

# TOP 10 MARKETING TACTICS FOR 2017



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## **Top 10 Marketing Tactics for 2017**

Without marketing, you won't be able to realize the dreams you have for your business. Without a strategy, you'll spin your wheels. These marketing tactics will help you succeed in making your marketing strategy work long-term. Implement one at a time and before you know it you'll expand awareness, make awesome landing pages, and start converting at a higher rate than you ever thought possible. Let's get started.

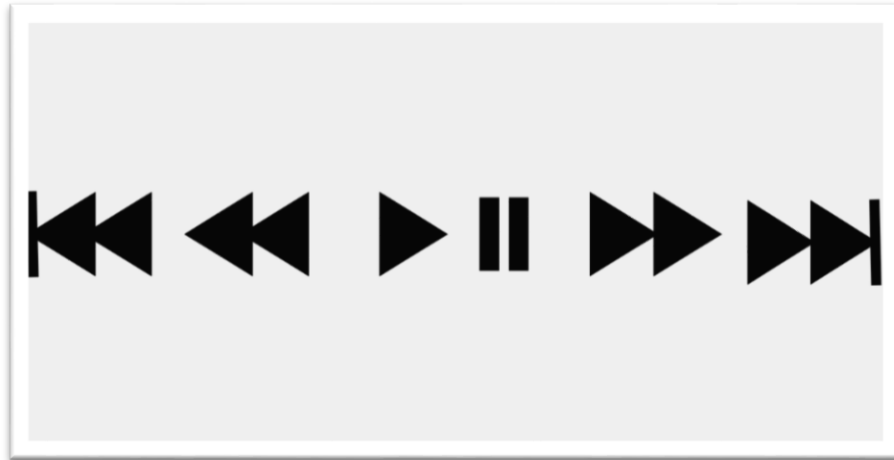
### **Tactic #1: Create Targeted Content**



You use content in every aspect of marketing, from blog posts to videos and even images. And each piece needs to be targeted to your audience. To succeed you'll need to identify your target

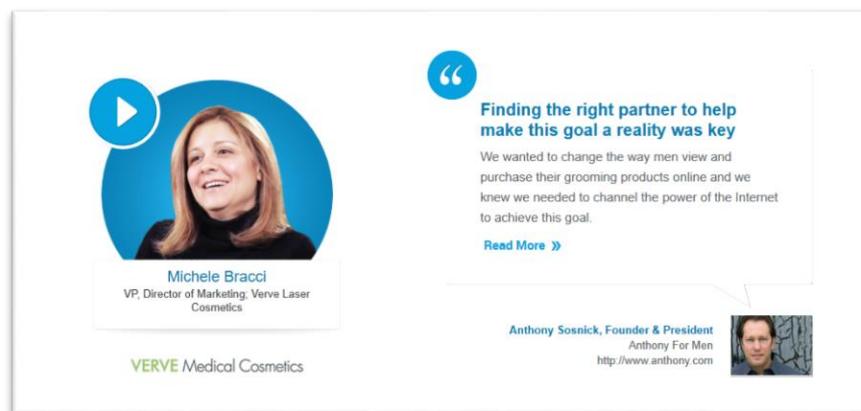
market, understand your products and services, as well as set up content to hit every part of your customer's buying cycle. You'll need blog posts, video, social media updates, images, landing pages, in addition to the actual informational content that you sell.

## Tactic #2: Use Video & Audio



With marketing, you'll get more attention if you use video and audio. Video is a lot more likely to be shared, and people love listening to podcasts on their morning walks or during long drives. It's simple to create a video using tools you probably already have. You can use free source software like Audacity for podcasts and your phone or camera for video. What's really great is that you can repurpose other types of content into audio or video. For example, a top 10 blog post can become 10 videos or 10 podcasts.

## Tactic #3: Collect Customer Testimonials



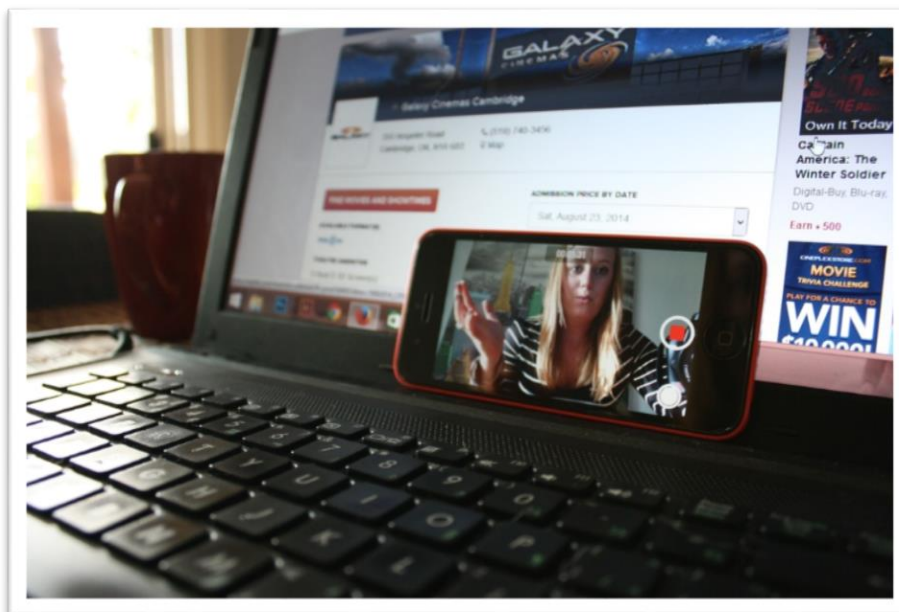
A great way to get the word out about your offerings and to persuade your audience to buy what you're selling is to ask for testimonials from satisfied customers. If you're just starting out you can give work or products away in exchange for a testimonial. Put the testimonials on your website and link back to the customers' information so that everyone knows they are real people.

