

**How to improve
your
advertising,
save money and
get better
results!**

- By Munaiba Khan

Introduction



Let me begin by introducing myself. My name is Munaiba Khan and I am the author of the PRIMER Marketing System for women as well as this information kit on how you can save money on your advertising **and get better results**. I am sharing my knowledge with you so that you can take control of the promotion of your business.

This advertising system is based on many hours of reading, research, experience - often painful and sometimes expensive - and observation. The system I have come up with is based on the principles of honesty, integrity, clear communication and feedback.

In this Information Kit I will share with you some of what I have learned over the years and I will outline 11 Rules to help you take control and get better results.

One of the benefits of my system is that it puts you in the driver's seat. You are in full control of your advertising at all times.

I have run several businesses over the years, some successful, others less so; it is because of this that I have first hand experience of what works. Having been one of the principals of an advertising, marketing and public relations consultancy, I know how to deal with the media to get the best deals and I also know the value of non-advertising communications. I believe that this Information Kit together with my PRIMER Marketing System have a lot to offer you. Please take advantage of my no obligation offer and call me on 0414284983 or email me at munaiba@thecopywriteronline.com

I hope you get value from this publication.

Munaiba Khan

How to improve your advertising, save money and get better results!

It **is** possible to get better results from your current advertising budget if you follow a few simple rules.

RULE 1 - Document your results

David Ogilvy the great advertising guru once said that he knew that 50 per cent of advertising works, he just didn't know which 50 per cent! You **MUST** know which 50 per cent otherwise you are throwing your money, your time and your other resources down the drain. What's more once you know which half doesn't work you can concentrate on refining and improving the half that does and then you've really beaten the odds because then you will be using advertising that works **MORE THAN 50 per cent** of the time.

RULE 2 - Target your promotions

If you are using a scatter gun approach to your marketing by trying to be all things to all people then you'll end up being nothing to anybody! Work out where your best customers are and target more of the same.

RULE 3 - Highlight what makes you or your product or service special.

What do you offer your customers that your competition don't? Make a list and highlight the most important ones in all of your advertising. **If there is nothing to differentiate you from your competition then you'll be stuck with competing on price alone and that is not a good business strategy.** If that is really the case then you need to restructure your business and the service or goods it supplies so that you can offer something unique to your customers.

RULE 4 - Do what is most cost-effective.

This sounds self-evident but most people don't do it. If you document which customers come from which promotions and how much they are worth to you over a 6 - 12 month period then you have a measure of income from expenditure that will enable you to make an informed decision. Don't take just their first sale because, hopefully, you will build a business relationship with them that will bring ongoing income.

RULE 5 - ALWAYS, ALWAYS use a response mechanism in your promotions

This simple device gives you a **list of qualified customers**. That is, customers who are interested in what you are selling either now or possibly later. Once you have this list then you can target your promotions more accurately.

RULE 6 - Follow up your respondents

People may send for your offers or information but they not be ready to buy now. So when will they be ready to buy? Experience and research show that **most people**, if they are going to buy, **have bought after the 7th - that's right - the 7th contact**. If you and your sales people are only following up two or three or even four times then you are bailing out before you can collect on your investment.

RULE 7 - Maintain a marketing database

This doesn't have to be a fancy, expensive, contact management tool - though if you can afford it then that is great. You can use a small Access database or something similar to list your customers and document their payments, their responses to your offers, your promotions and promotional costs and the number and type of follow-ups you have made. Remembering, of course, to document at what stage the customer bought. My PRIMER Marketing System* includes a **free** simple, easy-to-use Marketing Database, worth \$147.

RULE 8 - Keep your database up-to-date

A database that has incorrect contact details for customers is worse than useless because it wastes money on communications that go astray and it unfairly affects your response rate because it never reaches its target. It is vitally important to keep your database up-to-date. It is one **your most important business assets**.

RULE 9 - Test your promotions

Test your promotions by noticing which offers work best, which headlines work best, and which publications work best for your business.

RULE 10 - Get testimonials

If you have provided a service for someone and they are happy with it then ask them for a testimonial. Most people are only too happy to provide you with one. **Testimonials are worth their weight in gold** because in this age of scam artists and frauds people are naturally cautious. If they read a testimonial from a happy customer it sets their mind at ease and they are more likely to buy from you.

RULE 11 - Apply rules 1 -10

You must **diligently** follow these rules if you want to make your advertising budget really work for you. Some people find it a bit too much to do themselves which is why they employ professionals like me to help them. I offer my customers as much or as little assistance as they need. For some I just write an advertisement or even product description and for others I may organize their whole marketing strategy and help them implement it.

Good Luck!!

Now you can ...

**"Increase your sales and your profitability without
increasing your promotional budget!"**

**Yes, please send me your *Free* publication on the *PRIMER*
*Marketing Success System****

**If you would like me to contact you to discuss your marketing please
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Name:Phone:

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Or fax it to: (02) 9825 3866

Or call me on: 0414 284 983

Or email me at: munaiba@thecopywriteronline.com

I look forward to hearing from you soon.