

# Top 15 Marketing Pain Points

*That keep business  
owners up at night &  
ways to overcome them.*

**BEAM**

# Every business is different –but there’s 15 main **marketing concerns** that apply to almost every single one of them, whatever the size or type.

BEAM has met with hundreds of business owners over many years. Consistently, we’re asked to address one or several of these top 15 pain points.

**This e-guide outlines each concern, then provides several tips to overcome them.**

Getting Found in Google	Attracting More Customers	Standing Out from the Crowd
Having a Professional Brand Identity	Getting Visitors to the Website	Using Social Media to Attract Clients
Having a Marketing Team for Guidance	Having a Marketing Strategy & Plan	Not Wasting Money on Ineffective Marketing
Having a Competitive Advantage	Generating Brand Awareness	Converting Leads to Sales
Communicating the Brand’s Story & WHY	Generating Great Marketing Content	Getting Enough Time for Marketing

# Getting Found in Google

Let's face it. If you can't be found for those crucial keywords on Page 1 of Google - your business will struggle for visibility, traffic and leads.

With Google representing 93% of all searches - it's crucial to get optimisation right. SEO can be expensive but there are ways to improve your ranking without overspending on SEO or Google AdWords.

## Tips to maximise your ranking:

- Ensure your website's URL is submitted to Google – otherwise, you're invisible. You'd be amazed how many websites overlook this ... and fly completely under Google's radar!
- Select strong and accurate keywords, sprinkled throughout each relevant page – even on the description of your visuals.
- Add your website to local or product directories.
- Make your site mobile-friendly. If you don't, you'll be penalised by Google and will vanish.

# Attracting More Customers



All businesses need a constant stream of potential customers for ongoing sales and growth. Whether you're running an online business or a professional service, online visibility will lead to traffic, enquiries, and leads that will boost your sales.

## Tips to generate more leads:

01

Add data capture forms to your most popular pages.

02

Include a call to action (CTA) on your homepage with an enticing offer that requires an email address.

03

Blogs improve your searchability – but they can also nurture leads. Develop blogs with CTA's.

04

Develop a chatbot for your website. (LiveChat is now the digital helpdesk leader.)

# Standing Out From the Competition

Competition's inevitable, regardless of how unique your products or services are – so how do you differentiate and stand out? How can you ensure your brand is preferred over the competition?

## 5 Tips to Consider:

# 1.

### **Innovate**

Offer your customers something your competitors can't or don't (e.g. new technology, easier payments, better systems, clever IP).

# 2.

### **Be image-conscious**

Understand that everything represents your brand and affects people's perception of you. Ensure consistency for brand strength and reinforcement.

# 3.

### **Use influence or flaunt your creds**

Align your brand with notable partners, peak bodies, leaders, ambassadors, celebrities or even everyday customers via product reviews.

# 4.

### **Fulfil your promise**

Decide what you want to be known for ... then effectively and consistently deliver it to your customers.

# 5.

### **Tell a story**

If people can relate to your company on a personal level, they're more likely to stick around and want to be a part of your brand's community.

# Having a Professional Brand Identity

Some businesses use ‘cheap and cheerful’ logos to represent themselves and their brands – and it shows.

In contrast, successful companies invest in brands and ongoing brand strategies to nurture their brand identity - with consistent, professional and memorable branding.

“If you’re not a brand, you are a commodity.”  
– Phillip Kotler

## Polish your brand identity with these 5 key tips:

- 01 **Develop a brand** with a vision and purpose – think brands ‘Thank You’ or ‘Aldi’.
- 02 **Develop a personality** and remain true to it – think ‘Apple’ or ‘Ikea’ brands.
- 03 **Reinforce your point of difference**, purpose or personality – think ‘Nike’ or ‘Volvo’ brands.
- 04 **Test your brand** to ensure it resonates with key customers – simple customer surveys will help.
- 05 **Brand consistency** is paramount – check every piece of communication and marketing for consistency, reinforcement and memorability.

# Getting Visitors to the Website



Your brand's website is the front door to your business. Getting visitors to your website can only happen if you're visible, easily found under search terms, or they're led there via other means.

