



M O R T G A G E   N E T W O R K

# 40 WAYS TO MARKET YOUR BUSINESS PART 1

# THE CHALLENGE

Marketing your business can be a challenge. With so many types of customer out there, how can you target them effectively and generate leads into your business?

# THE SOLUTIONS

Here at PRIMIS we endeavour to understand the challenges that you face in the industry and that's why we're here to help businesses just like yours achieve your goals through advice and support.

We have put together this guide to give you inspiration, combined with simple, yet effective, ideas and practical solutions that you can tailor to your business.

# HERE IS A LIST OF 20 WAYS TO MARKET YOUR BUSINESS:

## #1 MAKE SURE YOU CAN BE FOUND

Optimize your website and make sure your customers can find you. Use keywords that are applicable to your website, such as; mortgage, first time buyer, or protection.

## #2 START BLOGGING

Creating topical blog posts will show your expertise and keep your clients interested in you. You can optimize it with tags and categories to really target your clients.

Do: share your blog posts on all of your social media accounts to drive traffic between them and maximise your opportunities and exposure.

## #3 FIND YOUR NICHE

What is it that you specialise in? What kind of clients do you help more frequently? Once you've found your niche, whether it is the products you offer or the people you see most, you can target your audience more effectively. This also ensures you stand out from other advisers in the market.

## #4 MAKE YOUR E-MAIL SIGNATURE WORK FOR YOU

Look in your sent box, how many e-mails do you send a day? Why not make this activity work a little harder for you? Maximise this space by including links in your e-mail signature. This could be your social media accounts and even your website.

## #5 TRY A GIVEAWAY

Everyone loves a giveaway, so why not set a competition on social media? It could be something as simple as a caption competition with a prize of a box of chocolates that can help engage your clients. Our financial promotions team can offer their expertise and guidance in helping to create a compelling and compliant campaign.

## #6 REMAIN ABREAST

Know your industry and then get to know it some more. You could subscribe to industry magazines or check out our news round-ups. Our weekly round-up is sent to your inbox each week with relevant and timely information about the industry. What's more, we also produce monthly customer facing marketing material that you can tailor for your customers.

## #7 LINK LOCALLY

Why not write a column in your local paper? You could also include adverts or write letters. Try to connect your products and services to a current news story or event. This will give you wider exposure and show off your expertise, whilst bringing advice to life for potential customers.

## #8 LISTEN TO YOUR CUSTOMERS

Customer feedback is like gold. We offer an electronic customer feedback process, Insight, which helps principal and advisers highlight their strengths and development areas so they can offer a service that clients will keep coming back for, again and again.

## #9 LEAFLETS

We have a comprehensive suite of template leaflets created by our marketing team. These cover a variety of product areas and can be used to promote your business. There are customisable options you can tailor to your business in Canva. They have been designed to be flexible so you can use them as magazine adverts, flyers or posters to suit your requirements.

## #10 E-MAIL CAMPAIGNS

You could try sending out structured e-mail campaigns to your client base. There are many free e-mail systems you can use which our marketing team can advise you on. They will also share their wealth of knowledge on how to drive customers to contact you on the back of them.

## #11 CATER FOR YOUR AUDIENCES

Depending on your client base demographics you may have a variety of demographics to cater to. Different audiences prefer different mediums. Whilst younger clients may prefer digital platforms such as social media and e-mails older clients may prefer paper copies. Ensure you use a combination of channels for marketing your business to achieve the maximum success, and once your customer's on board, ask them how they would like you to communicate with them.

## #12 CALL TO ACTION

Always include a clear call to action. After all you want your clients to do something, so make sure they know what this is and how they do it.

## #13 EXPAND YOUR OFFERING

Our unique in-house advice team, the Hub, can increase your revenues and expand your offering whilst you keep the client relationship at all times. They offer temporary solutions to your advice team, completely flexible to suit you and your business, and the best bit is that you get paid for using them.

## #14 BUILD STRONG BRANDING

Once you have your brand established reinforce it with strong branding. Regularly review everything that is associated with your business. This includes your shop front, stationery and maybe even your car.

## #15 DIRECTORIES

Add your company into local directories and the Money Helper directory. There are many different sites online; ensure you're registered on all of them and you keep your profile up to date. Our marketing team can guide you on which sites will drive the highest footfall to your business.

## #16 MONITOR THE COMPETITION

There's nothing wrong with keeping tabs on the competition. Have a look at competitors that you admire and analyse their marketing strategies. Pick out the ones that could work for your business, then adapt them and make them even better.

## #17 KEEP MOMENTUM

Make sure that you are posting content on your social media accounts, website and blog frequently. Your clients will want you to invest time in them and be consistent, so show them that you do that.

Do: plan out product-focused campaigns. Spend one hour a week and plan out the next week's structure and content.

## #18 BE REACTIVE

Respond to news stories that are relevant to the industry. If you do this frequently you'll soon make your website, blog and social media accounts the go-to places for the latest news, and drive your website high up Google rankings.

## #19 KNOW YOUR DEMOGRAPHICS

Once you know the demographics of your target audience you can work out how to target them even better. Your public library will have data and records that you can access. Our phenomenal reporting systems in our member back office system Toolbox allows you to analyse your data to maximise its potential.

## #20 MAKE YOURSELF REACHABLE

This may sound obvious, but always make sure that your contact details are clearly visible. Make sure they're on every piece of marketing collateral you send out to your clients, be it business cards or e-mails, as well as on every page of your website.

## MORE SUPPORT

Would you like more support? To find out how we can help your business please get in touch:

Website: [www.primis.co.uk](http://www.primis.co.uk)

## FINANCIAL PROMOTIONS

Approval: Please note that all promotions, including social media accounts, will require approval from the financial promotions team prior to distribution.