

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 hard to achieve 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, particularly when that's not your area of expertise. Lack of a high quality and clear marketing strategy may be costing you money and time.

Here is a list of 7 Easy Ways To Improve Your Marketing Messaging and create a stronger connection with your customers' needs, ultimately increasing 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 customers quickly and easily able to identify what services or products you offer when they visit your website? What about how your products or services can benefit them and what action they should take next? Most marketing copy is confusing, with an excess of talk about product or service features and insider-speak, not the benefits offered. This requires your visitors to burn too much energy simply on figuring out what it is that you do and how you can help them. A quick solution is to change your copy to a simple, benefit-focused narrative. This method provides your potential customers a fast, concise understanding of what you do, how you can benefit them, and how they can receive what you offer.



2

Is your marketing about you or your customers?

Are you the hero or is your customer? Does your marketing ramble 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 do care about is how you can help them become the hero, conquer their goals, and become the stars of their own story. Ultimately, it's an easy fix. Alter your copy to focus on them, their needs, their challenges, and the victories your exceptional product or service is going to lead them to.



3

Have you identified the problems your customers are facing?

Your customers have problems they need your help to solve. Are you identifying those problems? It is a problem, or a need, that drives people to look for solutions. Make sure your marketing directly displays how you can help meet that need, solve their problem, and 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 provide a clear and understandable plan to follow. Doing this is easy. First, identify your plan. Second, show your customers how easy it is to work with you. Finally, start having satisfied customers. It's really that simple! Communicate three to five simple steps that show just how easy it is to do business with you.



5

Do you have clear call to actions?

Are you clearly and frequently asking your potential customer to place an order or take the next step? Customers won't take action unless they are asked to. You need to ask for the sale. Make sure you are showing them how 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 insights into tools, tips, tricks and information that brings value to your audience; while at the same time establishes your credibility. As a guide to your customer's success, this also helps demonstrate authority and trust in your knowledge.



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 traffic to your website. The clear calls to action you've created are starting to generate and collect leads. That is awesome, good job! Now you need to nurture those leads. High performing brands use sales funnels and lead nurturing tools to help create and maintain relationships with their customers, ultimately converting those leads to sales. There are many great tools readily available that you can research on your own, however we recommend consulting with a marketing agency to get help choosing the one that would be most beneficial for your business.



QUICK MARKETING ASSESSMENT

Now that you've read through the 7 Quick Steps to Increasing Revenue, take this easy 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 customers and makes them the hero of their story.

We clearly identify the problems our clients face and as their guides to success, how we help solve them.

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

We have clear calls to action, asking our customers to take the next step and showing them how.

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

We have lead nurturing software in place for sales automation.

If you 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 and 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 stop growing because they are too busy focusing on running their business, their departments, and their teams. They don't have time to develop and execute a clear and effective marketing strategy.

MC2 is a StoryBrand Certified Agency that utilizes a proven seven part framework to help businesses just like yours communicate a clear and compelling message. This method outlines how to stop wasting time and money on ineffective marketing. We'll help 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 your business more money than you realize. If you want 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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