

5 MISTAKES PROFESSIONAL SERVICE PROVIDERS MAKE WHEN MARKETING THEIR SERVICES ... AND HOW TO FIX THEM

1. Not having a marketing plan in place

Without a marketing plan, your efforts to promote your business will be ad hoc and only completed when you can squeeze in the time. Lack of a plan will cause a waste in your advertising spend and lead to poor results. A marketing plan is essential for cost-effective advertising that uses your time and money wisely AND brings you new clients.

2. Not allocating a marketing budget for your business

Once you've developed your marketing plan, you'll have a good idea of how much you should allocate to spending on advertising your business. The plan will keep you focussed so that you only spend on those areas you've identified as priorities that will deliver results. Ideally, your advertising should be trackable so you can evaluate what's working and what's not.

3. Your marketing doesn't help prospects KNOW, LIKE & TRUST YOU

Marketing a service has unique challenges versus marketing a product. Your service is an intangible offer that your prospective customer won't experience until they've met with you. Therefore, it's critical that your marketing efforts help the prospect know, like and trust you enough to try your services. Review your current advertising and evaluate whether it builds in the KNOW, LIKE & TRUST factors. Here's a test: If you were going to hire you, would your current advertising compel you to say yes?

4. You're not taking regular action with your marketing activities

Consistent results depend on consistent effort. This absolutely applies to marketing. If you have a marketing plan but aren't implementing it regularly, now is the time to start. For professional service providers, lack of consistency is often due to not knowing which activities will yield the best results (i.e. no plan!). Develop a plan and you'll know exactly what to do with your scheduled marketing time.

5. Not addressing where you may be stuck in your marketing cycle

Professional services marketing and sales operates on a predictable cycle: Filling your Pipeline; Following Up; Having Sales Conversations; and Closing Sales. If you are stuck in one of these areas, it's essential that you get "unstuck" so that your prospects can move along the pipeline towards a sale.

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