There is no benefit to sending a single activity

One individual activity is not enough to create results from your campaign. You must treat a marketing campaign as a series of actions. This means contacting the same database at least three times, ideally by different means for example via a direct mail letter, then eshot, then a telemarketing phone call.

Only by using a multi-touch campaign will you achieve the best results from your campaign.

Focus on **issues**

No one likes to be sold to.

Your campaign content should always focus on issues and problems the end user is facing rather than selling products or services. This makes you look like a trusted expert as well as overcoming people's initial defensiveness of being sold to.

Good topics to focus on include:

- Productivity Issues
- Malware/Virus Threats
- Data Leakage and Confidential Information



Tactics

Once your campaign has been defined, you need to pick the tactics you will use

- Direct Mail - Costs roughly 60p per item but is virtually guaranteed to get to the person
- Email - Significantly cheaper but now has diminishing open and click through rates
- Telemarketing - Most costly but more measurable however takes significant internal resources
- PR and Advertising - Can be effective but very reactionary. You will always be waiting for leads

Sourcing your **lists**

Once you have decided what campaign to send, and how it will be sent, who are you sending this to?

If you are lucky enough to already have a clean database of prospects then this is ideal, alternatively you will more than likely need to source some new data to use of your potential targets.

Data suppliers can help you to refine your choice of data down so you purchase contacts that suit the profile you've built up of your target customers. This can enable to you to be very picky when it comes to the data you are purchasing and you can get as much or as little information as you need including down to how many PC's on site and what firewall they use for example.

Data costs can be from £275 for 1000 contacts going up to £1000+ for more IT information against each company.



Following Up

Once your campaign has been sent, what then?

Do you wait for leads to come in? No! You need to put in place an effective follow up. This might be stage two of your campaign, whereby you would send a follow up email to people who respond, or ideally it would be a telemarketing follow up call to everyone on your database.

Nothing is more effective than following up a campaign with a telemarketing call out session as this can serve to jog the memory of people that read your communication, and open doors with people that you didn't know before. A good telemarketer or telemarketing agency will be able to provide you with qualified leads and a secondary pipeline of information requests after every activity.



Keep in **Contact**

Don't stop there.

Sending one campaign will bring you results but what about the rest of the people on the database who you still haven't got any business out of?
Keep communicating!

Regular newsletters, special offers, courtesy calls will all pay off by making sure that when that person is in need of your services yours is the first name that comes to mind. You can't communicate too much and it is important to be regular with your messages to ensure that people get used to seeing them at a fixed time each month. Email is the ideal medium for this, email newsletters can be very cost effective in this scenario, especially if your database is large.



Inform your **sales team!**

Don't forget - Tell your sales team what is happening.

How can you capitalise on opportunities if everyone in your business isn't aware of what campaigns are going out? It is important that your sales team, and people who communicate on the front line to your customers, are aware that marketing activity is going on so that they can respond to customer inbound enquiries as efficiently as possible.

Nothing sounds better than a well informed, trained member of staff answering the phone so make sure that your team ask where people heard about you to ensure that you can measure the success of your marketing campaigns directly from the front line.



Developing your **Database after the campaign**

- Contact is essential - regular contact builds a better quality database
- Newsletters, mailings, regular phone calls build brand familiarity and loyalty
- Upgrade, cross selling opportunities with everything that gets sent out
- Special offers? - These do work and you might just catch them at the right time
- Add More Contacts - Get the information of buyers, managers and decision makers

Online **Marketing**

How can you get your website found online?

- Natural SEO (Search Engine Optimisation)
- Google PPC (Pay per Click Advertising)

How can you get more enquiries from your website

- Feedback Forms
- Live Chat



Natural **SEO**

- Free
- Takes between 3 and 6 months for any impact
- Develops a long term search marketing strategy
- Much can be done by yourself
- Focus on
 - Text Count
 - Keyword repetition
 - Quality content



Key Google **SEO Tips**

- Every page must be optimised for just one keyword or phrase
- Title tags must include the keyword towards the beginning of the wording and be no more than 7 words long
- Home page text must contain between 450 and 800 words
- Keyword must be repeated throughout the page and as near to the beginning of paragraphs as possible
- Image ALT tags should contain the optimised keywords where possible
- Links from other websites and within your own website should include the keyword in the link text i.e. not writing “click here”



Pay per **Click**

Benefits

- Instant presence on search engines
- Trackable and allows you to monitor visitors to your site
- Google analytics offers conversion tracking to measure results

Disadvantages

- Can be costly if you are not using the budgeter model or setting a fixed daily spending limit
- Doesn't suit companies with very small budgets unless they are in niche areas



Customer Interaction on your Website

We often get asked how to improve website effectiveness.

- Place Feedback Forms throughout the site at key points to encourage enquiries
- Easy to find contact details - Your phone number should be on every page
- Live Chat/Support - Use a good live chat support tool to encourage enquiries such as SO-CHAT from SO Marketing

Where can you get **help?**

Small business alliance

www.natlsba.com

Business Link

www.businesslink.gov.uk/bdotg/action/layer?topicId=1073861169&r.s=tl

Offers a range of marketing advice tips as well as access to the local grant finder. In most regions there are small business grants available which can be used for test marketing for a new project or venture. Typically they will fund up to 50% of costs of a project where supported by all the relevant documentation and you meet the criteria.

Where can you get **help?**

Companies House

www.companieshouse.co.uk

Offers a DVD-ROM directory of all the companies on their file complete with full addresses and SIC codes. Not ideal for email or Telemarketing as details are often incomplete, for direct mail this is a good option as full postal addresses are included.

Purchasing Prospect Databases

Data to suit any criteria is available from a variety of sources and can include as much or as little information about the business including IT infrastructure as required. Speak to SO Marketing today for a quote on sourcing data as we are licensed brokers for many data suppliers and can offer competitive rates.



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Where can you get **help**?

Networking Groups

Every region has a local chamber of commerce and business network that hold regular networking events. This is an ideal way of meeting prospective new customers and getting your name out there as long as there aren't too many competitive companies in the same group. If there are, they tend to favour the more established and long term participating members, so it is worth looking around for up and coming groups you can be involved with from the outset.

Where can you get **help**?

From **SO Marketing**

- Staff are ex-marketing managers from IT Security businesses
- Design, web, email and print all in-house
- Cost effective with price match guarantee
- Can help you to put together plans for vendor co-funding
- Hold many vendor resources and files for you to co-brand with your details
- Act as the marketing agency for many security vendors
- Free consultations



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What else do **SO** Marketing do?

Print Services

- Flyers
- Brochures & Folders
- Letterheads & Comp Slips
- Business Cards
- Direct Mail Campaigns
- Promotional Gifts
- Posters
- A Boards and Frames

Online Services

- Email Marketing
- Website Design
- Content Managed Sites
- Website Live Chat
- Search Engine Marketing
- Google Adwords
- Bluetooth Marketing
- eBay Store Design

Other Services

- Public Relations
- Brand Identity
- Product Photography
- Telemarketing
- Marketing Consultancy
- Venture Capital Investment
- Social Network Marketing
- Business Consultancy