## Increase visibility and drive more traffic to your website by:

- **SEO** – At minimum, cover the basics (SSL Certificate, submit your website to Google, keywords throughout, meta-tag descriptions per page).
- **Content Marketing** – Include at least 300 words per webpage, while regularly adding more content like blogs to your website and then sharing the new content. (Google will recognise each addition).
- **Get socially connected** (Facebook, Instagram, LinkedIn etc. Have links on your website, on your email signatures) to ensure visibility and attract traffic. Many businesses have built multi-million-dollar brands on Instagram alone!
- **Mobile-friendly** – Make sure your site is mobile-friendly for both ranking and usability.
- **Consider paid ads (AdWords) for key words**, as Google loves SEO + AdWords.

# Using Social Media to Attract Clients



Is Social Media really necessary? Definitely. Social media is one of the most profitable digital marketing platforms you can use to increase your brand's visibility. The key to social media success is less about the technology and more about using the medium more effectively.

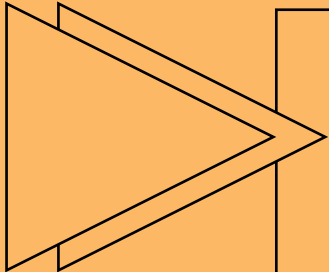
## Tips for a well-run social media account:

- To increase the visibility of your brand, use strategic boosting.
- Cultivate personal and professional networks for more reach.
- Develop relationships with customers and influencers. Aim to engage.
- Have real-time interactions. Resource accordingly.
- Publish and distribute original, relevant and striking content.
- Communicate regularly with followers, advocates and supporters.



# Having a Competitive Advantage

Every business needs a competitive advantage to distinguish itself and ideally out-perform the competition. This takes research, strategic planning, and marketing investment.

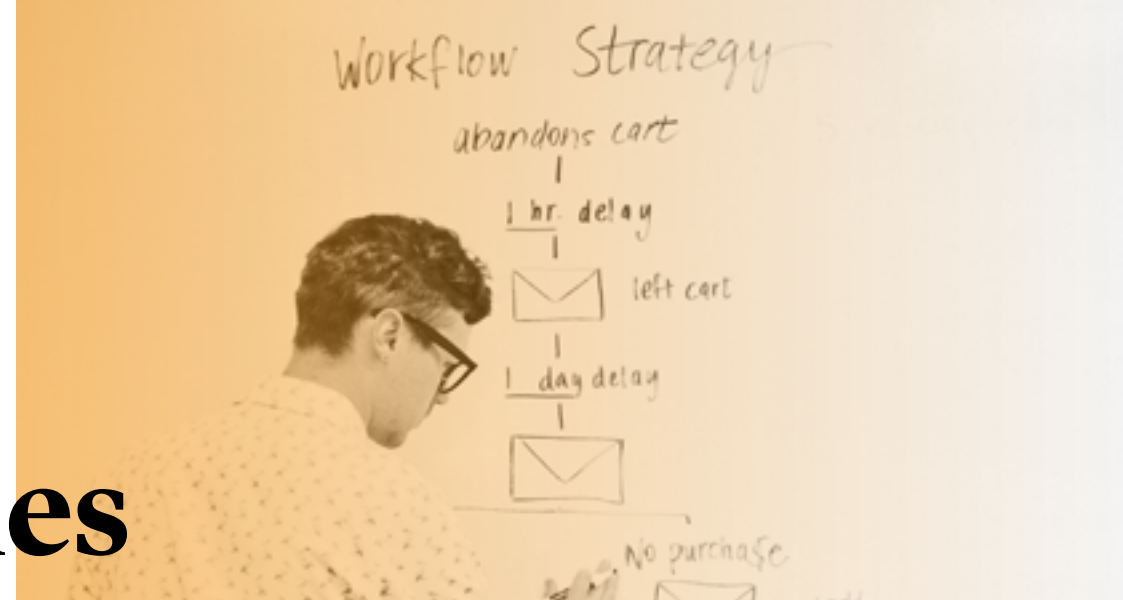


**BEAM's Strategic Marketing Workshops can help with additional insights and the development of 12 month Marketing Road Maps and Plans.**

## To get more competitive:

- 1.** Examine your business's strengths to identify ways you can create value for customers over your competitors.
- 2.** Understand your customers and tailor key messages to them – demographics, purchase behaviours, personal interests – and market accordingly.
- 3.** Scrutinise competitors to compile a list of business opportunities – products, location, pricing, marketing.

# Converting Leads to Sales



Most leads won't magically convert into sales without extensive effort – downloads, offers and lead nurturing systems. Lead nurturing and capture is most successful when a workflow strategy is planned and implemented in a logical and impactful way.

## Tips to improve conversions:

01

Offer incentives. Free gifts or time-sensitive discounts push leads to convert.