#### **Tactic #4: Create a Newsletter**



Newsletters aren't really a great way to get an audience, but if you have an existing audience sending out a newsletter on a regular basis to them is a good way to keep them coming back for more of what you offer. For example, you could do a newsletter that links back to blog posts, videos, and other information you've created since the last newsletter you created. There isn't much that tops email marketing in terms of being able to increase your revenue.

#### **Tactic #5: Host a Webinar**



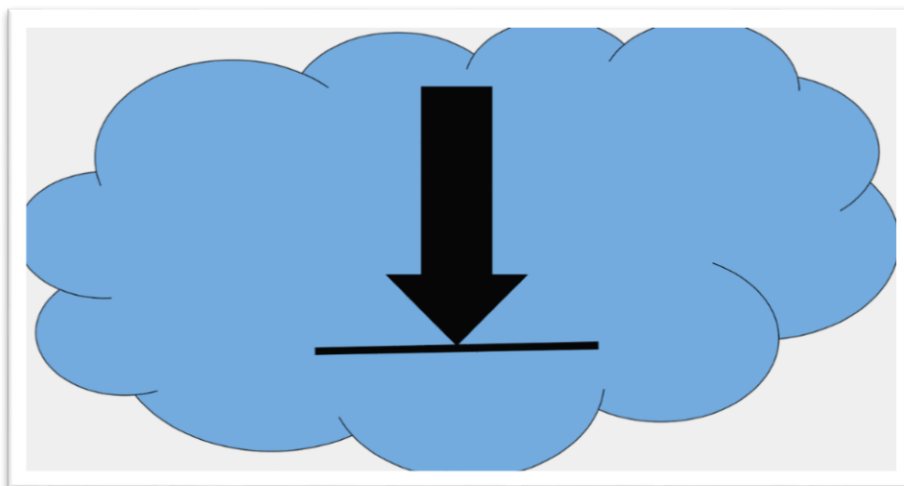
Webinars are really coming into their own. As the technology gets better and less expensive hosting and performing a webinar is a great way to prove your expertise status. When people can see you, and hear you they're more likely to trust you. If you also interview movers and shakers within your industry you can gain some of their audience as well as impress your audience by increasing the trust factor you already share. When you hobnob with influencers you can become one too.

### **Tactic #6: Get Popular by Engaging on Social Media**



Social media marketing is an amazing addition to traditional marketing methods in the 21<sup>st</sup> century. You can build an entire business using almost any of the platforms like YouTube, Facebook, Twitter, LinkedIn, and others. Stick to sharing very targeted information with your audience on social networks and then engaging with them. For example, on Facebook, you can create a group of your own in which to share your knowledge, build your reputation, and get popular.

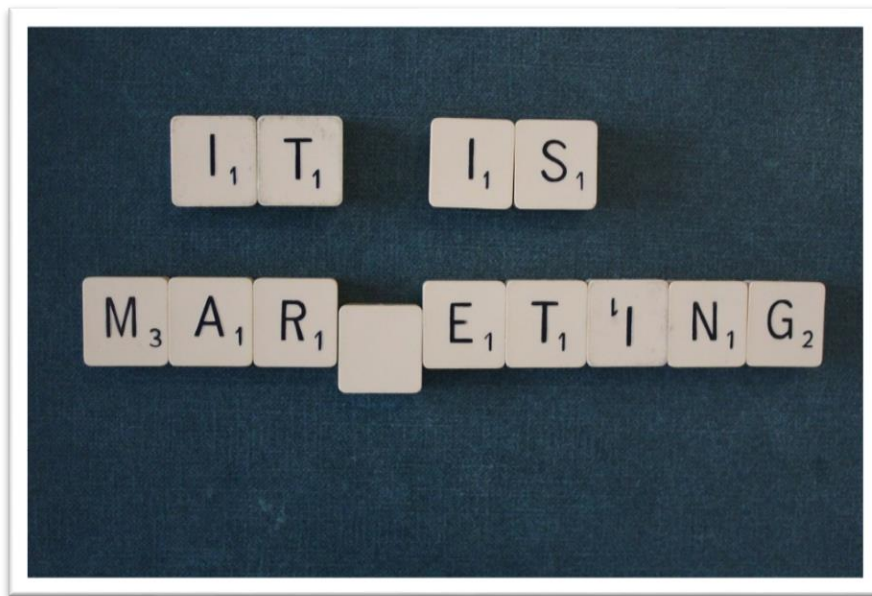
### **Tactic #7: Give Away Good Stuff**



When you decide to build your list you already know that you need to create a “freebie” so that your audience will sign up for your email list. But, did you know that the stuff you give away free should be just as good as the stuff you sell? It may seem counterproductive but when you give

