

MC2

7 STEPS TO INCREASED REVENUE

How to save time and make more money with your marketing

GROW YOUR REVENUE WITH MARKETING THAT WORKS

Your business deserves success and it shouldn't be that hard to get it. Are you tired of spending money on marketing that doesn't work? We know that when you are busy building your business it can be difficult to focus on your marketing, especially when that's not your area of expertise. A lack of a quality and clear marketing strategy may be costing you money and time.

Here is a list of 7 easy things you can do to improve your marketing messaging and create a better connection with your customers' needs and increase sales.

1

Is the message you are communicating clear and compelling?

There is a phrase that if you, “confuse you lose.” Most marketing is confusing and does not communicate quickly and clearly. Are your customer’s quickly and easily able to identify what services or products you offer when they visit your website? How those products or services can benefit your customers and what action you want them to take next? Most marketing copy is confusing, with a lot of of feature talk and insider-speak requiring your visitors to burn too much energy in figuring it out what you do and how you can help them?. A quick solution,change your copy to a simple benefit focused narrative. This will give your customers a quick way to know what you do, how you can benefit them and how they get it.



2

Is your marketing about you or your customers?

Are you the hero, or is your customer? Does your marketing go on and on about how great you are or how long you've been in business? Studies have shown that your customers don't really care about that. What they really care about is how you can help them become the hero, conquer their goals and become the stars of their own story. Alas, it's an easy fix, change your copy to talk about them, their needs, their challenges and the victories your great product or service is going to lead them too.



3

Have you identified the problems your customers are facing?

Your customers have problems they need you to solve. Are you identifying those problems? It is a problem, or a need that drives us to look for solutions. Make sure your marketing shows that you can help meet that need, solve that problem and that you are there to alleviate their frustrations.



4

Are you giving your customers a clear path to follow?

Everyone wants to be shown what's next. Most brands fail to show a clear and easy plan to follow. Doing this is easy. First, identify your plan, second, show your customers how easy it is to work with you, and third, starting having satisfied customers. It's really that simple, communicate a few steps, three to five things that show how easy it is to do business with you.



5

Do you have clear call to actions?

Are you clearly and frequently asking your customer to place an order or take the next step? Customers don't take action unless they are asked to take action. You need to ask for the sale. Make sure you are asking them to "Buy", "Call", or "Schedule an Appointment"... Fix your calls to action today!



6

Do you have a blog featuring articles and information that your customers might find valuable?

A blog is a great place to provide and share insights into tools, tips, tricks and information that brings value to them and at the same time gives you credibility. This helps you establish authority and gives provides trust in you as a guide to their success.



7

Do you have an email tool to gather and nurture leads?

If your marketing is starting to work for you, then the likely result is more visitors to your site, the clear calls to action you've made are starting to generate and collect leads. That is awesome, good job! Now you need to nurture those leads. High performing brands use sales funnel and lead nurturing tools to help them create and maintain relationships with their customers and to help convert those leads to sales. There are many great tools available that you will want to research on your own or consult with a marketing agency to help choose the one that's right for you.



QUICK MARKETING ASSESSMENT

Now that you've read through the 7 quick steps to increasing revenue, take this quick assessment to find out how you are doing.

Yes / No



We have a clear and compelling message about what we do and how it benefits our customers.



Our messaging and narrative is about our customer and makes them a hero of their story and we are the guides to their success.



We clearly identify the problems our clients face and how we solve them.



We clearly communicate the steps necessary to work with us and identifies a clear path forward.



We have clear calls to action, asking our customers to take the next step



We have a blog or other information on our site that provides real value and shows our authority and credibility in our industry.



We have lead nurturing software in place for sales automation.

If you've answered no to any of these seven things, you may be losing revenue or customers to the competition. Studies have shown that people don't buy the best products, they buy from the brands that communicate the clearest. Thankfully there is a path to success and these steps are a great place to start. Take action, implement these steps today, because great brands deserve to be known.

Your Business Deserves Success

Over the past 30 years our experience has shown that many great brands never grow because they are busy focusing on running their businesses, their departments, or their teams and they don't have the time to develop and execute a clear and effective marketing strategy.

MC2 is StoryBrand Certified Agency that utilizes a proven seven part framework to help businesses just like yours communicate a clear and compelling message and allows them to stop wasting time and money on ineffective marketing. We guide you through a process that leads you to the success you deserve.

If you answered 'no' to one or more of the items in this checklist, you need to make some changes. It could be costing more money than you realize. If you want to be able to focus on growing your business and engage a team of certified experts to help, we'd love to be your guide.

SCHEDULE AN APPOINTMENT

How do I work with MC2 and start growing my business?



MC2

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