

# Our Marketing Offer

Create a Compelling Marketing Offer to Attract and Retain Clients

# What is a Marketing Offer?

A marketing offer is a specific proposal or incentive to encourage customers to take a particular action. It's a fundamental element in promotional strategies and advertising campaigns.

Product or Service: This is the Star of The Show and the actual item or service being promoted. It's what we want the customer to fall in love with.

Incentive: This is the special deal or added value that makes the offer unique. The cherry on top! Whether it's a discount, a BOGO deal, or extra features, it's what makes our offer irresistible.

Call to Action (CTA): This is a clear instruction for the customer, telling them exactly what they need to do to take advantage of. Basically it is our friendly nudge saying "Buy Now" or "Sign Up Today," guiding customers through the process.

Terms and Conditions: These are the rules governing the offer, including any limitations, eligibility criteria, or expiration dates. It's the rules outlining the do's and don'ts.

Urgency Factor: Many offers include a time-sensitive element to encourage immediate action. This could be a limited-time discount or a special bonus available only to the first few customers. Creating a sense of urgency makes the deal even more thrilling.

# What is a Marketing Offer?

Discount Offers: These reduce the price of a product or service. Who doesn't love a bargain?

Free Trials or Samples: Try before we buy. It's a test drive for our product or service. These allow potential customers to try the product or service without any commitment, usually in the hope that they'll be satisfied and make a purchase.

Bundled Offers: These combine multiple products or services at a discounted rate, encouraging customers to spend more by perceiving higher value. Bundle products together and create a value-packed feast.

Loyalty Rewards: These offer incentives for repeat purchases or continued engagement with a brand, often through a points system or membership benefits. Reward loyalty with points, memberships, and more.

Exclusive Access: These provide special access to products, services, or events, often targeting a specific segment of the market like subscribers or long-term customers. Offer VIP access to special products or events, making customers feel like stars.

# Why Do we Need It?

Customer Attraction and Engagement: Like a magnet, a great offer pulls customers in, making them curious and eager to explore. A compelling marketing offer can grab the attention of potential customers and engage them with our product or service. It incentivises them to make a purchase.

Building Relationships: By presenting a valuable offer, we can show our customers that we understand their needs and are willing to go the extra mile to meet them. Showing customers we care and understand their needs helps in building trust, fostering loyalty, and nurturing long-term relationships.

Increasing Conversions and Sales: Marketing offers often drive immediate action. Whether it's a discount, a free trial, or an exclusive package, a well-crafted offer can significantly increase conversion rates and boost sales. This is particularly valuable for businesses looking to introduce a new product or service.

Competitive Advantage: What makes us different from all of the other coaches out there offering similar services? Our unique offer is our secret weapon, helping us shine brighter than the rest and encourage customers to choose our brand over others. (I.e. veteran owned business, "I lost over 200 lbs and kept the weight off for 5 years," woman owned business, generated over 1.5 million dollars in revenue over 3 years, etc.)

# Why Do We Need It Cont'd?

Data Collection and Insights: By engaging with offers, customers share insights into their preferences and behavior. Analyzing this data helps us craft personalized strategies and understand our audience better. This information can lead to more personalized marketing strategies and a better understanding of our target audience.

Brand Awareness and Perception: Our offer is our brand ambassador. It shapes how our brand is perceived. A generous or innovative offer can create a positive image and generate buzz around our brand. It communicates a message about what our brand stands for, enhancing our reputation in the marketplace.

Flexibility and Adaptation: Offers can be tailored and adjusted based on market trends, customer feedback, and business goals. Tailor our offers based on trends, feedback, and goals. This adaptability allows us to respond quickly to changing circumstances and ensures that marketing strategies stay fresh, effective and relevant. we can also sell the same product in different ways to different segments of our audience.

# How To Create One?

Creating a marketing offer is a strategic process, and while the underlying principles remain the same, here is a streamlined approach:

Define our Goals: Identify what we want to achieve. What's our mission? Are we looking to attract new clients, retain existing ones, or perhaps introduce a new service? Whether attracting new clients or launching a service, clarity guides our journey.

