



# Strategic Marketing Secrets

How to promote and increase your bottom line by cloning  
your best customers

by Josh Patrick

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Over the years I've noticed that some companies make lots of money and others just barely scrape by. When I look at the two companies, they both have competent managers and understand how their business works. So, the question comes to mind, why is one company so much more profitable than the other company?

I've come to the conclusion that one company is just better at marketing than the other one. In other words, are the new Customers your company is gaining the type of Customers you really want? I find the companies in the top quartile of profitability always profile their best Customer and then put together cost effective programs to gain more high profit clients.

## The First Step

Before setting up a marketing program to gain access to these best Clients, you first must have a clear picture of what your best Client looks like. So, the very first thing you must have is ***an excellent measuring system that tells you which of your Customers you make the most money with.***

You probably already know that having great measurement systems are crucial to success. You also know that you should treat your very best Customers with kid gloves and make sure they remain loyal to your company. Besides knowing which Customers need extra tender loving care knowing who they are allows you to build a profile or persona of who these people are.

When examining the profitability of your Client base, you must also factor in the your sales and service cost. If a Client provides a high profit margin, but you only sell them one item, then they are not the Customers you want to clone. If that Client provides high margins and you are going to do a lot of repeat business with them over the years, then this what we call a gold plated customer.

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## The second step, build a profile

After identifying who your best Customers are, then you will want to build a profile of who that Client is. Some of the things you will want to know are:

- What industry does this Client come from?
- What geographic area does the Client come from?
- What sort of income does the Client have and how do they fit into your company.
- Are you talking to the right person? This means are you talking to someone who can write you a check?
- What personality types are the Customers and how do they fit in with your organization? What is their psychographic profile?
- How do they feel about what you believe is important?
- How much hand holding does this Client need and how would you know if you found one that requires little hand holding in the future?
- How many services does this Client purchase from your company?

Identifying the traits of your best Customers will start you on the path of knowing when you come across someone else who fits those traits. After you develop the traits list, it's crucial that your revenue creation department understands what you're looking for.

*This is important; I'm not suggesting that you stop doing business with your client base today. You do want to start moving towards your ideal client. You do this by only approaching and selling to a client that fits your profile. For all of your new sales prospecting make sure you and your team only talk to clients who fit your profile of what your best customer looks like.*

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If you've taken the time to develop what your best Client looks like, you've done more than the vast majority of your competitors. You might decide how to price for different your types of clients. You might want to charge higher fees for those that don't fit in well as those that do. After all, your best customers will cost you less to service and will bring you more great Customers who look just like them.

The most important portion of a marketing program is developing the process of persona development. This way you'll know what you're looking for and everyone in your organization will become aware of what makes your company more profitable. That way, everyone can be your eyes and ears for new Clients.

You do want everyone in your company to be part of your sales team don't you?

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## Step three, develop a cost effective plan for approaching your target Clients

Once you know what your best Client looks like, it's now time to start finding more of them. You already know about referrals. My question to you is do you look to COI's (centers of influence) or your best customers to find more people you want to work with? I'm hoping you look to your customers. In most companies your best customers produce more and better quality referrals than your average professional referral source (COI's).

What about speaking? Do you do any of that? Do you show up at organizations your best customers hang out at? What sort of writing do you do? All of these will add to your reputation and help you be identified as the type of company your best Customers want to be associated with.

It's really pretty simple. You want to position your company and those who work in your company to be easy for your best Customersto find. This means you need to think about more than referrals.

If social media is part of where your customers are, you need to be there. If it's trade associations, then show up there. If it's memberships and particular clubs, join the club. All of this is part of what I call reputation management.

You need to have a budget for how much time those in your company are creating the type of reputation you want with your Clients. If you allocated 10% of every person's time towards developing a personal reputation with a niche they want to service you'll quickly start to see dividends.

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The key as with all marketing efforts is consistency. You can't go to one meeting, not getting any results and then quit. You're going to find that it takes a long time to develop a niche where you're recognized for being the expert you are.

You're going to need some patience and a belief that if you continue doing the right things it'll pay off. It's why you can't stop doing what your doing and replace with a new strategy. The new strategy, which ultimately will provide better Clients, is going to take time to develop and implement.

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## Action you want to take:

Here are 12 actions you're going to want to take to move towards marketing to your best Clients.

- Know what the persona's are for your best Clients.
- Develop a website that talks to the Customers you want to do business with.
- Create a newsletter that talks about the challenges and opportunities that your best Customers have.
- Put together a Customer Advisory Board where you get ideas from your best Customers about how to better service them.
- Create talks for the public that will put you in front of people you want to do business with.
- Be clear with professional referral sources about who you can help and how.
- Make sure you have a monthly electronic newsletter that you send to all stakeholders in your company.
- Think about starting a blog where all the members of your company are required to contribute.
- Write for publications about issues you know are important for the Customers you want to attract to your company.
- Make sure you identify connectors within your Client base and help them understand who else you're looking for to grow your company.
- Develop services that solve problems your target Customers have.
- Think globally about how to best attract the Customers that you want for your company.

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## Final Thoughts

Having an effective, high quality Client profiling program in your company will pay huge dividends. We are a goal seeking species. Once we understand what we want in great clarity, then what we are looking for will become immediately identifiable. This will help you find the Customers that will make you the most amount of money.

The most profitable companies I know all have one thing in common, the ability to find and service very profitable customers on a cost effective basis. Following a few of the tips above will help put you in this category.

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## Time for your next step

Finding the right customer is hard work. You need to know who you're looking for as well as what you want them to buy.

Why don't you take me up on this free offer. I would love to spend a few minutes with you to find out what your marketing strategies are.

Just click on the button below and I'll give you a free 30 minute consultation about your marketing efforts.

I promise you one thing.....you'll walk away from our conversation with at least one actionable idea you'll be able to use in your business.

[Click Here To Set A Time To Talk With Josh](#)