



How to Use Marketing to Find More Customers

So you need to grow your hosting business. And in order to do that, you need to get more customers. Naturally, you turn to marketing to help you generate sales.

But what types of marketing? And what the heck is “marketing” anyway?

If you’re like most people, you think “marketing” = “advertising”.

While it’s true advertising is a component of marketing, not all marketing is purely advertising.

Simply defined, marketing is the field of activities that help a company sell more. Some might find this definition too simplistic, but if you boil it down this is what the essence of marketing is.

How it goes about doing so relies on different areas of marketing. The purpose of this crash course isn’t to make you an expert in a particular area. Rather, it’s to educate you enough so you know what questions to ask when selecting different forms of marketing.

Think of it this way. Marketing is like a toolkit. Depending on the job, you’ll select different tools. If you tried to hammer a nail with a saw, it goes without saying you won’t be very successful. Likewise, if you chose say print advertising as lead generation, you may not be as successful either.

So let’s go over some common activities of marketing...

Advertising

Most people are familiar with advertising. Billboards, television, radio, websites/online, newspapers. In recent years, much of advertising has moved online. This is due to the lower cost and higher ability to target specific prospects online. Online has the ability to reach large segments of the population. The downside is it can be quite expensive.

Direct Marketing

Direct marketing involves sending mail via the postal service to prospects. It could be in the form of postcards, personal letters, solicitation letters, special offers and catalogs. Again, as activities have moved online, direct marketing has dwindled. It’s still a powerful way to hone in and repeatedly message your prospects. Like advertising, direct marketing can quickly add up in terms of cost.

Public Relations

Also known as PR, public relations involves using the press and media to get your message across. PR can be successful as it increases your exposure and credibility in ways advertising never could. Hearing about you on the news is more memorable than receiving an ad about your services. PR can target television, radio, magazines, newspapers, websites and blogs.

Email Marketing



Considered a newer form of direct marketing, we should all be familiar with spam email. Best practices for email marketing involve building an in-house list of emails that have “opted in”, meaning they gave you permission to send them regular emails. If time is short, you can also rent email lists from reputable email list brokers who adhere to the national CANSPAM laws. Email marketing is attractive due to it’s low cost.

Collateral

Also known as sales material, these are the hard copies of brochures, leaflets, business cards, CD demos or any other materials that can be physically handed to prospects. Collateral is more useful if you have a physical office or business location that has decent traffic. Collateral can also be handed out at events such as tradeshows. Copies of collateral can be posted on your website for download.

Website Marketing

Website marketing includes getting the word out—and visitors to—your website. From there, you can tailor your message to them or sell them on your product/service. Offer free materials in exchange for their email address. As more and more businesses become “virtual”, your website is your most valuable real estate in cyberspace. Use it wisely. And of course, all websites need...web hosting!

Tradeshows and Events

Every industry and hobby has at least one or two annual tradeshows. Live events and tradeshows are great opportunities to meet prospects in the flesh and make your pitch face to face. Find likeminded companies to partner with. Costs can be high with travel, booth rentals, space rentals, accommodations and labor.

Search Engine Marketing

Everyone uses a search engine (most likely Google) to find information these days. If you’re not showing up on the top of the keywords related to your business, you pretty much don’t exist. But never fear, there are simple steps to take that can help you rank higher. And if time is short, all search engines offer advertising. Just be careful...budgets can be sucked up quickly if you don’t carefully structure and monitor your search engine marketing campaigns.

So there you have it!

The next lessons will go into the different aspects of marketing in greater detail.

All of this valuable information is offered FREE courtesy of Value Reseller.

Our only goal is to help you build your web hosting business. That’s because unlike other reseller companies, we don’t directly compete with your prospects. Our 100% focus on reseller hosting allows us to serve you better.