02

Polish your FAQ page. Many leads seek answers to their questions before committing.

03

Develop informative downloads with email capture facility. These leads can then be nurtured by your sales team.

04

Design an automated lead system with e-communication – that will regularly communicate to your prospects, keep your brand top of mind and lead them from enquiry to purchase.

# Generating Great Marketing Content

A content marketing strategy is a roadmap that not only details what you're going to create, but how you're going to create it, distribute it, and ultimately use it to attract, retain, and convert readers and viewers into customers.

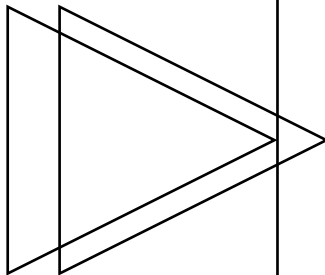
## Content ideas to include on your website and share in social and e-comms include:

- Thought leadership blogs
- Premium content (e.g. whitepapers, eBooks)
- Case studies and client testimonials
- Work portfolio
- Videos (promotional, educational, corporate)



# Having a Marketing Team to Guide my Business

When you're busy working in your business, it's hard to find time to work on your business. Your business may not warrant a full-time marketing person, or your staff may simply lack the skills. If that's the case, consider hiring a specialised, external marketing team to help drive your strategy, website, social, promotions, lead generation and more.



**BEAM's marketing team packages can help with all your marketing needs including strategy, social, design, website, content marketing, advertising and more.**



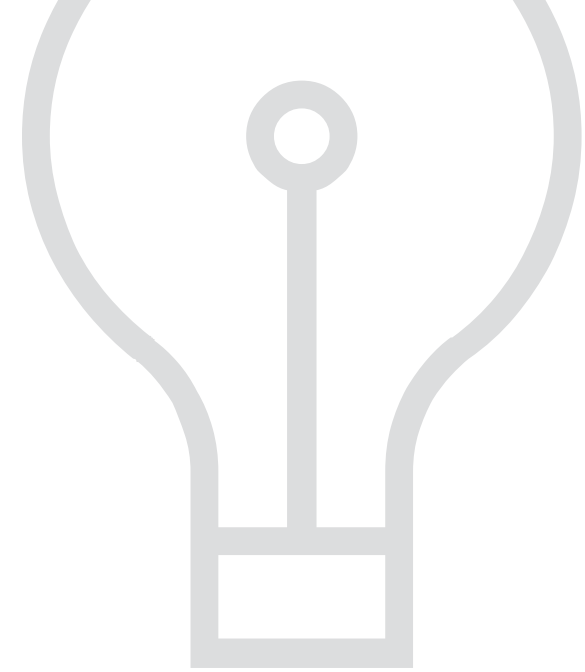
# Not Wasting Money on Ineffective Marketing

Businesses can burn a lot of cash on marketing ... for very little reward. If you're not getting a positive return on investment, look to improve your digital presence (e.g. Google ranking, website hits, leads generated).

## Tips to reduce wasting money:

- Printed one-off advertisements may attract eyeballs – but unless the ad builds on a larger campaign, it'll fizzle. Only comprehensive campaigns improve reach and frequency.
- Inconsistent branding or communications will blunt your impact.
- Not testing your brand and key messages is dangerous. Test extensively to ensure key messages resonate with your target audience.
- Don't forget to measure. Track as much as possible (and use A/B tests if you can).

# Having a Marketing Strategy & Plan That Works



If you think strategic planning is hard. Try marketing without a plan! While it takes time to develop – once completed it will drive your business, its brands and your team for the year ahead.

## Tips for Strategy & Planning:

- **Gather your team** for reviews, input, sales projections, goal agreement and timeline development.
- **Perform a SWOT Analysis** to address challenges and opportunities.
- **Marry the goals** of the overall business to each marketing activity and build plans for each eg. Product launches, website updates, social media, content marketing etc.
- **Marketing Budget:** Generally, 5–10% of your projected sales is the norm. If you have limited marketing funds, though, you can't beat digital. It can be targeted, agile, far-reaching, measurable, impactful and lead-nurturing.

# Communicating Your Brand's Story

Telling your story and communicating your why helps brand on many levels. Internally, this keeps your team on the same page. Externally, the clarity and conviction of your message can make the difference between losing or gaining a customer.

## 4 effective storytelling tips:

01

Display your personality – Offer insights into what your company's really about, enhancing likeability in the process.

