

Proven Marketing Strategies to Increase Revenue, Increase Profits, Combat Competitors, Clear Inventory and Sell the Business

While many of the day-to-day marketing activities revolve around one promotion or another it's important to ensure that your activities are supporting a useful strategy. In turn, that marketing strategy should be supporting business goals. Here's a list of marketing strategies that MarketingSage can advise on and help execute:

Increase Revenue

- Win new customers in existing markets
- Win new customers in new markets
- Increase sales to existing customers
- Add distributors and/or resellers
- Get existing resellers selling
 - retrain them, offer sales incentives
- Launch new products/services
- Customize offerings for better appeal in distinct market segments
- Increase prices
- Offer volume purchase incentives
- Offer early payment incentives
- Reduce product returns
- Don't promote replacement products that can't be shipped

Increase Profits

- Promote higher margin products
- Increase prices
- Beat competitors to market
 - less competition, lower price sensitivity
- Increase value — more features, better support, etc.
- Reduce product and distribution costs
- Reduce marketing costs
 - better targeting, pay-for-action promotions, etc.
- Exit low margin markets
- Eliminate low margin products
- Terminate high maintenance customers and resellers
- Extend the life of mature products
- Reduce product returns
- Pricing and distribution policies that mitigate gray market sales
- Leverage existing brands so you don't have to build new ones

Combat Competitors

- First to market
 - better PR, untapped demand, set the standards
- First to volume
 - lower costs/price faster, fulfill demand faster
- Fast follower
 - learn from efforts of the pioneer (lower cost, fewer mistakes)
- Patent or copyright products, technology, terms, methods
- Promotions — Always be among the 3 products considered
- Certifications — Acquire compatibility certifications.
 - Get on approved buyer lists
- Lock up sales channels — Exclusivity deals, stuff the shelves
- Out-market them with better messages, promotions, media choices
- Pre-announce lower prices of soon to ship products to stall competitor sales

Clear Inventory

- Increase promotions
- Offer sales incentives
- Lower prices
- Bundle with other products
- Donate unsold inventory to charity for a tax write-off
- Rework it into a new product or spare parts
- Don't promote replacement product that would cannibalize sales
- Announce pending supply shortages to encourage sales

Sell the Business

- Increase revenue
- Capture market share
- Accumulate intellectual property
- Build a desirable brand name
- Sign agreements strategic customers and resellers
- Build a hard-to-replace (poach) team

About MarketingSage

MarketingSage is a contracted marketing team that helps other marketers and business executives increase revenue by cost-effectively generating sales leads, building brands, launching products and developing sales channels. With MarketingSage you can add expertise, bandwidth, specialized tools and contacts when you need them, for as long as you need them.



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