Understand our Audience: Research our target market. What do they want or need? Be like a detective. What problems are they facing that our service can solve? Research their needs and marry what is they want to our product or service.

Craft the Offer: Choose the right incentive. Based on our goals and audience, decide on the incentive that will appeal most to them. This could be a discount, a free consultation, a bundled package, or something else. Include any conditions such as expiration dates or eligibility requirements, and ensure they are transparent and easy to understand.

# How to Create One Cont'd?

Design the Promotion: our offer should look appealing and communicate its value clearly. Paint a beautiful picture with compelling visuals and copy using emotionally impacting words, and clear communication. Include a strong CTA that tells people **exactly** what to do next.

Select Distribution Channels: Choose where to promote. Where does our audience hang out? This could include our website, social media platforms, email newsletters, or even offline marketing. Choose channels that align with their habits, be it online or offline.

Implement Tracking: Measure what's working and what's not. Use tools to track responses and understand what's resonating. (I.e. Google Analytics, UTM parameters, Facebook Ad Manager, Funnelytics, or our CRM system. These track how people respond to the offer. This will help we understand where we need to put our focus in our funnel and leave what's working alone.)

# How to Create One Cont'd?

Launch the Campaign: Promote and unleash our offer! Use our chosen channels to get the offer in front of our target audience. Be sure to engage with inquiries promptly to keep the excitement alive and maintain momentum.

Monitor and Adjust: Keep a watchful eye on our performance, and don't be afraid to tweak or make adjustments to improve it. This could include changing the promotion channels, tweaking the design, or even modifying the offer itself.

Evaluate and Learn: Once the campaign is over, review the results against our initial goals. Reflect on the journey. What did we learn? What would we do differently next time? This analysis will be invaluable for future marketing efforts.

# What Would Happen if?

Increased Visibility: By promoting an appealing offer, like a free eBook or a discounted workshop, we reach new eyes and ears, expanding our brand's horizon. By promoting an appealing marketing offer, we can attract more attention to our coaching services reaching new potential clients who might not have discovered we otherwise.

Growth in Client Base: A well-crafted offer can entice prospective clients to try out our services. Whether it's a discounted initial session, a free webinar, or a package deal, a special offer can lower the barrier to entry and encourage people to take that first step.

Enhanced Reputation: Offering value-added services or exclusive discounts can position us as a generous and client-centric coach. This can help to enhance our reputation and build trust, fostering positive word-of-mouth and recommendations. Offering value-added services or exclusive discounts paints us as generous and client-focused, sparking positive chatter and glowing recommendations.

# What Would Happen if?

Potential Challenges: It's also worth considering potential downsides. If the offer is not well-aligned with our brand or is unsustainable in the long term, it might lead to dissatisfaction or diminish perceived value. An ill-aligned or unsustainable offer might backfire, like a discount that cuts too deep, leading to dissatisfaction or a tarnished image. It's essential to carefully plan and execute the offer to avoid such pitfalls.

Long-term Business Growth: Strategically planned and well-executed offers can lead to sustainable business growth. Thoughtful offers can blossom into a loyal client base. By attracting new clients and retaining existing ones, we ensure the survival of our business. Clients = oxygen for your business.

Community Building: Build a thriving tribe. Offers like exclusive access to group sessions or online forums weave a web of connections, enhancing the client experience and fostering a sense of belonging. This not only adds value to the client but fosters a sense of community, enhancing the overall client experience. Aim for changing the lives of 100 people and over time 100 will become 1,000 which will eventually become 10,000.

# What Would Happen if?

Client Retention: By providing exclusive offers to existing clients, we can boost satisfaction, loyalty and keep them coming back for more. This might include special pricing for long-term commitments, discounts for returning customers, or additional free resources for continued engagement, which can create repeat business.

Data Gathering: Offers requiring sign-ups unveil precious information about potential clients. For example, a free consultation sign-up can reveal their interests and needs. This data can be crucial for future marketing campaigns, helping us tailor our communication and services to better meet the needs and interests of our target audience.

Immediate Revenue Boost: Short-term offers can lead to a spike in sales, providing an immediate revenue boost. This can be particularly useful during slow periods or when launching a new service, helping to maintain cash flow and business stability.