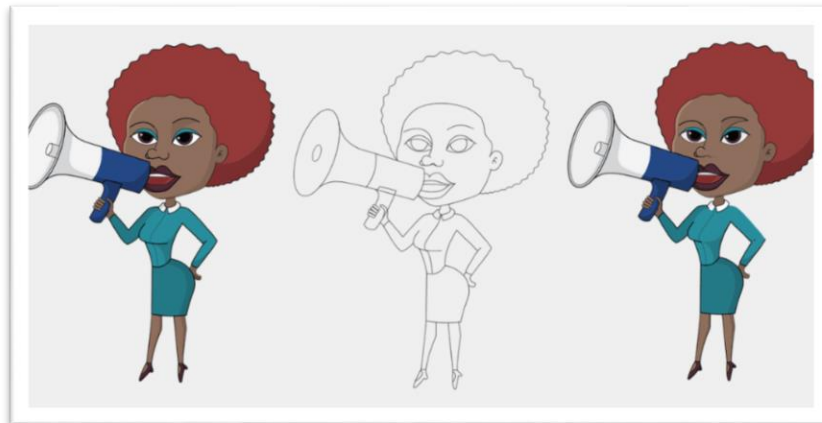
away super targeted information that is high quality it builds a lot of trust in you from your audience who will recommend you to others even if they never personally buy from you. This will help you expand awareness and make more money faster.

### **Tactic #8: Build an Affiliate Program**



Affiliate marketing is a boon to small business owners everywhere. This is especially true if you sell digital goods. Getting others to promote your products and services is a win-win for you and the affiliate. You reach more people than you could on your own and the affiliate earns a commission for sending buyers to your site. When you build your affiliate program, consider using an affiliate network such as JVZoo or ClickBank to promote your offerings through in order to reach even more potential affiliates.

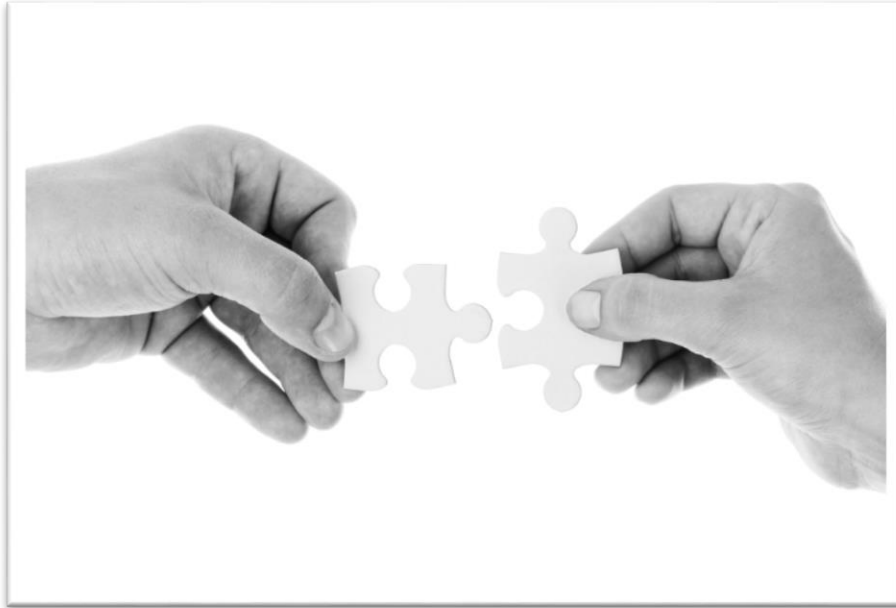
### **Tactic #9: Speak at Live Events Online & Offline**





Most people are terrified of public speaking. When ranked based on fear level most people are more afraid of public speaking than dying. Therefore, if you can do it, and do it well – the payoff can be enormous. You can speak online and offline today. Look for speaking gigs through your network and let people know you're ready to do it by creating sample videos and a "one sheet" to market your speaking services.

### **Tactic #10: Partner with Other Businesses**



When you partner with other businesses it's a fast way to boost awareness and build your email list. One way to do that is to develop short-term joint venture projects to work on with someone that offers complementary goods, services, and skills as you do. Ensure that you create a contract with obligations and responsibilities spelled out for each party in the joint venture. If you work on a short-term project with someone such as a live event, or an online webinar, you can then consider working on longer term projects together such as a joint website offering.

These top 10 marketing tactics for 2017 will help you get more attention for your products or services if you do them persistently and consistently. All marketing takes time and consistency to produce results.