02

Be relatable – Enable staff and customers to feel like they're partaking in your company's or brand's journey.

03

Find and communicate your point of difference – Make your mark in key messages and brand identity. (Apple's 'Think Different'; 'Thank You' products; Colonel Sanders' 11 secret herbs and spices).

04

Communicate reliably – Reinforce regularly and consistently to spread your story.

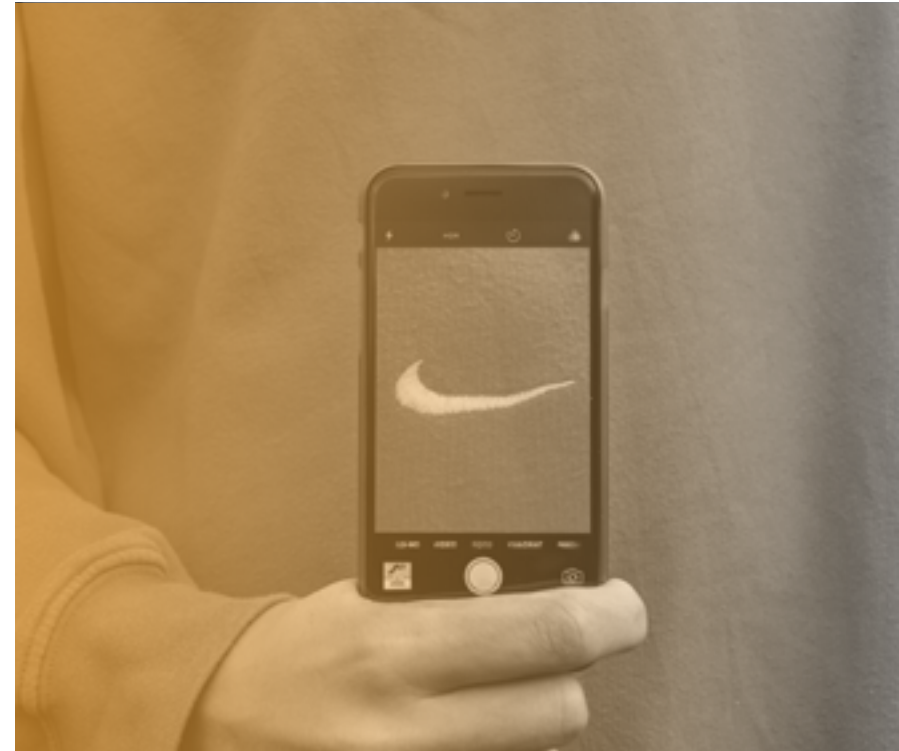


# Getting Brand Awareness

There's no silver bullet to becoming a well-known brand (unless you have a massive media budget). Yet there are several powerful ways to build awareness with minimum outlay.

## 5 tips to building brand awareness:

- **Strong branding** – Need we say more?
- **Social media** – Whether your customers are general consumers or professionals, social media's hands-down the most cost-effective way to reach people with high frequency and impact.
- **Strong website presence** – Getting your brand noticed online needs a strong website presence. If you're a start-up, create a simple landing page to get things moving.
- **Email marketing strategy** – Email marketing's one of the best ways to turn prospects into customers, particularly with a lead-nurturing automated system.
- **Sharing content online** – The more content you write, the more you'll have to share in social and e-communications. This will increase engagement, build your brand, and enhance online searchability.





# Getting Enough Time for Marketing

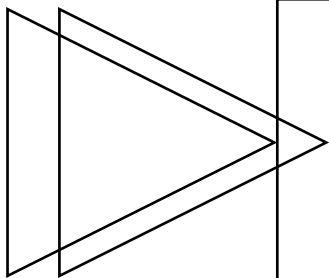
According to Infusionsoft, 49 percent of small business owners handle marketing alone, along with all their other responsibilities. No wonder they have no time!

## Simple tips for easy and effective marketing:

- **Ensure your website is optimised.** Even a basic SEO builder like Yoast can help turn Google users into new customers.
- **Pay a copywriter to build your content** – 1 or 2 blogs, an e-news, even your social media will build visibility.
- **Plan your social media schedule** a month in advance, using a program like Hootsuite.
- **Consider a specialised external marketing team.** BEAM has low to high marketing packages that suit any small to medium-sized business.

# We hope these tips help you market your business **more effectively.**

For more information on how BEAM's team can help increase your marketing effectiveness and brand's performance, please email [natalie@beamcreative.com.au](mailto:natalie@beamcreative.com.au).



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